




# HOSPITALIDADE NAS CIDADES E FEIRAS DE NEGÓCIOS EM TEMPOS DE CRISE

*HOSPITALITY IN CITIES AND TRADE FAIRS IN TIMES OF CRISIS*

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Palavras-Chave	Resumo
<p>Hospitalidade;            Cidades;            Feiras de negócios; Setor MICE;            Crise.</p> <div data-bbox="165 1131 402 1391" style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>ISSN 2594-8407</p>  <p>Licenciada por Creative Commons Atribuição Não Comercial/Sem Derivações / 4.0/</p> </div>	<p>Este estudo trata da hospitalidade no ambiente das cidades e feiras de negócios. Para isso, adotou pesquisa documental ao analisar matérias dispostas por dois veículos de comunicação no período de 26 de fevereiro a 26 de março de 2020 e de 26 de fevereiro a 16 de março de 2021. O objetivo principal da pesquisa foi analisar as formas que a disseminação do vírus COVID-19 afetou os parâmetros de hospitalidade conforme Selwyn (2013) no cotidiano das cidades e do setor de feiras de negócios nos requisitos de Chau &amp; Yan (2021) e Jin &amp; Weber (2013). Como resultado, destaca-se perspectivas no contexto da hospitalidade que envolvem o ambiente das cidades e o setor de feiras de negócios, como por exemplo, os eventos esportivos, as pessoas e as organizações, o setor financeiro e da saúde, a mobilidade e a política, além de localidades como África, Américas, Ásia e a Europa.</p>

Keywords	Abstract
<p><i>Hospitality;</i>  <i>Cities;</i>  <i>Trade Fairs;</i>  <i>MICE Sector;</i>  <i>Crisis.</i></p>	<p>This study deals with hospitality in the environment of cities and trade fairs. For that, it has adopted documentary research when analyzing articles arranged by two communication vehicles in the period from February 26<sup>th</sup> to March 26<sup>th</sup>, 2020 and from February 26<sup>th</sup> to March 16<sup>th</sup>, 2021. The main goal of the research was to analyze the ways that the spread of the COVID-19 virus affected hospitality parameters according to Selwyn (2013) in the daily life of cities and the trade fair sector in the requirements of Chau &amp;</p>



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Yan (2021) and Jin & Weber (2013). As a result, perspectives are highlighted in the context of hospitality that involve the environment of cities and the trade fair sector, such as, for example, sporting events, people and organizations, the financial and health sector, mobility and politics, as well as locations such as Africa, the Americas, Asia and Europe.

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## INTRODUCTION

This study deals with hospitality parameters in the environment of cities and in the trade fair sector. In this context, the relevance of this study occurs because it intertwines fields of research worthy of attention. But this investigation also proposed to analyze an area of activity that in recent decades has shown a relevant increase, such as trade fairs.

Therefore, it can be seen that in recent years the number of international events, activities focused on business tourism has shown a substantial increase. It is estimated that between 2000 and 2009 this growth was 60%, these data also include conventions and exhibitions (Jin & Weber, 2013; Siu, Wan, & Dong, 2012).

This data reflects the increase of business in the tourism sector, the development of activities in the Meetings, Incentives, Convention and Exhibition – MICE sector, which includes different stakeholders. Through the notes made by Jin & Weber (2013) and Siu, Wan, & Dong (2012), it is also relevant to verify the growth rates of the business tourism sector and trade fairs in the following years, considering the impact of this segment in the cities.

In addition, it also demonstrates the need of investment in infrastructure to order to meet this demand that has specific needs. In this context, it seems that tourism destinations have tried to develop their infrastructure to meet these demands (Jin & Weber, 2013). However, as in other areas of activity, the hospitality sector, events and stakeholders in the area of Meetings, Incentives, Convention and Exhibition - MICE need to be studied together with different aspects that occur in society, in environment and in its occupation area.

Subjects related to mobility issues are concerned with mapping and verifying the large-scale movements of people, objects, capital and information around the world, as well as understanding local processes of daily transport, passage through public space and material things in everyday life (Zheng, Huang & Li, 2017).

This research was conducted from February 26<sup>th</sup> to March 26<sup>th</sup>, 2020 and from February 26<sup>th</sup> to March 26<sup>th</sup>, 2021. Among the main reasons for the choice of this period, it turns out that on February 26<sup>th</sup>, 2021, the first case of contamination by the COVID-19 virus was diagnosed in Brazil and one year after this fact, there are perspectives in the most diverse perspectives in the media dealing with the spread of this virus.

This fact occurred on a worldwide scale, affecting athletes, cities, politicians and professionals from other areas, for example:

- At the Citi Open exhibition, tennis player Coco Gauff spoke about her struggle with COVID-19, which meant that the athlete did not compete in the Tokyo 2020



Olympics after testing positive for the coronavirus, where she remained asymptomatic, but during this time she had scent loss (The Washington Post, 2021).

- In soccer, Portuguese national team player Cristiano Ronaldo even asymptomatic, tested positive for COVID-19 and remained in isolation, before a match against Sweden (The New York Times, 2020).

- In beach volleyball, athlete Taylor Crabb tested positive for COVID-19 upon arrival in Japan and withdrew from the Tokyo 2020 Olympics. The player, during his quarantine period, engaged in activities such as yoga and watched videos in a 30 square-meter hotel room in Tokyo (Bloomberg, 2021).

- In cities there was an attempt to limit the mobility of people in order to reduce the spread of the virus. The government of Japan was encouraging people to avoid travel across borders between Japanese prefectures, so the state of emergency has been extended in Tokyo and Osaka. But the Miyagi and Okayama - Japan areas have been removed from the state of emergency. The Japanese government's goal was to strengthen the healthcare system through actions that involve ensuring more beds in hospitals, making more places available to treat Covid-19 patients (NHK World – Japan, 2021);

- In the political arena, there is the case of the British Prime Minister, in which a member of his team traveling to Scotland tested positive for COVID-19, even before this fact Boris Johnson decided not to isolate himself (CNN, 2021).

Through this, it should be noted that the motivation for this article was to verify this scenario, that is, the growth of business tourism and trade fairs, to the detriment of the spread of the COVID-19 virus, which in turn has impacted the society in different ways. Especially when considering that the global hospitality sector has suffered losses due to COVID-19 (Wut, Xu, & Wong, 2021). Consequently, for the purposes of this study, the central concepts of this research are presented:

- Hospitality – Hospitality transforms: strangers into acquaintances, enemies into friends, friends into best friends, outsiders into intimates, non-relatives into relatives (Selwyn, 2013);

- Trade Fairs – Trade fairs offer a suitable context to broaden the understanding of brand value, precisely because it develops its activities in the service sector, represents B2B and/or B2C markets, has different distribution channels, and finally, involves different stakeholders (Jin & Weber, 2013);

- Cities – are places that can grant feelings to visitors and residents based on personal experiences, which have the contribution of human factors, that is, behaviors and atmosphere, and non-human factors, in the context of local infrastructure (Chau & Yan, 2021).



The research problem was how has the COVID-19 virus affected the daily life of cities as pointed out by Chau & Yan (2021) and also the parameters of hospitality in the trade fair sector demonstrated by Jin & Weber (2013) and Selwyn (2013)?

The hypotheses are: (H1) the trade fair sector considered by Jin & Weber (2013) as an emerging activity of cities (Chau & Yan, 2021) and society involves multiple stakeholders that were affected by the spread of the COVID-19 virus; (H2) the COVID-19 virus affected the hospitality parameters of trade fairs in the context of the requirements outlined Jin & Weber (2013) and Selwyn (2013).

The main goal of the research was to analyze the ways in which the spread of the COVID-19 virus has affected hospitality parameters according to Selwyn (2013) in the daily lives of cities and the trade fair sector in the requirements of Chau & Yan (2021) and Jin & Weber (2013). Through this, the specific goals of the investigation were elaborated.

- (1) To investigate hospitality parameters at trade fairs;
- (2) To check matters relating to hospitality in cities;
- (3) To consider matters relating to cities and trade fairs in the course of COVID-19 virus spread;

In the midst of these questions raised, the complexity of this research is demonstrated, mainly because it understands that hospitality involves knowledge of the most different orders and layers of society, such as, for example, the daily life of the cities, the dynamics of business fairs and that even though it seems being a paradox, it sometimes investigates the spread of viruses and bacteria.

## **LITERATURE REVIEW**

### **HOSPITALITY IN CITIES**

The contamination generated by viruses and bacteria in human beings in times of crisis in the health sector, such as pandemics, sometimes find in the environment of cities a fertile ground to spread, mainly due to a set of habits of the population, which relates and agglomerates more easily, and also find more efficient means of transport.

Before times of crisis and natural disasters, emerging issues in the academic field of tourism and hospitality such as displacement, reallocation of resource and changes in the tourism sector (Faisal, Albrecht, & Coetzee, 2020) are presented as a form resilience to these situations.

In Milan, in northern Italy, and in other cities on the globe, aspects of hospitality, but also feelings of dependency, are observed in migrant reception centers, precisely



because they reproduce unequal relationships (Artero, 2020). Thus, hospitality and hostility are expressions of the existence of a relationship that becomes useful to create patterns of obedience and alliance in political structures built on benefactor-client relationships (Selwyn, 2013).

Therefore, it is common for human beings to provide hospitality to others, mainly due to their need to relate. It draws the attention of researchers in the field, when it is realized that this ubiquitous human behavior aims to protect visitors, and constitutes a universal tradition of human society (Chau & Yan, 2021).

Migrant reception centers play a relevant social role in the environment of the cities, as they are places where migrants can decide whether to continue in transit or settle in a given city (Artero, 2020). Migrant reception centers are created in the most peripheral areas of the cities. Sometimes these neighborhoods or regions leave something to be desired in terms of the effectiveness/efficiency of public and private services provided to the local population.

Even so, migrant reception centers contribute to improve the mobility of those who, for different reasons, decide to migrate. Therefore, the concept of hospitality has layers of meaning, such as assistance and protection for travelers (Chau & Yan, 2021).

In different spheres of society and cities, hospitality deals with migration and ways to provide supporting infrastructure for tourists and visitors. In recent years, the movement of tourists has received more attention in tourism destinations (Zheng, Huang & Li, 2017). Therefore, the context of hospitality also involves issues related to mobility.

In times of a pandemic, cases of mobility restrictions are also recorded. For example, in Macau, situations of economic challenges for companies in the tourism sector were observed precisely because of the implementation of blockades at their borders (McCartney, Pinto, & Liu, 2021). Hence, making it difficult for hospitality stakeholders to act, forcing them to seek other means to maintain their activities.

For example, the COVID-19 pandemic has had a damaging impact on the economic value created by travel and tourism activities since 2020, in which it generated an 87% drop in international tourism per year, however, it is estimated that tourism activity should return to pre-COVID level by 2023 (Mariani et al., 2023).

Thus, it is verified that the environment of cities is full of emblematic elements that sometimes involve theories and practices, mutual relationships and bounded spaces (Artero, 2020). Therefore, cities practice hospitality differently, suggesting that experiences can be placed along a welcoming-hostile continuum (Chau & Yan, 2021).

In addition, especially in metropolises, it is possible to find organizations whose main purpose is to offer food and beverages, receive people and develop events that bring together numerous stakeholders, such as business fairs.



In the aspect of technological evolution, aspects of hospitality in urban environment are currently also visualized through applications and Internet sites with the purpose of improving the food delivery experience (iFood, 2021). But online platforms offering bed and breakfast, such as Airbnb (Jiao & Bai, 2020), are also envisioned.

Airbnb was born in 2007 and offers unique stays and experiences that allow travelers to experience the world in a more connected and authentic way (Airbnb, 2021). However, the supply of hospitality through online resources such as Airbnb tends to favor neighborhoods with good public transportation service, short distances to the city center, and high median home values and household incomes (Jiao & Bai, 2020).

Thus, the creation of indirect and, sometimes, unfair competition with more traditional means of accommodation, such as hotels, motels and inns, causes a potential risk of social inequality in the sharing economy (Jiao & Bai, 2020). This reality, while generating opportunities for small and medium-sized investors, and for the construction sector, also affects the jobs of hotel workers and has an impact on relevant indexes for hotel organizations, such as the Revenue Per Available Room and the daily average rate.

## **HOSPITALITY AT TRADE FAIRS**

The study of hospitality provides insights into the public or social, private, commercial (Lashley, 2000), and virtual domains. These theoretical perspectives present their foundations in the provision of food, drink and accommodation (Lashley, 2000), but go beyond this by presenting perspectives on different facets of society.

In this context, the events sector emerges as a field of study through the lens of hospitality. With the concentration of people or entities in the academic, commercial, cultural, family sports, religious and social spheres, this activity proliferated (Araujo & Franklin, 2023).

Currently mobilizing different stakeholders, diverse workforce that has technical specialization and experience (Castravechi et al., 2018), to meet different demands in a multifaceted way, whether in the form of sports ceremonies, music festivals and university graduations that have potential economic and income (Araujo & Franklin, 2023; Castravechi et al., 2018) for the resident population close to where these events will be held.

Trade fairs are dynamic processes, sometimes representing complex relationships in the context of initiation, promotion, organization, sponsorship and support from the related public and private sectors, in addition, they also involve the efforts of different stakeholders (Jin & Weber, 2013), which in turn work towards achieving the excellence of the event.



In this sector, efforts are presented in the form of greater control of expenses, adoption of means of dissemination associated with different age groups, high-speed Internet and easy connectivity, finally, incorporation of activities related to socio-environmental responsibility.

It is also verified that business fairs were affected in their routine activities by aspects such as budget constraints, social media, adoption of mobile technological resources, and sustainability aspects in the corporate and socio-environmental spheres (Han & Verma, 2014).

Before the competitive growth of the convention and exhibition business, cities with event hosting facilities events must monitor customer perceptions of their service to improve repeat visits and visitor loyalty (Siu, Wan, & Dong, 2012).

In this context, managers of the Trade Fair sector in general need to take advantage of advances in the field of mobility and information technology to multiply marketing and communication channels with the participants of these events (Han & Verma, 2014), as they understand that different stakeholders, such as organizers, exhibitors, visitors, venues and destination managers, are involved in the trade fair processes, which contribute to enhance the brand value of an exhibition (Jin & Weber, 2013).

The reasons that reveal the importance of the sector are that trade fairs are economic activities on a global scale (Han & Verma, 2014) and that successfully exhibition of brands, products and services is the objective of the organizers of this activity (Jin & Weber, 2013).

Thus, the destination with its inherent characteristics is also a stakeholder that plays a key role in shaping an exhibition's brand. Similar to a convention venue, it can encourage or dissuade an organizer to choose it as the venue for a particular exhibition, as well as influence the decision of exhibitors and visitors to attend or not (Jin & Weber, 2013).

Through this, it becomes relevant to understand that the local community constitutes a strong ally for the success or failure of the tourism activity and also for the strengthening of the Meetings, Incentives, Convention and Exhibition - MICE sector of a destination. Accordingly, it is understood that the need to improve public and private services in convention and exhibition venues is imperative (Siu, Wan, & Dong, 2012), as the it benefits the different stakeholders of this activity.





## METHODOLOGICAL PROCEDURES

Research in the hospitality industry on crises in different areas of society is common, sometimes more than it seems. For example, researchers in this area when dealing with the topic of crisis management, including disaster management and risk management in the period between 1985 and 2020, located 512 articles, in which 79 investigations dealt with COVID-19 (Wut, Xu, & Wong, 2021).

In the first part of this study, qualitative research was developed by searching articles dealing with the set of keywords of this research, such as hospitality, cities, trade fairs, MICE sector and crisis. However, materials provided by companies and organizations that directly or indirectly work with these themes such as Airbnb and iFood, either in the offer of accommodation or in the food delivery service were also used (Airbnb, 2021; iFood, 2021). This becomes relevant, as the supply of accommodation, food and beverage are common activities in city environments.

In the second part, a documentary research was developed, seeking to investigate in two communication channels, G1 and UOL, the news that deal with the COVID-19 virus in the period from February 26<sup>th</sup> to March 26<sup>th</sup>, 2020 and from February 26<sup>th</sup> to March 26<sup>th</sup>, 2021. Thus, the documentary research in the areas of tourism and hospitality is common even in the face of natural disasters and spatial effects that impact the environment of the cities and their stakeholders (Faisal, Albrecht & Coetzee, W. 2020).

Therefore, this investigation was conducted in two years in the same period of time in order to verify the effects on society through the spread of this virus. The analyzed period refers to the date of laboratory confirmation of the COVID-19 virus in Brazil, however, currently, there are rumors that the virus was already present in Brazilian cities before this date (BBC News, 2020).

The two communication channels investigated are G1 and UOL, as they have a wide audience and a daily view within the territorial limits of Brazil. G1 is a communication vehicle of the Globo Group that seeks to publish quality journalistic articles based on the attributes of quality information that involves aspects such as impartiality, correctness and agility (G1, 2021).

Due to the quality of its productions, the Grupo Globo has international repercussions, having already won 11 awards at the New York Festivals, among them the Globonews documentary “Aliados”, the documentary that followed the last seven months of the participation of the Syrian Democratic Forces in the reconquest of the last stronghold of the Islamic State, the series commemorating the 50<sup>th</sup> anniversary of Jornal Nacional, the opening of the Brazilian Formula 1 Grand Prix in sports, and finally, there were awards for the television channels Off and GNT (G1, 2020).



UOL is the largest company within the territorial limits of Brazil that provides Internet content, services and products. In 2016 the website had 6.8 million unique users and more than 54.9 million loads during the day, and in 2019 this homepage reaches the milestone of 107 million unique users (UOL, 2021).

Among the operational procedures carried out in the second phase of the research, access to the websites G1 and UOL, data extraction, insertion in a table in the Excel program and finally, classification of data through categories. In order to facilitate the analysis and obtain greater precision in the results obtained, 4 categories were created, namely:

- 1 – Informative notes;
- 2 – Hospitality relations in the environment of the cities;
- 3 – Hospitality relationships in the environment of events and trade fairs;
- 4 – Not suitable;

The creation of these categories was carried out in order to expose the current state of the hospitality relations in the environment of the cities and trade fairs. In this context, the analysis was used with the help of the Atlas TI software, which made it possible to obtain different perceptions of this phenomenon. Finally, perceptions of hospitality in the environment of the cities and trade fairs in time of crisis in which society finds itself are presented.

Atlas TI is qualitative analysis software used in textual, graphic, audio and video data that eases the automation of research with its coding and semantic operation (ATLAS TI, 2021). In this context, the categories Informative notes and Not suitable were automatically excluded from the analysis, since the aim of the research was to analyze issues related to hospitality relations in the environment of cities and in the environment of events and business fairs.

## **RESULTS**

In order to better expose the total of materials collected from G1 and UOL websites in the period from February 26<sup>th</sup> to March 26<sup>th</sup>, 2020 and from February 26<sup>th</sup> to March 26<sup>th</sup>, 2021, Table 1 – Number of news viewed about COVID-19 prepared in G1 and UOL during the survey period.



## Table

*Number of news about COVID-19 viewed on G1 and UOL during the survey period*

<b>TABLE 1 – NUMBER OF NEWS ABOUT COVID-19 ON G1 AND UOL DURING THE SURVEY PERIOD</b>		
PERIOD	COMMUNICATION VEHICLE	NUMBERS OF NEWS
From 26 <sup>th</sup> of February to 26 <sup>th</sup> of March 2020	G1	12.040
From 26 <sup>th</sup> of February to 26 <sup>th</sup> of March 2020	UOL	4.568
From 26 <sup>th</sup> of February to 26 <sup>th</sup> of March 2021	G1	8.158
From 26 <sup>th</sup> of February to 26 <sup>th</sup> of March 2021	UOL	3.346
	<b>TOTAL</b>	<b>28.112</b>

**Source:** Elaborated by the authors from G1 (2020, 2021) e UOL (2020, 2021).

Before Table 1 - Number of news about COVID-19 viewed in G1 and UOL during the research period, highlights that the data collection occurred from the first confirmation of the COVID-19 virus in Brazil, and that this investigation continued to develop during the course of the pandemic, for example, one year after the notification of the first case in Brazilian territory.

It also demonstrates how the spread of the COVID-19 virus initially captured the attention of the population, especially when comparing the number of news reports in the year 2020 with the year 2021. This provided information that impacts, for example, the daily life of cities and trade fairs.

In order to improve the display of results, the number of materials collected and tabulated was divided according to the period in which the analyzed materials were published on G1 and UOL websites. This was intentional as the researchers sought greater theoretical depth with the object of study.

As reported in the methodological procedures of this article, reports that are located in categories 1 - Informative notes and 4 – Ineligible, were automatically excluded. Therefore, they were not analyzed in this investigation.



## NEWS ABOUT COVID-19 IN THE YEAR 2020

To perform the analysis, the researchers randomly chose 100 news items from each of these four periods shown in Table 1 – Number of news items viewed about COVID-1 on G1 and UOL during the research period. These results were displayed in tables divided according to the communication channel, G1 and UOL, as shown in the tables below. Just below in Table 2 - News about COVID-19 on G1 in the year 2020, it is possible to identify the partial result of this research.

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### Table

*News about COVID-19 in the G1 in 2020*

TABLE 2 – NEWS ABOUT COVID-19 IN G1 IN 2020	
CATEGORY	NUMBER OF NEWS
INFORMATION NOTES	27
HOSPITALITY RELATIONS IN THE ENVIRONMENT OF CITIES	66
HOSPITALITY RELATIONS IN THE ENVIRONMENT OF EVENTS AND TRADE FAIRS	-
NOT SUITABLE	7
TOTAL	100

**Source:** Elaborated by the authors from G1 (2020).

Before Table 2 - News about COVID-1 in G1 in 2020, it is identified that most of the reports observed in this period refer to hospitality relations in the environment of cities with 66 occurrences, followed by informative notes and communications that do not fit this context. Finally, the category of hospitality relations in the environment of events and business fairs remained without any occurrence.



In this context, the materials that deal with cities address issues such as deaths in France; infection of American soldiers in Iran; the confirmation of the first case of COVID-19 in Algeria and Brazil, and the second in Africa; Brazilians living in other countries, for example, Italy and Iran, the environment in the cities' surroundings after the increase in coronavirus cases; and the impact of the spread of this virus on business activity between nations like Brazil and China, in which businessmen, consumers, imports and exports were harmed.

In addition, there was also an intensification of measures to contain the spread of COVID-19; the suspicion of contamination in residents and therefore affected the local health sector generating unnecessary hospitalizations; the creation of contingency centers to monitor the virus in Brazilian cities; the spread of the virus in Brazilian the cities such as Santos/SP and São Paulo/SP; and the orientation of from Health Secretaries of Brazilian cities in order to avoid COVID-19 contamination.

We also sought to identify these issues in the same period at UOL; the results are shown in Table 3 - News about COVID-19 at UOL in 2020.

## Table

*News about COVID-19 on UOL in the year 2020*

TABLE 3 – NEWS ABOUT COVID-19 ON UOL IN THE YEAR 2020	
CATEGORY	NUMBER OF NEWS
INFORMATION NOTES	28
HOSPITALITY RELATIONS IN THE ENVIRONMENT OF CITIES	50
HOSPITALITY RELATIONS IN THE ENVIRONMENT OF EVENTS AND TRADE FAIRS	12
NOT SUITABLE	10
TOTAL	100

**Source:** Elaborated by the authors from UOL (2020).

In Table 3 – News about COVID-1 at UOL in 2020, it is observed that most of the news items still refer to the dynamics of cities, followed by informative notes. However,



there are 12 occurrences referring to hospitality relations in the environment of events and business fairs. Finally, the category does not fit with 10 episodes is found.

In this context, the category “hospitality relations” in the environment of cities has 50 occurrences dealing with different locations on the planet. For example, Saudi Arabia closes temples; in cities across Japan, soccer players are seen wearing a mask, verified cases of COVID-19 reinfection, school closures and passengers released from a cruise ship after developing symptoms of COVID-19.

In France, doctors warn the French President – Emmanuel Macron, about the spread of COVID-19, and Air France is now being investigated for the flight procedures that carried the COVID-19 virus to Brazilian cities. In addition, there are reports of the first death from coronavirus infection in France, and 52 deaths in China.

Italy has been affected in different ways, for example, in cities there are cases of increased spread of COVID-19, which has led to food stockpiling and panic among the population and political tensions. In terms of mobility, there has been a decrease in the flow of tourists to Italian cities such as Milan; and the case of a cruise ship from Italy that, after a waiting period, receives authorization to dock in Mexican ports.

There are also political disagreements between Iran and the United States over the published news that caused panic in the population. In Latin America, issues such as incomplete reporting of the COVID-19 virus, exposure of cases of COVID-19 infected persons in Latin America and Europe; the increase in cases and suspected cases of COVID-19 in Argentina and Brazil; application of measures to control the spread of COVID-19, and difficulties of Latin American countries in treating and quarantining those infected.

In Brazil, there are reports of Brazilian cities that may receive people coming from areas considered at risk, such as Italy; confirmation of the first case of coronavirus; suspected cases of COVID-19 in Brazilian cities such as São Paulo/SP, Rio de Janeiro/RJ and Paraty/RJ; high demand for surgical masks and installation of a contingency center in the city of São Paulo/SP – Brazil; people postponing and restricting travel; and installation of a hospital in Rio de Janeiro/RJ – Brazil to treat victims of COVID-19.

As for the news about hospitality relations in the environment of events and trade fairs, it was observed that Facebook and Microsoft cancel participation in events due to the fear of the coronavirus. But by analyzing the news at UOL website, the impact of the spread of this virus was in sporting events.

For example, fans’ fear of Champions League matches Champions League games was recorded, swimmers’ fear of participating in swimming championships in Italy, the postponement of rugby matches, cancellation of the rowing pre-Olympic, the quarantine of cycling athletes, the stoppage of the Japanese soccer, the postponement of soccer matches, the interruption of the 33<sup>rd</sup> season of The Amazing Race, and the Brazilian Olympic Committee’s suggestion that athletes should not travel to China.



## NEWS ABOUT COVID-19 IN THE YEAR 2021

Through the data shown in Table 1 - Number of news viewed about COVID-19 in G1 and UOL during the research period, it seems that the year 2021 registered less news about COVID-19 than the year 2020. Even so, changes in the way these topics are communicated to society were verified. For this reason, Table 4 - News about COVID-19 at G1 in the year 2021 was used to expose these results.

### Table

*News about COVID-19 in the G1 in the year 2021*

TABLE 4 - NEWS ABOUT COVID-19 IN G1 IN 2021	
CATEGORY	NUMBER OF NEWS
INFORMATION NOTES	12
HOSPITALITY RELATIONS IN THE ENVIRONMENT OF CITIES	82
HOSPITALITY RELATIONS IN THE ENVIRONMENT OF EVENTS AND TRADE FAIRS	4
NOT SUITABLE	2
TOTAL	100

**Source:** Elaborated by the authors from G1 (2021).

Before Table 4 - News about COVID-1 at G1 in the year 2021, it seems that 82 reports correspond to hospitality relations in the environment of the cities, right after that there are informative notes showing 12 occurrences, hospitality relations in environment of events and trade fairs showing 4 news, finally, is the category not suitable.

In this context, reports placed in the category of hospitality relations in the category in the environment of the cities deal with the increase in contamination and number of COVID-19 deaths in urban areas, cities that have received doses of COVID-19 vaccine that received doses of the vaccine against COVID-19, places that have intensified measures against COVID-19, public offices that have suspended face-to-face



assistance or alternated employees, authorities infected and hospitalized with COVID-19, tightening of measures against COVID-19, restriction of hours or prohibition of non-essential activities.

Confirmation of variants of the COVID-19 virus were also found, the difficulties faced by Brazil one year after the confirmation of the first case of COVID-19, the public buildings made to fight COVID-19 that are abandoned, the ban on the sale of alcoholic beverages, the cities that have carried out mass vaccination of the population and the mayors who have joined together to develop joint measures to reduce the number of COVID-19 cases.

In the area of health, the researchers' attention was drawn to the case of regions that paralyzed and resumed the vaccination campaign, and public and private hospitals with 100% bed occupancy. In the field of education, face-to-face classes are suspended. In the field of mobility, there are actions in public transport to stop the spread of the virus, regions with lockdown and the placement of sanitary barriers to stop the spread of the virus, and crowds on trips of the President of Brazil – Jair Bolsonaro.

The news that falls under the category of hospitality relations in the environment of events and trade fairs deal with the registration of music festivals, the use of soccer stadiums for the construction of field hospitals, crowding in soccer matches.

In addition to the G1 news channel, an attempt was also made to analyze matters relevant to this topic on the UOL website from February 26<sup>th</sup> to March 26<sup>th</sup>, 2021. A total of 3.346 news was located, in order to follow the same didactics of the other analyzed periods, 100 news were selected, as shown in Table 5 - News about COVID-19 in UOL in the year 2021, to expose these results.

## Table

*News about COVID-19 on UOL in the year 2021*

<b>TABLE 5 - NEWS ABOUT COVID-19 ON UOL IN 2021</b>	
<b>CATEGORY</b>	<b>NUMBER OF NEWS</b>
INFORMATION NOTES	38
HOSPITALITY RELATIONS IN THE ENVIRONMENT OF CITIES	38
HOSPITALITY RELATIONS IN THE ENVIRONMENT OF EVENTS AND TRADE FAIRS	1
NOT SUITABLE	23





TOTAL	100
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**Source:** Elaborated by the authors from UOL (2021).

In Table 5 - News about COVID-1 in UOL in the year 2021, it is observed that 38 reporters were placed in hospitality relations in the city environment, 38 informative notes, 23 topics in the category do not fit, and 1 in the context of hospitality relations in the environment of events and business fairs.

Regarding hospitality relations in the environment of cities, contacts are made in France to see if experts will ask the authorities to apply access restrictions to cities as a measure to reduce the spread of the COVID-19 virus; Paris mayor calls for three-week lockdown. Vaccination of half the population in Israel; Negotiation between Austria and Russia for the purchase of the Sputnik V vaccine; In the Netherlands the court of Appeals cancels curfew; Lack of oxygen in Peru, and increase in COVID-19 cases in Italy.

In this context, the comparison of the value of the COVID-19 test rate in the cities of São Paulo/SP – Brazil and New York/USA; change in the profile of those infected in the Brazilian cities; and ICU occupancy rate above 80% according to the Fundação Oswaldo Cruz – Fiocruz. In the case of the capital of Brazil, Brasília/DF, there is a restriction on hours for the operation of non-essential activities.

When analyzing the news in this period, curfew decrees and the imposition of restrictive measures to combat covid-19 are also seen in Brazil; the death of singers; the favorable judgment in favor of state governments for the purchase of vaccines against covid-19; floods in the Northern region of the country; political disputes and disagreements among public authorities; postponement of bus restrictions in cities of the southern region; and infected healthcare professional is asked to marry.

In the cities of Rio de Janeiro/RJ - Brazil, divergent information was sometimes shown by the media, for example, the return to classes in Rio de Janeiro and regions of that state that leave the high-risk indexes; in very close periods, the registration of 3 cases of a new variant of the coronavirus and that the regions of this State remain at high risk; or that the cities in the State of Rio de Janeiro/RJ - Brazil have a vaccination schedule, but are awaiting new shipments.

In the cities of the State of São Paulo - Brazil, situations are identified that caught the attention of researchers, such as the family that was in the city of Araraquara/SP - Brazil, isolated, with COVID-19, and was robbed at home by a trio. There were also cases of vaccine theft, the risk of collapse in the health sector due to the number of cases of infections and deaths due to COVID-19.

The State of São Paulo/SP – Brazil also adopted the restrictions for the population from 11 p.m. to 5 a.m., the anticipation of vaccination, the possibility of buying doses of



vaccines other than CoronaVac, and finally, the Governor João Doria, relaxes the restriction measures.

In the category of hospitality relations in the environment of events and trade fairs, issues related to the refusal of the governor of the State of Ceará, Camilo Santana, to attend events with the President of the Federative Republic of Brazil – Jair Bolsonaro, due to the risk of agglomeration and dissemination of the COVID-19 virus.

## CONCLUSION

The realization of this research allowed to know the most diverse spheres of society, in which the Tokyo 2020 Olympic Games were impacted, with the infection of tennis, soccer and beach volleyball athletes, for example. But this also impacted the environment and mobility in cities and the political sector, thus articles published by the media vehicles Bloomberg (2021), CNN (2021), The Washington Post (2021), The New York Times (2020) and NHK World – Japan (2021), illustrate this situation.

Therefore, although the researchers in their initial proposal sought premises in the context of hospitality, which constitutes a positive action and mutual agreement among people and organizations. Through the analysis of the websites G1 (2020, 2021) and UOL (2020, 2021) a series of negative aspects were visualized, which in turn alarmed the population and generated discredit of governmental and non-governmental organizations.

This is believed to have occurred because of the to the time in which the investigation was conducted, that is, a time of crisis in the health sector, a period of pandemic, when data analysis became a regular feature in newspaper and mass media reports linked to the increase in the number of deaths.

In this context, in relation to the research problem, how did the COVID-19 virus impact the daily life of cities, as noted by Chau & Yan (2021) and also the parameters of hospitality in the trade fair sector demonstrated by Jin & Weber (2013) and Selwyn (2013)? First, it should be noted that to facilitate data analysis, the materials were divided by year, 2020 and 2021, and by media, G1 and UOL, this occurred in order to obtain greater depth in the research results.

In this perspective, both in G1 and UOL in 2020, news that impacted the daily lives of were located in the beginning of infections, deaths and their consequences in countries in Asia, Africa, Europe until reaching Latin America. Shortly after arriving in Brazil, there were difficulties in controlling the spread of this virus, which mobilized society.

This generated negative impacts involving the health sector, relationships in the social, market and financial field. In addition, changes in the routine activities of city actors, e.g., people and organizations, cities and fairs, were evidenced. These issues are



emerging themes as noted by Faisal, Albrecht, & Coetzee (2020), including displacements, reallocation of resources and changes in the tourism sector and society.

In the different environments of human life, paradigms emerged that until a certain period would hardly have been considered, including the social or public, private and commercial context addressed by Lashley (2000), as well as the virtual one. As a result, aspects such as the avoidance of crowds and human contact, the wearing of masks, panic in the population that began to stockpile food, in turn, political tensions were heightened.

This also had an impact on the event and trade show environment with companies cancelling events they were producing, while others cancelled their participation in events and trade fairs. In this way, we agree with Chau & Yan (2021) that aspects of hospitality constitute a universal tradition and that one of its objectives is to protect visitors. But at first, according to the news analyzed, the main impact occurred in sporting events sector, for example, in soccer matches, swimming championships, rugby matches, car racing and cycling.

In 2021, unfortunately in the environment of the cities, the reports address the increase in contamination and the number of deaths; the intensification of measures against COVID-19, with regions under lockdown; and the impact on organizations, such as hospitals with 100% of beds occupied. In addition, issues such as the use of football stadiums for the construction of field hospitals and the concern of causing crowds in football matches arise in the environment of events and trade fairs.

Through the main goal of the research, that was analyze the ways in which the spread of the COVID-19 virus affected the parameters of hospitality in the daily life of cities and the trade fair sector. It is observed that this presented oscillations during the research, but in general the number of news about this virus increased one year after the confirmation of the first case of COVID-19 in Brazil.

This occurred in different spheres and that, sometimes, had repercussions on hospitality actions, so in this period it became common for researchers to observe a series of negative actions in the environment of cities and business fairs, sometimes these issues are manifested in the field of hostility and threat to human life.

In the city environment, an example of this occurs when materials are published that deal with infected persons, assaults and robberies, difficulties encountered in the health sector, verified cases of reinfection, closed ports to receive cruise passengers and airlines investigated regarding their flight procedures. Therefore, Siu, Wan, & Dong (2012) demonstrate the need for cities to have facilities to monitor the perceptions and loyalty of their residents and visitors.

Therefore, beyond the current paradigms in the area of Meetings, Incentives, Convention and Exhibition - MICE, which involves financial aspects, social media, technological and sustainable resources, as demonstrated by Han & Verma (2014). The



trade fair sector has adapted to a series of actions to ensure the safety and health of the participants, which led to the near extinction of the events held in the period under analysis.

During the period analyzed, public authorities and those responsible for the health and welfare of the population were mobilized in 2021, but this was not a consensus among these people, unfortunately there were cases of lack of consensus in this regard. For example, in the case of crowds caused by visits of the President of Brazil – Jair Bolsonaro, to certain locations.

In this study, the time factor and the schedule in the stages of preparation, development and completion of the research were a relevant factor. Therefore, in the future it is suggested to expand the sample to be analyzed in the Atlas TI software. Finally, as a suggestion for future investigations, an analysis of other time periods is recommended.

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