

## **From reader to tourist in the city of Salvador: the novel Dona Flora and her Two Husbands and its today resonances**

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The book *Dona Flor and Her Two Husbands*, by Jorge Amado, immortalized the city of Salvador, capital of Bahia, in Brazil, becoming a text that is read, lived, recreated and adapted continuously. In this sense, this work aims to analyze the city, represented in this novel by Jorge Amado and in the homonymous fictional works: the film (1976) directed by Bruno Barreto and the miniseries (1998) written by Dias Gomes, highlighting the cultural elements that helped to composing the Bahian identity and building the image of the city that populates people's imagination and attracts tourists from all over the world. The study is based on the idea that the *effect* (Iser 1996) of literature on the reader transcends aesthetic issues. This allows, on the one hand, the updating of literary texts through the construction of other texts and, on the other, the transit of the *reader-tourist* (Simões 2002) who, instigated by what the work raises, can be motivated to know, in reality, what was already known fictionally, becoming a *tourist-reader* (Simões 2002). In this way, it is possible to “discover art [literature] through the place and the place through art [literature]” (Donadio 2014 apud Cresswell 2015: 2), also motivating the creation of cultural itineraries or activities based on the work and aimed at attract tourists. Thus, fictional texts are understood as *resources* (Yúdice 2004) that enhance sustainability, which can be used by global tools, such as cinema, television and tourism, to preserve memory, in addition to highlighting local signaling elements, such as culture, history and identity, symbolic assets used in the representation of the city and given rise to by fiction. The aim of this analysis is to understand the similarities and distances between the city portrayed in the 40s (novel and film) and in the 90s (miniseries), verifying the meanings and resonances of such works today. As an example, it is possible to mention the creation of tourist itineraries based on the book *Dona Flor and Her Two Husbands*, which strengthen cultural (literary) tourism in the city of Salvador by attracting tourists, confirming what Michel Onfray argues: “the desire to travel feeds more on literary or poetic ghosts than on indigent proposals due to their excessive similarity with summary reality” (Onfray, 2019, 26). This is how the *tourist-reader*, when visiting the capital of Bahia, sees the materialization of the city portrayed in Jorge Amado's novel, whose social actors and cultural elements are given new meanings and updated in the same geographic space.

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