

GIVING WINGS TO THE IMAGINATION

The Use of Comics as a Teaching Strategy in a Hospitality Undergraduate Program

*Jammilly M. Fagundes Brandão
Anielson Barbosa da Silva
Universidade Federal de Paraíba
João Pessoa, Brasil*

This article aimed to analyze the perception of students in a Hospitality Undergraduate Program at the Federal University of Paraíba on the use of comics (HQ) as a teaching strategy. The HQ was used to reproduce specific concepts addressed in an elective course: Introduction to Tourism and Hotel Activities, offered to the students of the first period. 15 students took part in the class related to the elaboration of the HQ. This study is characterized as a scientific research with a qualitative approach. The research method consisted of two moments: 1) the adoption of the research-action assumptions, based on the follow steps: recognition, planning, action, observation and reflection; 2) the analysis of the recording of the class in which the comics produced by students were presented and an online focus group with students who were willing to participate in the research. The results indicate that the HQ used as teaching strategy can reduce the gap between theory and practice, as well as encourage the exchange of knowledge and teamwork and help in the development of criticality, reflexivity and, above all, the creativity of students in the undergraduate hospitality program.

KEY WORDS: *Learning, teaching strategies, comics, education in hospitality.*