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ТУРИЗМЪТ И ГЛОБАЛНИТЕ КРИЗИ

**TOURISM AND THE GLOBAL CRISES
ТУРИЗМ И ГЛОБАЛНЫЕ КРИЗИСЫ
TURISMO Y CRISIS GLOBALES**

**ИЗДАТЕЛСТВО "АЙ АНД БИ"
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ТУРИЗМЪТ И ГЛОБАЛНИТЕ КРИЗИ

СБОРНИК ДОКЛАДИ ОТ МЕЖДУНАРОДНА НАУЧНА КОНФЕРЕНЦИЯ,
ОРГАНИЗИРАНА ОТ КАТЕДРА „ТУРИЗМ“ НА СТОПАНСКИЯ ФАКУЛТЕТ НА
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ОРГАНИЗОВАННОЙ КАФЕДРОЙ „ТУРИЗМ“, ФАКУЛТЕТ ЭКОНОМИКИ,
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ONLINE EVENTS AND COVID-19 PANDEMIC: A STUDY IN THE BRAZILIAN CONTEXT

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***Abstract:** The Covid-19 pandemic impacted several sectors and activities of the economy, pressing them to adopt a new strategic posture, seeking to adapt to the established context. One of the activities that suffered from this new scenario was the academic events promoted by higher education institutions, in which many of them had to be canceled and / or postponed, since the universities had their classroom activities suspended. Academic events can be reputable as activities carried out by educational institutions as a way to disseminate and discuss scientific productions produced by students. However, with the imposition of the pandemic, these events started to be performed in the virtual area. In this context, the objective of this study was to analyze the main online academic events organized by stricto sensu graduate programs in tourism and hospitality in Brazil, during the pandemic period of 2020. This research was characterized as qualitative, exploratory under case study. The results showed that even with the imposition of the pandemic, the programs seek to reinvent themselves in the process of carrying out academic events, considering that they were developed 29 online events for these institutions in the year 2020. Regarding typologies, there was a diversification with emphasis on webinar, videoconference, congress, lecture, seminar, workshop and lives. It is suggested that further studies be carried out, focusing on the main challenges and opportunities for these events.*

***Keywords:** Online Academic Events; Postgraduate studies; Brazil;*

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Introduction

The Covid-19 pandemic impacted several sectors and activities of the economy, pressing them to adopt a new strategic posture, seeking to adapt to the established context. One of the activities that suffered from this new scenario was the academic events promoted by higher education institutions, in which many of them had to be canceled and/or postponed, since the universities had their classroom activities suspended. For Andrade, Lisbon & Almeida (2021), Academic events are initiatives of the teaching and research units or the Rectory that seek to bring together students, teachers and professionals in the field in order to debate the relationship between science and society. In post-graduate programs, they are essential, as they constitute extracurricular activities and enable the researcher to develop professionally, deepen and expose the knowledge of one of his researches.

To minimize impacts and strengthen academic ties, education programs *Stricto sensu* Graduate Studies in Tourism and Hospitality in Brazil sought to reinvent and started using the technologies to carry out the events, bringing innovation to the new formats during the time of isolation.

In this context, the objective of this study was to analyze the main online academic events organized by *stricto sensu* graduate programs in tourism and hospitality in Brazil, during the pandemic period of 2020.

This work is justified by the importance of knowing how the process of holding these online academic events for tourism and hospitality was established and what characteristics were learned for the resumption of the post-pandemic sector. It is worth mentioning that the online events served for the programs to establish new contacts in the period when it was not possible to hold face-to-face meetings, helping in the process of boosting teaching and research.

Theoretical Reference

COVID-19 is a disease caused by the coronavirus, called SARS-CoV-2, which it started in Wuhan, China and was quickly disseminated to many people in different parts of the world (Ministério da saúde, 2021). In Brazil, the first case was confirmed in February 2020 in the state of São Paulo (Ministério da saúde, 2021).

Its rapid spread has made several countries decree restriction of movement of people and cancels no various activities that promote the gathering of people, causing some sectors of society to be closed, among them, the universities that had their classes and other activities ceased, such as promoting academic events to prevent the spread of the virus.

The concept of events is based on the concentration or gathering of people with the aim of celebrating important events (Zanella, 2012), therefore, it is linked to the characteristics of socialization. That is, in general, it presupposes the physical contact of its guests, but with the restriction imposed by the virus, this main characteristic had to undergo a restructuring, now being carried out in virtual spaces.

Concerning events academics can be reputable as an activity carried out by educational institutions as a way of disseminating and discussing scientific productions produced by students. Among the types of events are congresses, seminars, round tables, conferences, lectures, among others, all conducted in person (Andrade, Lisboa & Almeida, 2021). However, with the impositions of the pandemic these events started to be performed in the virtual area. The same authors also affirm that even with the intense migration from face-to-face events to online, the virtual modality was already a reality arising from the digital age, but little recognized and explored in the literature by the academic community. Rego, Barros & Lanzarini, (2021), contribute with this discussion stating that even if the change has been intense in the year 2020, the need for other ways of holding events was already noticeable, such as the hybrid, which is characterized by being an event that attends the public in person, but also online, such as congresses in which speakers external auditors make their explanations through videoconference; and events that are completely online, in which there is no contact of people in person, thus using technological resources for their realization. Thus, it is clear that the pandemic has only accelerated this process for the notoriety and advances of online events in the digital age.

For McLuhan (1962) this phenomenon was made possible by the use of technology that reduced borders, thus connecting people. For Ribeiro, Sales, et. al (2021) technologies present potentialities that need to be directed towards the emancipation of their users, meeting consumption in the use of more complex software each day, expanding the experience of services offered.

Thus, it is clear that the events academics online they can to be characterized as an adaptation of existing face-to-face events, but which are mainly used with the use of technological tools for its execution, promoting the meeting of several scholars and contributing to the expansion of knowledge and meeting, even if virtual.

Methodological procedures

This research was characterized as qualitative, exploratory under case study. To achieve the proposed objective, this research started with the bibliographic survey having as keywords: Covid-19, online events and academic events.

Posteriorly, the study consists of a survey of educational institutions with a postgraduate course *stricto sensu* comprising master's and doctoral programs in the area of tourism and hospitality, resulting in a total of ten institutions, namely: Federal University of Pernambuco (UFPE-PE), State University of Ceará (UECE-CE), University Anhembi Morumbi (UAM-SP), University of Caxias do Sul (UCS-RS), Federal University of Paraná (UFPR-PR), Federal Institute of Sergipe (IFS), Federal University of Rio Grande do Norte (UFRN-RN), Vale do Itajaí University (UNIVALI-SC), Universidade Federal de Fluminense (UFF), University of São Paulo (USP-SP). For the purpose of this research, only institutions with a master's and doctoral level at the academic level will be included, thus excluding UECE-CE, IFS and UAM-SP.

Data collection was carried out through the websites and pages of the referred educational institutions, with the space of March 2020 until December 2020.

Data analysis was performed based on content analysis that, accordingly Bardin (2016), consists of the use communication analysis techniques that must be defined categorically. For this study, the categories of the types of events were used as a basis.

Results and discussion

The data demonstrated that in the period from March to December 2020, 29 academic events were held online promoted by *stricto sensu* graduate programs in tourism and hospitality in Brazil, distributed as follows (figure 1).

Figure 1: Main types of online events held in 2020

EDUCATIONAL INSTITUTION	QUANTITY OF EVENTS HELD
UFPE-PE	2
UFRN-RN	2
UNIVALI-SC	1
UFF-RJ	12
USP-SP	3
UFPR-PR	0
UCS-RS	9
Total	29

Source: Research data, 2021

It should be noted that the postgraduate program in tourism in UFF-RJ it was the one that stood out the most, considering that it presented the largest number of events, while UFPR did not present any activity of this type.

Regarding the typology, there was a diversification of online academic events, such as a webinar, videoconference, congress, lecture, seminar, workshop and lives (figure 1).

Figure 1: Main types of online events held in 2020

TYOLOGY	AMOUNT
Webinar	4
Live	21
Seminar	1
Congress	1
Lecture	1
Workshop	1
Video conference	4
Total	29

Source: Research data, 2021.

As noted, the highlight was for Lives, this fact may be related to the adherence of the various graduate programs through the use of social media for the dissemination and approximation of their students, having Instagram as the main tool that made it possible to do this type of work. event. In addition, the target audience was reached directly, given that Instagram is one of the most widely accessed platforms today with around 95 million users in Brazil (Volpado, 2021).

Based on figure 2, it is still noticeable that only one online congress is held. It is worth mentioning that it already happened in the face-to-face version and went through the adaptation phase for an online event. In this new version, the duration of execution was shorter and free of charge. The internal characteristics such as short course, lectures and presentations were maintained as in the face-to-face version. This fact demonstrates that it is possible for congresses to happen in a hybrid or totally virtual, without compromising your schedules initially.

With regard to the participants' mode of access, all were open, that is, free for all audiences, requiring only prior registration. It is perceived in this way, that the events carried out provided greater interaction with disstudents from other institutions in other teaching regions, since any other student could participate and there was no territorial limitation or suitability for a specific type of audience.

With regard to duration, all events analyzed were of short duration, with a period of one to two days. This fact can be explained by the participants' own behavioral posture, since they are at home and often need to reconcile their chores with the event, therefore, short-term ones are more attractive to the public, as it allows greater autonomy and engagement.

In relation to access platforms, the events took place on several channels. Atlives and webinar took place on Instagram and YouTube, in view of their reach and ease of use. In relation to the events that have a greater structure, due to their timelines and activities proposals, were used specific platforms such as Google Meet, Zoom and some developed for the event's own use.

Regarding to the topics proposed for debate, it was noticed that there was a diversity of discussions, but most of the events were focused on the relationship between tourism and the Covid-19 pandemic (figure 3).

Figure 3: Main keywords of the topics covered in online events



Source: Research data, 2021.

It can be seen from figure 3, that the terms Tourism, Tourist, challenge and Covid-19 they were that stood out the most in the themes. Demonstrating that the events were concerned with debating ways and the possibility of understanding the challenges imposed by the Covid-19, both for tourist destinations and his reflexes in the behavior of the tourist, ja completely new episode was being experienced.

Final considerations

Online academic events can be considered events, meetings held on virtual platforms, aiming at the interaction and discussion of the scientific environment by an academic environment. The stricto sensu graduate programs of tourism and hospitality in Brazil found in them a way to keep in touch with their students and stimulate research and spread of knowledge.

Thus, the objective of this study was to analyze the main events academics organized online by stricto graduate programs sensu of tourism and hospitality in Brazil, in the period of the pandemic of the year 2020.

The results showed that even with the imposition of the pandemic, the programs sought to reinvent themselves in the process of carrying out academic events, considering that they were developed 29 events for these institutions in the year 2020. Highlighting the UFF-RJ, for having the highest concentration, while UFPR-PR, had no publicized event action. Regarding the typology, there was a diversification of academic events online, such as Webinar, videoconference, congress, lecture, seminar, workshop and Live.

The typology *live*, which until then was little discussed by literature, it was the modality with most supporters, in view of the use of social media for the individual.

It is suggested that further studies be carried out, in view of the theoretical gap, on online events, in addition, it is recommended that they be carried out works what evaluate the experience on the part of the students in academic online events, in order to understand how this public received this new proposal and what prospecting to carry out from such analyzes.

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