# Comparative and theoretical framework of Brazilian hospitality studies

**Elizabeth K. Wada\*, Airton José Cavenaghi and Maria do Rosário Rolfsen Salles**

*School of Hospitality and Tourism, Anhembi Morumbi University, São Paolo, Brazil*
*\*Corresponding author email: ekwada@anhembi.br*

The purpose of this article is to give a summary of the bibliographical production of the first publications made by the Master's Programme in Hospitality at the Anhembi Morumbi University, São Paolo, the compilations edited by Célia Maria de Moraes Dias (2002) and Ada de Freitas Maneti Dencker and Marielys Siqueira Bueno (2003, 2004, 2008). It aims to introduce and discuss what could be called the first theoretical lines guiding the reflections of these researchers and their colleagues, which still guide the context in the present study of hospitality at the University. We outline the contributions of the various authors and discuss how they have built on the pioneering works of Conrad Lashley (2000) and Luiz Octávio de Lima Camargo (2002, 2004).

**Keywords:** Hospitality, bibliographical production on hospitality, theoretical framework on hospitality, Universidade Anhembi Morumbi

## Introduction

The purpose of this article is to give a summary of the bibliographical production of the first publications made by the Master's Programme in Hospitality at the Anhembi Morumbi University, São Paolo, (Dias 2002, Dencker & Bueno 2003, Dencker 2004, Bueno 2008). It aims to introduce and discuss what could be called the first theoretical lines guiding the reflections of these researchers and their colleagues, which still guide the context in the present study of hospitality at the University. We outline the contributions of the various authors and discuss how they have built on the pioneering works by Conrad Lashley and Luiz Octávio de Lima Camargo (Lashley & Morrison 2004, Camargo 2002, 2004).

Created and dreamt up in 2001/02 by a group of research professors from different academic backgrounds and approved in 2003 by the Ministry of Education of Brazil, the Master's Programme in Hospitality of the Anhembi Morumbi University (UAM), São Paolo, seeks to address the phenomenon of hospitality as a social historical process which is culturally conditioned, a brand of research and thought that seeks to extend the dimensions more directly linked to tourism hospitality and services.

The Programme, in a certain way, reflected the initial purpose of the institution (UAM) and marked the pioneering of tourism education in Brazil. Recognising the need to consolidate reflections in the field of tourism and hospitality, the Programme extended its scope into other fields in an effort to bring together the results of thinking which have enriched the multidisciplinary nature of discussion on hospitality. This paper thus seeks to trace a panorama of interests which initially guided and still guide the scientific production of the UAM Programme on the issue of hospitality in its different dimensions.

The first publication, edited by Célia Dias, was brought out in 2002, and although the articles were largely focused on the relations between hospitality and tourism, hospitality and services, the hotel industry and events, there was also considerable interest in hospitality understood as a socially and culturally conditioned process, and its relations with the city, its urban manifestations, the food scene and the importance of food as an aggregator. We also note the weight of the national and international relations of the authors with other researchers interested in the issue of hospitality and related fields, especially those of the so-called French line, such as Michel Maffesoli, from the University of the Sorbonne, Prof. Alain Montandon from Blaise Pascal University, Clermont Ferrand, Prof. Anne Gotman, from Paris Descartes University in France, as well as Prof. Isabel Baptista, from the Católica Porto University, in Portugal (some of whom we present below) in the scientific events organised jointly by the involved universities, in Brazil, France and Portugal. These established a fruitful dialogue lasting to this day, and enabling without a doubt more profound discussions on the meanings of hospitality, covering not only commercial aspects and services linked to the hotel industry and hospitality, but also other forms of hospitality of a domestic, public and social nature, linked to various cultural models throughout history.

From the start, the UAM Programme aimed at understanding hospitality as a social and historical process that is culturally conditioned. This was the framework of research and thought for the Programme, which thus tried to extend the dimensions more directly linked to tourism, the hotel industry and services. It is worth mentioning that one of the main interest areas for this research is in understanding hospitality as a gift, according to the classic work of Marcel Mauss, (1923/24). His theoretical contribution may be summarised in the importance of

trade and its circulation as the basis for understanding social relations, which include all the dimensions of social, economic and political life.

Although the *Essay on the Gift* (1974), in its Portuguese edition, focuses on analyses made of non-utilitarian exchanges in archaic societies, Mauss (1923/24) tries to show that besides the object of circulation, it is important to understand the meaning of trade for the consolidation of social relations and of society. His contribution, aimed at understanding the mechanisms underpinning social life, goes beyond a description of the phenomena of primitive societies, and can be applied to contemporary societies.

We present here a summary of the first Programme publications, in order to follow the initial contributions.

## Reflecting and creating a theoretical reference[1]

In a general way, we can say that the research interests of the professors of the Master's Programme are subjects which examine hospitality today and its relations with quality of life in cities, relations with leisure and tourism, with the aim of establishing the areas of hospitality, proposed by the application of a Venn diagram, (proposed by Lashley 2000) establishing the areas of hospitality and the possibility of managing experiences in the overlap of private, social and commercial activities. Lashley's contribution is considered fundamental for the further development of the dimensions of hospitality defined by Camargo, in publications from 2002, 2003 and 2004. Moreover, the city, and especially the city of São Paulo, appears as a focus of interest beyond the description of hospitality and restaurant forms, emphasising its traditional role of receiving migrants and immigrants, the difficulties experienced during their insertion into the receiving society, and the spaces and places of hospitality which are created.

The first published text, *Hospitality: Reflections and Perspectives* (Dias 2002), had the aim of reflecting on and creating a specific theoretical reference, in order to contextualise the concept of hospitality, broadening the thought horizon beyond the areas of hospitality and the restaurant business. We can mention, for example, the ideas of Camargo (2002) in the field of the science of hospitality and its possible subcategories – tourism, communication, urbanism, nutrition, the environment and leisure – already performing his analyses on the times and spaces of hospitality, based on which he established a cultural axis for hospitality involving welcoming or receiving people, hosting, feeding and entertaining and a social axis, where he considered four categories: domestic, public, commercial and virtual. It is worth noting the progressive curricular autonomy of the hotel courses which in the Anglo-Saxon countries go by the name of *hospitality,* and which in some way affected the conceptual discussion that was to follow.

The concept of hospitality was recovered as traditionally viewed in philosophy and science in general, as a duty, virtue and right, in mythical, religious and scientific thought, and its expression since Greek thought, as a duty. The original rules of hospitality are still cultivated in monasteries, religious orders, such as the Benedictine and Cistercian orders, which became hotels and inns, also underscoring the philosophical sphere where the discussion on hospitality gained importance with

Derrida (1997, 1999) in his thoughts on the large migrations from the poorest countries to the rich world. Hospitality in this case should be presented as a poster child against intolerance and racism. Despite the ambiguity of the concept, we need to consider the double epistemological movement of knowledge, on the means of accommodation and catering, and as a heuristic value, where despite the mentioned ambiguity, to the extent to which 'the term induces a double epistemological movement in knowledge on the means of accommodation and catering, the former that of distancing and the latter of critical rapprochement' (Camargo 2002, 8).

However, the discussion leads one to consider the differentiation, made by Telfer (Lashley & Morrison 2000, 38–55), between the host and the individual capable of 'hospitality' as a virtue, understood as the ethics of hospitality. The sociology, psychology and anthropology of hospitality are also possible, above all in studies going back to the classic study on the gift, by Mauss (1974), and those of Bourdieu (1994), Dumazedier (1994), Cox (1974) and Duvignaud (1973). Urban sociology, reminiscent of Camargo, would benefit from an entire urban vision of the city besides dining, feeding and drinking possibilities, etc.

Thus, Grinover (2002), in the same publication, starts by thinking about hospitality understood fundamentally as the act of taking in and providing services to someone who for some reason is away from his usual place of residence, thus assuming two protagonists, the receiving and received parties, and encompassing the reception by organisations in the physical space of the city and by its inhabitants of visitors, and hosting, including dining options, comfort and well-being. This reflection refers to the historical, cultural and local roots of hospitality, recalling the original concept in the Odyssey and its use in Europe in the 13th century, derived from the Latin word *hospitalitas*, itself being derived from *hospitalis*, meaning free hosting and a charitable attitude towards the destitute and travellers taken up in convents, hospices and hospitals. Evidently contemporary phenomena such as industrialisation, urbanisation, population growth, scientific development, etc., have changed the relationship between hosts and guests, altering the concept beyond the concepts of lodging hotels, premises and restaurants. These considerations lead to questions accompanying future work on hospitality in cities: what makes one city more hospitable than another?

In this context, we start from the idea that hospitality is a gift of space (Godbout 1997), a space to live in, pass through or contemplate, while the accessibility, esthetics and the historicity are fundamental dimensions of urban hospitality. However, it is worth considering all the consequences of globalisation in contemporary global metropolises and understand them from the perspective of citizens, relations with the space, of their 'readability'. In this context, the discussion on hospitality in cities is an important contribution to the understanding of contemporary social life. We can for example see the discussion started by Raffestin (1997), on the cities which from the onset have created 'inside' and 'outside' spaces, creating borders which are presented differently to tourists, immigrants, citizens.

Thus the reflections from the first publication focused on understanding hospitality in different aspects largely related to reception and tourist hosting, which specifically seek to overcome this dimension. The chapters emphasise the link

with the territory, with the places, where hospitality appears as a socio-cultural phenomenon, but also professional hospitality, which is trained, prepared, including services in hotels and restaurants, politics, including the private and public sectors and also spatial, involving the urban and rural spheres. These dimensions are aimed at understanding the hospitable city and quality of life, also touching on the question of catering services, which include the food and drink sectors (the hotel industry), commercial restaurants (fast-food, canteens, cafeterias), institutional restaurants (in schools, hospitals), and catering, within the changes imposed by growing urbanisation and the introduction of new habits dictated by urban life, by growing female labour participation, etc.

These reflections in turn lead to the understanding of the development of commercial events, reflecting structural changes in society, including the reference of the table as a space of communication and socialising, of commensality. Ultimately, as pointed out by Baptista (2002, 157), a hospitable place is 'a privileged way of interpersonal encounters characterised by an attitude of reception towards the other'. It is grounded in the ethical dimension as proposed by Lévinas (1980).

Lévinas (1980) understands that hospitality is one of the fundamental traits of human subjectivity and to the extent to which it represents the availability to host a reality external to oneself which, when witnessed by another person, can only be stated as an opening of awareness, as hospitality.

Thus hospitality is constitutive of subjectivity itself and the ethical dimension of hospitality appears in need of supportive places of hospitality where a common destiny can be shared and a sense of responsibility motivating joint actions. It is true that contemporary societies are losing the feeling of community and solidarity in the coexistence between people to preserve a certain degree of privacy, which is also necessary for the assertion of personal freedom. 'Apart from crippling the traditional meeting spaces, urban life endangers the emergence and consolidation of social ties' (Baptista 2002, 162)

## Scenarios and opportunities[2]

Based on the presentation of these first reflections, we examine the next book from the UAM Programme: *Hospitality: Scenarios and Opportunities*, edited by Dencker & Bueno (2003). We start from the notion of hosting as an opening, as a common point in various efforts to define hospitality and, as stated by Ortega (2002) as an invitation to reflect, experience, detect new forms of hospitality, 'as a political exercise'.

In the first chapter of the book, Camargo discusses the 'areas of hospitality', in part returning to the ideas presented above, on the times and spaces of hospitality, establishing a cultural axis for hospitality which involves welcoming or receiving persons: hosting; feeding and entertaining. On the social axis, he considers four categories of hospitality: domestic, public, commercial and virtual. He presents a graph with the intersection of the two axes where he tries to exemplify each of these intersections. He ends by mentioning Robsbawn (1984) and the so-called 'invention of tradition' whose models touch on the questions of hospitality: what is established or symbolised by social cohesion or belonging to groups and communities, both real and fictitious; establishing or legitimising institutions,

status or relations of authority; socialising, inculcating beliefs, value systems and behavioral conventions.

In the second chapter, on the mechanics of hospitality, Abreu presents a parallel between organisations, pre-programmed machines and hospitality management. He bases this research on scientific management created by Taylor and the classic management theory of Henry Fayol, to address the mechanistic attitudes of the human being and their consequences in hospitality relations. Continuity with hospitality management studies is proposed with an 'image of an organism' as opposed to 'hospitality machines'.

Returning to the issue of quality of life, Grinover proposes the search for indicators aimed at a better understanding and monitoring of life in public spaces, including sustainability, quality of life and hospitality. The author starts with the possibility of constructing a set of urban environmental indicators of hospitality, supported by a coherent system reflecting the interrelations between the subsets of the natural environment, the social and cultural subsets in a well determined urban context.

Following this, Wada, based on traditional concepts of hospitality, proposes new questions to the thinking on current trends, relations with tourism and, based on the Venn diagram proposed by Lashley (2000), deals with the areas of hospitality and the possibility of managing experiences only in the overlapping area of private, social and commercial activities.

Bastos, in the same volume, presents her thoughts on the city of São Paulo and hospitality, going beyond the description of forms of hospitality and catering, and presenting a process of adaptation and the difficulties experienced by immigrants in their insertion into the process of city management in its different instances. She ends the essay with the following statement: 'By following their paths, we see their adaptation to the process of city management … where they turn adversities into hospitality for those who arrive later on'.

Dencker deals with the interdisciplinary profile of hospitality. She discusses the explanatory paradigms: systems, the idea of rhizome, holism and the interdisciplinary approach in the development of multidisciplinarity. She warns: 'The future cannot continue to be defined in terms of economic indicators, investment volumes and works performed, as frequently takes place in light of the economic paradigm in the current world'.

Discussing Brazilian festivals in the interior of the São Paulo state, Bueno describes the 'Festa dos Santos Reis', as a form of individual hospitality and the essence of hospitality in the sense of welcoming the 'other', and underscores that these holidays are an opportunity for people to gather and leave with a new found strength, because due to their active participation, a space is created for the physical and psychological liberation of individuals who start perceiving neighbourly solidarity and social cohesion in a more favourable way.

Rego and Silva work on the issue of 'the atmosphere of cities and hospitality', based on the concept of an atmosphere used in marketing, discussing its role in the perception of product quality and its consequences for product sales. Planning the atmosphere, starting with the mediation of the image, with the use of marketing research, intending the attributes and benefits expected to be found by visitors in each city which can be turned into improvement projects, image adjustments, underscoring the competitive advantages of the location for tourism.

In the last chapter of the book, Montandon looks at 'Hospitality yesterday and today', and, with a contribution as a scholar of hospitality throughout the literature, poses thought provoking questions on what he calls true hospitality, designed not only as an essential way of social interaction, but also as a way of living together, governed by rules, rites and laws, applied to the current urban environment. Hospitality, according to Montandon, is at the same time a nostalgic subject and a fashion article and he states that 'The commercial use of the term indicates how hospitality is a brand, perspective and a horizon for successful human interaction, be they clients, friends or simply foreigners with an outstretched hand'.

Finally, we conclude with Dencker, that the thoughts presented in all of the chapters show hospitality, 'as a way of receiving the other, of exercising otherness, of living with the differences within the parameters of respect, tolerance and reciprocity, which allows us to think about a greater goal: happiness'.

## Planning and management[3]

This section is dedicated to the presentation of an analysis of the articles put forward in the publication focusing on the relation between planning and tourism and hospitality management: *Planning and Management in Tourism and Hospitality*, edited by Ada Dencker. This was brought out in 2004, which, we should mention, was when the first dissertation defenses from the Post-Graduate Hospitality Programme at Anhembi Morumbi University took place. This resulted in a collective search to outline a conceptual sketch and, by doing so, contribute to the discussion on improving tourism planning and management practices, aimed at producing stronger hospitality relations, which are important in the reconstruction of social bonds weakened by the dichotomous logic between the state and market which is prevalent in modernity.

The publication was developed for the benefit of researchers and scholars interested in taking the discussion to the classroom, with the first chapter trying to advance the social dimension, beyond profit seeking, contemplating relations of trust and solidarity, of behaviour and reciprocity, in a search for hospitality, a common interest, where community insertion is privileged through the issue of a gift. In the second chapter, 'Strategic planning and management in commercial hospitality' Abreu discusses the validity of the case studies used in corporate strategy studies and their real value for hospitality management and their relation to management paradigms.

Pelizzer, in the third chapter, addresses hospitality planning and management in receptive tourism, focusing on the tourism of the municipalities in São Paulo State. He researches community exclusion from the process of tourist development. To operationalise his statements, he examines in more detail Educational Tourism and discusses its functioning and supply chain.

The interest of the fourth chapter, by Bastos, is in cultural heritage, hospitality and tourist planning and the presentation of the concept of cultural heritage, its relation with everyday life, its conversion into a tourist attraction and in the risks inherent to the relationship with residents. He goes on to the questions about cultural heritage, nationality, identity and hospitality, to then present a research methodology that allows identification of this heritage and, subsequently, proposes its commercial exploitation.

In Chapter 5, Rego addresses a societal analysis of tourist marketing planning, starting by mentioning the various foci of planning, and clarifying that societal marketing seeks to achieve two organisational objectives by client satisfaction, with business ethics and social responsibility. He lists the various approaches and authors with regards to the basic steps of planning and addressing the environment in marketing, to then specifically move on to tourism. Finally, he proposes a reference framework for the strategic analysis of tourist marketing planning.

In Chapter 6, 'Hospitality: from simplicity to complexity', Gidra and Dias address the sometimes conflicting visions of hosts and guests. They mention the research by Avena (2002, 210–211) which finds the difference between a non-hospitable hotel and a hospitable hotel to be 'apart from the existence of commercial ties, also the existence of nearly family ties between the hotel and the client'. They discuss the view of the host and the need for defining hospitality based on the guest's perspective.

Wada, in Chapter 7, researches 'Hospitality in the management of lodging facilities: reality or fallacy?', starting by questioning the possible hostile relations of business managers who work in the commercial sphere with their employees (collaborators) and with their frequent customers, those who participate in loyalty programmes. She presents the diagram of Brotherton and Wood (2004, 213) and carries out a ranking exercise for a hostel, bed and breakfast, budget hotel and luxury hotel, finding that the first two present more suitable conditions in terms of hospitality.

In Chapter 8, Paula addresses the planning and management of hospitality in restaurants, presenting the two segments of the catering business – commercial and institutional – with their respective types of establishment, describing restructuring and adaptation processes of restaurants, and the factors which affect customer behaviour, showing seven steps for hospitality planning, and finishing with a proposal of six dimensions and respective indicators for administering hospitality in restaurants.

In Chapter 9, Sansolo addresses the environmental factors of hospitality in tourist locations, as a reflection for planning. He deals with hospitality, space and place, with special emphasis on natural questions, with examples such as the Paulista coastline. He proposes new values and products based on the establishment of more integrity and less exploitation of nature by tourism businesses, going beyond the consideration of the local population as a protagonist, and even including the establishment of indicators which support community mobilisation.

## Complexity of social relations[4]

In this final part, we examine the book *Hospitality in the interplay of social relations*, edited by Bueno (2008), which has among its authors some who do not belong to the teaching body of the UAM Master's Programme in Hospitality. This publication underscores its importance as a tool for achieving mature ideas developed in the Master's Programme.

Made up of eight articles, the book's proposed thesis can be summarised in the editor's statement, 'At all times, the complexity of social reality leads researchers in the Humanities to review established principles' (Bueno 2008, 7). In fact the 'principles' proposed by Bueno represent the boundaries to be established in the interpretation of social sciences and how it can be interpreted to analyse this 'complexity' of social 'reality'.

For Bueno, the initial perspective of Comte, who conceived of the social sciences as 'social physics', shows that what was initially sought was proximity to already established scientific knowledge. To understand this society and its complexity, Comte's initial idea tried to create analogies with already existing knowledge. This search is evident in Durkheim, who conceives of '… reality as exterior to all individuals, exerting coercion upon them'. This position was opposed by Weber, who emphasised the need to consider the importance of values in understanding social phenomena.

Authors such as Bourdieu and Caillé introduced the necessity of rethinking the relation between individual and society, and, as stated by Caillé, between two paradigms: 'individualistic' and 'holistic'. In his critique of utilitarianism in a technical and commercial society, and of holism, he proposes a third way, the 'gift paradigm', as a proposal for solving the impasse between individualism and holism, taking from Mauss, the nephew of Durkheim, the necessary support for the concept of 'gift' which can '… overcome the limitations of these paradigms in our reflections on the social sphere' (Caillé, 2002, 9).

In Brazil, authors such as Paulo Henrique Martins, from the Federal University of Pernambuco, and his group of researchers are representatives of the so-called M.A.U.S.S Group created by researchers such as Godbout and Caillé. Thus, their publication also introduces discussions more focused on the dimension of hospitality whose basis is the concept of gift, in issues such as otherness, social exclusion, medicine and health, family agriculture, etc., in the light of hospitality or welcoming, which allows a reconsideration of the concepts of how the unconditional hospitality of Derrida and the chance of it transpiring, or not, in our contemporary capitalist society.

The discussion has led to the area of services and tourism where receiving, hosting, feeding and entertaining, analysed by Camargo (2004), are elements which can be capitalised upon by current reality, generating financial resources supported by the competitiveness of resources offered by the practice of hospitality.

Finally the collection focuses again on the concept of the gift and the need to rethink the contradictions created by the state and the market in the regulation of social relations. Again, the utilitarian nature of trade on the market is emphasised and those underlying non-utilitarian social relations.

'The circulation of the gift, which is the principle by which a primitive society organizes itself … is also present in contemporary societies' (Bueno, 2008, 115). Here we return to the initial analysis by Malinowski (1975), about the sense of permanence, the existence of 'cultural fossils in human culture'.

## Concluding remarks

In this article we have tried to map the production and thinking initiated by the publication of the collections of essays authored by the professors and researchers linked to the Master's Programme in Hospitality at Anhembi Morumbi University, São Paulo, in the period 2002 to 2008. Based on these, we focused on the production of articles for scientific journals classified by CAPES (Monitoring Commission for Higher Education Institutions, in Portuguese) in addition to focusing this production on editing the Programme's Journal, the *Revista Hospitalidade*, which from 2010 only appears in its online edition.[5]

We have sought to outline the main contributions of the articles, as well as that of the literature used, as shown below in the references. We also observe that the dates of the publications correspond to the period in which the collections were written and edited. It is fairly clear in the first three books, that the much repeated reference to relations between hospitality and tourism, events and services and means of hospitality, is a clear demonstration of the origins of interest which focused the first researchers and professors, above all those linked to the implementation of the Master's Programme in Hospitality.

Hospitality, all in all, according to Gotman, (1997), is understood as an action which enables individuals, families or groups, in different places than their usual residence (cities, states, countries) to socialise, receive lodging and take advantage of services, and as a reality at the same time ancient and current, which reminds us of the relationship between the one who receives and he who asks for shelter or entry, which is a reality as old as civilisation itself. The systematisation of hospitality carried out at various times by Camargo (2002, 2003, 2004) is fundamental for continuity in research and the conceptual development of hospitality.

Furthermore, we have tried to show how reintegrating the proposition of Mauss in the *Essay on the Gift* demonstrates important aspects of contemporary hospitality.

## Notes

[1] Dias, Célia M. Moraes (Ed.) (2002). *Hospitalidade. Reflexões e Perspectivas.* São Paulo: Editora Manole. ISBN 85-204-1549-0.
[2] Dencker, Ada de Freitas Maneti, & Bueno, Marielys Siqueira (Eds.) (2003). *Hospitalidade: cenários e oportunidades.* São Paulo: Pioneira Thomson Learning. ISBN 85-221-0398-4.
[3] Dencker, Ada de Freitas Maneti (Ed.) (2004). *Planejamento e Gestão em Turismo e Hospitalidade*. São Paulo: Pioneira Thomson Learning. ISBN 85-221-0432-8.
[4] Bueno, Marielys Siqueira (Ed.) (2008). *Hospitalidade no jogo das relações sociais.* São Paulo : Editora Vieira,. ISBN 978-85-89779-53-1.
[5] *Revista Hospitalidade*. Available at: www.revhosp.org.

## References

Abreu, V. A. (2003). A máquina da hospitalidade. In: A. F. M. Dencker, & M. S. Bueno (Eds.). *Hospitalidade: Cenários e Oportunidades* (pp.29–48). São Paulo: Pioneira Thomson Learning.

Abreu, V. A. (2004). Planejamento e gestão estrategica em hospitalidade comercial: enfoque conceitual. In A. F. M. Dencker (Ed.) *Planejamento e Gestão em Turismo e Hospitalidade* (pp. 29–44). São Paulo: Pioneira Thomson Learning.

Almeida, J. (2014). *Para além do estado e do mercado: a Dádiva no fenômeno dos sem-abrigo*. Rio de Janeiro: Dados-Revista de Ciências Sociais.

Augé, M. (1994). *Não-lugares*. Lisboa: Bertrand.

Avena, B. M. (2002). Turismo, educação e acolhimento de qualidade: transformação de hostis a hospes em Ilhéus - Bahia. Dissertação de Mestrado. Ilhéus: Faculdade de Educação. Salvador: Universidade Federal da Bahia.

Baptista, I. (1998). *Ética e educação*. Porto: Um Portucalense.

Baptista, I. (1999). As cidades e os rostos da hospitalidade. *Revista de Educação Social*, *1*, 54–55.

Baptista, I. (2002). Lugares de hospitalidade. In C. M. M. Dias (org.), *Hospitalidade. Reflexões e perspectivas* (pp. 157–163). São Paulo: Editora Manole.

Barthes, R. (1970). Pour une psycho-sociologie de l'alimentation contemporaine. *Cahiers dês Annales, 28,* 307–315,

Bastos S. (2003). Hospitalidade e história: a cidade da São Paolo em meados do século XIX. In A. F. M. Dencker, & M. S. Bueno (Eds.). *Hospitalidade: Cenários e Oportunidades* (pp. 61–72). São Paulo: Pioneira Thomson Learning.

Bastos S. (2004). Patrimônio cultural e hospitalidade: subsídios ao planejamento turístico. In A. F. M. Dencker (Ed.) *Planejamento e Gestão em Turismo e Hospitalidade* (pp. 75–92). São Paulo: Pioneira Thomson Learning.

Baumann, Z. (1995). *Life in fragments*. Oxford: Blackwell.

Bourdieu, P. (1983). *Questões de Sociologia*. São Paulo: Marco Zero.

Bourdieu, P. (1994). *Sociologia*. São Paulo: Ática.

Boxer, M. (n.d.). *The Paris Ritz.* London: Thames & Hudson.

Brotherton, B., & Wood, R. C. (2004) Hospitalidade e administração da hospitalidade. In: C. Lashley, & A. Morrison (Eds.), *Em busca da hospitalidade: Perspectivas para um mundo globalizado* (pp. 191–220). Barueri: Manole.

Bueno, M. S. (2003), Festa dos Santos Reis: uma forma de hospitalidade.In A. F. M. Dencker, & M. S. Bueno (Eds.). *Hospitalidade: Cenários e Oportunidades* (pp. 113–120). São Paulo: Pioneira Thomson Learning.

Bueno, M. S. (Ed.) (2008). *Hospitalidade no jogo das relações sociais*. São Paulo: Editora Vieira.

Buttle, F. (1986). *Hotel e food service marketing: a managerial approach*. London: Cassel.

Caillé, A. (2002). *Antropologia do dom: o terceiro paradigma*. Petrópolis: Vozes.

Camargo, L. O. L. (2004). Turismo, hotelaria e hospitalidade. In C. M. M. Dias (Ed.), *Hospitalidade. Reflexões e Perspectivas* (pp. 1–24)*. São Paulo: Manole.*

Camargo, L. O. L. (2003). Os domínios da hospitalidade. In A. F. M. Dencker, & M. S. Bueno (Eds.). *Hospitalidade: Cenários e Oportunidades* (pp. 7–28). São Paulo: Pioneira Thomson Learning.

Camargo, L. O. L. (2002), *Hospitalidade*. São Paulo: El Aleph.

Cooper, C., Shepherd, R., & Westlake, J. (2001). *Educando os educadores em turismo: manual de educação em turismo e hospitalidade*. São Paulo: Roca.

Chatelet, N. (1977). *Le corp à corps culinaire*. Paris: Seuil.

Cox, H. (1974). *A festa dos foliões*. Petropolis: Vozes.

Davis, B., Lockwood, A., & Stone, S. (1998). *Food and Beverage Management*. Oxford: Butterworth-Heinemann.

Dencker, A. F. M., & Bueno, M. S. (Eds.) (2003). *Hospitalidade: Cenários e Oportunidades*. São Paulo: Pioneira Thomson Learning.

Dencker, A. F. M. (2003). A aborgadem científica em hospitalidade. In A. F. M. Dencker, & M. S. Bueno (Eds.). *Hospitalidade: Cenários e Oportunidades* (pp. 93–112). São Paulo: Pioneira Thomson Learning.

Dencker, A. F. M. (Ed.) (2004). *Planejamento e Gestão em Turismo e Hospitalidade*. São Paulo: Pioneira Thomson Learning.

Denon, V. (1777). *Point de lendemain*. Paris.

Derrida, J. (1999). *Manifeste pour l'hospitalité*. Grigny: Paroles d'Aube.

Derrida, J., & Dufourmantelle, A. (1997). *De l`hospitalité*. Paris: Calman-Lévy

Dias, C. M. M. (Ed.) (2002). *Hospitalidade. Reflexões e Perspectivas*. São Paulo: Editora Manole.

Dumazedier, J. (1978). *Sociologia empírica do lazer*. São Paulo: Perspectiva.

Dumazedier, J. (1994). *A Revolução cultural do tempo livre*. São Paulo: Studio Nobel.

Duvignaud, J. (1973). *Fêtes et civilization*. Paris: Weber.

Franco, A. (2001). *De caçador a gourmet: uma historia da Gastronomia*. São Paulo: SENAC.

Gidra, G. & Dias, C. M. M. (2004). Hospitalidade: da simplicidade à complexidade. In A. F. M. Dencker (Ed.) *Planejamento e Gestão em Turismo e Hospitalidade* (pp. 119–136). São Paulo: Pioneira Thomson Learning.

Godbout, J. (1997). Recevoir c'est donner. In *Revue Comunication 65*. Paris: Éditions Du Seuil.

Goitia, F. C. (1996). *Breve história do urbanismo*. Lisboa: Ed. Presença.

Grinover, L. (2002). Hospitalidade: um tema a ser reestudado e pesquisado. In C. M. M. Dias (Ed.), *Hospitalidade. Reflexões e perspectivas* (pp. 25–38). São Paulo: Manole.

Grinover, L. (2003). Hospitalidade e qualidade de vida: instrumentos para a ação. In A. F. M. Dencker, & M. S. Bueno (Eds.). *Hospitalidade: Cenários e Oportunidades* (pp.49–60). São Paulo: Pioneira Thomson Learning.

Guerrier, Y. (2000). Modos de ver as organizações do ramo da hospitalidad. In *Comportamento organizacional em hotéis e restaurantes: uma perspectiva internacional*. São Paulo: Futura.

Hobsbawn, E., & Ranger, T. (1997). *A invenção das tradições* (6th edn.). Rio de Janeiro: Paz e Terra.

Hunt, L. (2006). *A Nova História Cultural*. São Paulo: Martins Fontes.

Klossowski, P. (1965). *Les lois de l'hospitalité*. Paris: Éditions Gallimard.

Kotler, P. H. (1980). *Marketing*. São Paulo: Atlas.

Kotler, P. H. (1999). *Como criar, conquistar e dominar mercados*. São Paulo: Futura.

Lashley, C., & Morrison, A. (Eds.) (2000). *In search of hospitality: Theoretical perspectives and debates*. Oxford: Butterworth-Heinemann.

Lashley, C., & Morrison, A. (Eds.) (2004). *Em busca da hospitalidade: Perspectivas para um mundo globalizado*. São Paulo: Editora Manole.

Lévinas, E. (1980). *Totalidade e infinito*. Lisboa: Edições 70

Lévy, P.. (1990). *Cibercultura*. São Paulo: Editora 34.

Lozato-Giotart, J. P. (1993). *Géographie du Tourisme: de l'espace regardé à l'espace consommé*. Paris: Masson.

Lynch, K. (1997). *A imagem da cidade*. São Paulo: Martins Fontes.

Maffesoli, M. (2002). Mesa, espaço de comunicação. In C.M.M. Dias (Ed.), *Hospitalidade. Reflexões e perspectivas* (pp. 131–136). São Paulo: Manole.

Malinowski, B. (1975). *Uma teoria científica da cultura*. Rio de Janeiro: Zahar.

Martins, P. H. (Ed.) (2002). *A dádiva entre os modernos. Discussão sobre os fundamentos e as regras do social*. Petrópolis-RJ: Vozes.

Matias, M. (2001). *Organização de events*. Barueri: Manole.

Mauss, M. (1974). *Sociologia e Antropologia* (Vol. II). São Paulo: EDUSP. [1923/24]

Medlik, S. & Ingram H. (2001). *The Business of Hotels* (4th edn). Oxford: Butterworth-Heinemann.

Montandon, A. (2002). Ritos da hospitalidade erótica. In C. M. M. Dias (Ed.), *Hospitalidade. Reflexões e perspectivas* (pp. 137–156). São Paulo: Manole.

Montandon, A. (2003), Hospitalidade ontem e hoje. In A. F. M. Dencker, & M. S. Bueno (Eds.). *Hospitalidade: Cenários e Oportunidades* (pp.131–144). São Paulo: Pioneira Thomson Learning.

Moulin, L. (2001). *L'Europe à table.* Brussells: Elsevier.

Munford, L. (1988). *A cidade na história*. São Paulo: Martins Fontes.

Neves, M. R, Chaddad, F., & Lazzarini, S. (2002). *Gestão de negócios em alimentos*. São Paulo: Pioneira/ Thompson

Organizaçâo Mundial do Turismo. (1998). *Compendio de Estatísticas de turismo 1992–1996*. Madrid: OMT.

Ortega, F. (2002). *Genealogia da amizade*. São Paulo: Iluminuras.

Paula, N. M. (2004). Planejamento e gestão da hospitalidade em restaurantes. In A. F. M. Dencker (Ed.) *Planejamento e Gestão em Turismo e Hospitalidade* (pp. 149–166). São Paulo: Pioneira Thomson Learning.

Pelizzer, H. A. (2004). Planejamento e gestão da hospitalidade no turismo receptivo. In A. F. M. Dencker (Ed.) *Planejamento e Gestão em Turismo e Hospitalidade* (pp. 45–74). São Paulo: Pioneira Thomson Learning.

Pires, M. J. (2001). *Raizes do turismo no Brazil: hóspedes, hospedeiros e viajantes no século XIX*. São Paulo: Manole.

Porter, M. (1989). *A vantagem competitiva das nações*. Rio de Janeiro: Campus.

Porter, M. A. (1999). *Competição- estratégias competitivas essenciais*. Rio de Janeiro: Campus.

Raffestin, J. (1997). Revue Comunication 65. Paris: Éditions Du Seuil. *Revista Hospitalidade*. www.revhosp.org.

Rego, R. A., & Silva, E. A. (2003). A atmosfera das cicades e a hospitalidade. In A. F. M. Dencker, & M. S. Bueno (Eds.). *Hospitalidade: Cenários e Oportunidades* (pp.121–130). São Paulo: Pioneira Thomson Learning.

Rego, R. A. (2004). Análise estratégica societal no planejamento de marketing turístico. In A. F. M. Dencker (Ed.) *Planejamento e Gestão em Turismo e Hospitalidade* (pp. 93–118). São Paulo: Pioneira Thomson Learning.

Rodrigues, J. A. (Ed.) (1981). *Durkheim*. São Paulo: Editora Ática.

Sansolo, D. G. (2004). Indicatores ambientas de hospitalidade em lugares turísticos: uma reflexão para o planejamento In A. F. M. Dencker (Ed.) *Planejamento e Gestão em Turismo e Hospitalidade* (pp. 167–186). São Paulo: Pioneira Thomson Learning.

Santos, M. (1997). *A urbanização brasileira*. São Paulo: HUCITEC.

Tokarska, Y. (1998). Pièges et plaisir de la lecture. *Lendemains*. Tubingen: Stauffenberg Verlag.

Urry, J. (1996). *O olhar do turista*. São Paulo: Studio Nobel/SESC.

Wada, E. K. (2003).Reflexões de uma aprendiz da holspitalidade. In A. F. M. Dencker, & M. S. Bueno (Eds.). *Hospitalidade: Cenários e Oportunidades* (pp.73–92). São Paulo: Pioneira Thomson Learning.

Wada, E. K. (2004). Hospitalidade na gestão em meios de hospedagem: realidade ou falácia? In A. F. M. Dencker (Ed.) *Planejamento e Gestão em Turismo e Hospitalidade* (pp. 137–148). São Paulo: Pioneira Thomson Learning.

Yázigi, E. (1998). *Turismo, uma esperança condicional*. São Paulo: Plêiade.

Yourcenar, M. (1980). *Mishima ou la vision du vide*. Paris: Gallimard.