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## **Slow Tourism and Emotional Intelligence: New Perspectives to Consume the Tourist Products in a Post-COVID Era**

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### **Abstract**

People, in the last two years, are struggling to manage their lives, thoughts, and plans because of the coronavirus pandemic disease (COVID-19). In this scenario, the tourism industry suffers the major impact due to the social isolation which means that the travels were interrupted and the movement between destinations has been drastically reduced. When the society faces a situation like this it is possible to generate significant disruptions that can be temporary or permanent and require prompt adaptations of both companies (destinations) and consumers (tourists). So, new perspectives need to be inserted into the discussion, such as: how the tourist industry can encourage the consumers to become wiser when they think about themselves, others, and the planet in a post-pandemic life? To answer this question, the present research seeks to understand slow tourism as an alternative to mass tourism (reality in the pre-COVID scenario) which is more aligned with emotionally intelligent decisions in the post-COVID era. This proposition can be justified because the tourist purchase behavior and choice depend on different internal and external factors, like income, demography, social and cultural, context and, even, influencers. Hence, with the uncertain scenario it is important for the consumer to think more about his choices and its impacts on the society. Besides, according to Rojek (2010), leisure requires a considerable amount of 'emotional intelligence' to be able to deliver a perspective that uses 'care for the self' and 'care for the other' as a way to experience the tourist destination. In summary, the present research aims to discuss, from a theoretical perspective, how slow tourism can be used as an emotional intelligence tool for the tourist decision-making process in the post-covid period. Throughout the discussion, we search to associate the Slow Tourism (ST) and Emotional Intelligence (EI) components as a new perspective in the post-COVID period, mainly, when we think about tourist products decisions. In addition, we also propose some questions that could arise when tourists begin to think about traveling around the world after this pandemic scenario, like how do you feel about COVID-19 context regarding tourism decisions? In this matter, it is important to start thinking about new ways that the consumer will make his decisions and, in this case, slow tourism and emotional intelligence can be more discussed and analyzed in future studies.

**Keywords:** Slow Tourism; Emotional Intelligence; Consumer Behavior; Trend; COVID-19.

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