ONLINE EDUCATION: TEACHING IN A TIME OF CHANGE

• Paper / Proposal Title:
Virtual Hospitality in Educational Platforms: remote learning during the Coronavirus pandemic

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• Abstract (300 words):
This research intended to look upon hospitality as the main element for the construction of significant educational relationships among undergraduate students and professors by recognizing which hosting rituals where more significant to the construction of a welcoming virtual learning space. It places as a research problem to be seek: how is it possible to establish a welcoming virtual learning environment, which induces a meaningful exchange between students and professors in virtual learning platforms, based on hospitality strategies to build relationships? Therefore, the main purpose was to identify the factors that frame and make tangible the virtual hospitality elements in learning platforms through the analysis of the relationships established in remote interactions. Two specific research goals were established to achieve this main purpose: (i) to recognize the elements that are related to hospitality rituals in the composition of the virtual learning environment and (ii) to verify the perception of undergraduate students and professors about the relevance of hospitality rituals as a strategy for their proximity in virtual spaces settings. The theoretical basis that supported this discussion takes lead from the sociology approach combined with education and technology.
publications. As for the methodology employed, the research applied online enquiries that took place among undergraduate students at a Brazilian university during the 2020 remote classes, over the social distancing context, knowing that the scenario intensified the experience and perception about the virtual connections and interactions in educational journeys. The findings made possible to create a virtual hospitality elements map that could play a relevant part in developing more efficient leaning strategies.

• Author(s) Biography (200 words each):

Guilherme Moreira de Brito – Hotel Management Bachelor (Centro Universitário Senac). Has a professional background on the hospitality industry, especially in guest relations positions. Is currently part of the Customer Success team at Asksuit Hotel Chatbot.

Ana Marta de Brito Borges Avelãs de Araújo – Hotel Management Bachelorette (Centro Universitário Senac) and with a Master’s degree in Hospitality (Universidade Anhembi Morumbi). Mrs. Araújo is an undergraduate Professor at Centro Universitário Senac and currently coordinates its undergraduate Hotel Management Bachelor Degree. Has been researching the construction of social and professional relationships based on the hospitality rituals since 2003 with a number of academic publications on this field.