
Editorial: The developing field

Let me start by saying that the following discussion of the study of hospitality that informs both the conference which featured presentations by these authors, and the papers themselves, are heavily influenced by an Anglophone perspective. Firstly the words that identify guests and hosts are not universally replicated across all languages. Italians, for example, use *hospiti* to describe both. That said, the study of hospitality that has emerged over the last couple of decades in English journals, was conducted principally by two groups of academics. Generic academics from an array of disciplines including anthropology, sociology, social history, philosophy, and human geography, for example, have studied hospitality as a human phenomenon principally concerned with receiving and/or rejecting the stranger. The book *Mobilizing hospitality: The ethics of social relations in a mobile world* (Molz & Gibson 2007) reflected a range of these insights. In addition, academics concerned with the development of those who will work in the commercial provision of accommodation, bar and restaurant services became interested when the sector became collectively known as the 'hospitality industry'. The question, 'what is hospitality?' naturally flowed from this relabeling exercise and led to the publication of '*In Search of Hospitality: Theoretical Perspectives and Debate*' (Lashley & Morrison 2000) and '*Hospitality: A Social Lens*' (Lashley, Lynch & Morrison 2007) and subsequently to the research journal *Hospitality & Society*.

In an attempt to give this study some form of analytical framework, I developed the Venn diagram that is reproduced in my paper later. Admittedly, a somewhat crude and simplistic device, it did at least suggest that the study of hospitality might explore a number of avenues or domains. The commercial domain has been the dominant concern, as most courses are aimed at preparing individuals to work in the sector, and research and consultancy activities have been largely industry focused. The private or domestic domain was also identified as offering an interesting context where the expectations of both hosts and guests might be valuable in their own right, but also had implications for the commercial sector. Both employees and would-be entrepreneurs enter the sector with prior experiences of acting as both hosts and guests in domestic dwellings. In addition, there are some settings that double as domestic homes and as commercial enterprises – small hotels, guesthouses and bed and breakfast establishments, for example. Here the family shares the accommodation with paying guests, and the degree of separation of private and public spaces yield some interesting research issues.

The cultural or social domain represents the expectations, obligations and duties of hosts and guests in different periods and places. The duty to be hospitable and to offer protection to strangers is universal, and underpinned by moral and religious codes. Receiving and protecting strangers is seen as a defining feature of the good person, and most religions not only make this a requirement of religious practice, but also threaten some form of sanction against those who fail to be hospitable to all. Indeed it is interesting to note that a common thread of these moralistic pronouncements suggests that the god, angels or gods will come disguised as travellers to check up on how hosts behave to guests, and take away all the possessions of those who do not treat the traveller to an unreserved welcome. By exploring the writings of this array of social scientists it is possible to clearly define hospitable behaviour, and from that identify hospitable behaviour, as well as the attitudes supported by 'hospitable people'.

The papers published in this special issue of *Research in Hospitality Management* cover presentations made at the *Academy of International Hospitality Research* conference in November 2014. Day one of the conference brought together academics principally from Brazil and Europe. These contacts were initiated through my links with Ana Paula Spolon at the Instituto Federal de Educação, Ciência e Tecnologia de São Paulo (IFSP), Brazil. She highlighted the work being undertaken on the nature of hospitality and hospitableness in Brazil and being published in Portuguese. The conference, therefore, attempted to reflect these interests, and to initiate debates and future collaboration across these national boundaries. Hence, this special issue not only reflects presentations made by academics at both European and Brazilian universities, but will also be a joint publication, with the *Revista Hospitalidade* in Portuguese and *Research in Hospitality Management* in English.

My paper *Hospitality and hospitableness* embraces three broad themes. The first explores a number of religious and philosophical insights into the nature of hospitality and hospitableness. The second suggests

that flowing from these insights there appear to be a range of motives for offering hospitality to others. At one extreme, hospitality is offered to guests for some ulterior motive, in the hope of some form of gain. At the other extreme, altruistic hospitality is provided just for the joy of giving. The third theme of the paper reports on the development of an instrument designed to identify this altruistic hospitality in the form of a questionnaire. This study of hospitableness might help commercial organisations gain competitive advantage by helping guests to feel genuinely welcome when they visit the bar, restaurant or hotel.

George Ritzer was the keynote speaker at the conference and his paper, *Hospitality and prosumption*, suggests that commercial drivers and pressures are blurring boundaries between producers and consumers of services in general. Consumers are increasingly being required to take on activities that deliver the service. Evidence of this can be found across the commercial hospitality industry – self-check-in in hotels, buffet service in restaurants and vended drinks machines are all examples of activities that involve the guest producing elements of the service to be consumed. Whilst Ritzer's predictions are somewhat bleak, and tend not to acknowledge the evidence of customers reacting against service-less services, they do provide an interesting insight into some important trends in commercial provision.

Luiz Octávio de Lima Camargo's paper *The interstices of hospitality* reports on research and conceptual development amongst Brazilian academics. Whilst not explicitly reporting on the cultural/social domain, the paper does suggest that the study of hospitality needs to explore an array of personal, moralistic and geographical dimensions, as these impact upon both commercial and non-commercial activities. The final part of the paper looks at the hospitality of Brazilians and offers an interesting insight into hospitality being offered in a society that has recently moved from rural to urban living.

Exploring the impact of the constructs of the three-domain approach on private, social and commercial hospitality provision, by Barry O'Mahony, discusses the impact of the three-domain model for studying hospitality. The extension of hospitality into the broader sphere of private, social and commercial hospitality confirms that social science contexts can be brought to bear within this three-domain approach, which has still more to offer beyond the issues and challenges of commercial hospitality provision. Each domain offers an interesting avenue for study on its own, but it also reveals important issues that can further inform the development of hospitality services in the commercial sphere.

Elizabeth Wada, Airton Cavenaghi and Maria do Rosário Rolfsen Salles, presented the paper entitled *Contrasting and comparing frameworks: An overview of the Brazilian theoretical frame*. This article provides an account of the development of taught programmes, research activities and publications exploring hospitality and hospitableness linked to the Master's Programme in Hospitality at Anhembi Morumbi University, São Paulo, in the period 2002 to 2008. It also focuses on the production of articles for scientific journals classified by CAPES (Monitoring Commission for Higher Education Institutions, in Portuguese).

Scientific research in Hospitality Studies in Brazil: Challenges to finding a theoretical framework, by Sênia Bastos and Mirian Rejowski at the University of Anhembi Morumbi, Brazil, explores the content of a suite of master's and doctoral theses. The study confirms a somewhat restricted agenda of themes and the domains of hospitality explored. The economic and commercial issues tend to dominate and the private and cultural domains tend to be more limited in number. Another issue, that is relevant given the source of these studies, is the research methods employed. Survey instruments – particularly the use of questionnaires tend to be dominant, and few research activities involve participant observation or experimental methods.

The importance of academic cooperation is the key theme of the contributions that make up the piece entitled *Interaction in research and the importance of existing hospitality within the academic environment* by Ana Spolon, Alexandre Netto and Isabel Baptista from Brazil. The papers share experiences of working with colleagues within one institution as well as between universities in one country and ultimately between countries. Indeed the conference about which this issue reports was a unique opportunity for colleagues from various parts of the globe to discuss their common interest in hospitality and the exercise of hospitableness. Fundamentally the willingness to co-operate is founded on a common vision of both education and the specifics of hospitableness, but mostly upon human chemistry between the individuals concerned.

Sjoerd Gehrels' piece *Future directions for education and research on hospitality*, explores the future directions of linkages between educators, student work placements, industry hosts as well as with wider industry bodies. These thoughts about innovating partnership between higher education and industry on the one hand, and the relationship between supervisor/researcher and students on the other are intended to stimulate discussion about future directions for education and research in hospitality. This paper does not assume there to be single options that will be successful. A lot of potential future results will depend on how flexible and willing representatives of different communities (academia, industry and students) are to engage in the discussion.

So you want get published? It's all about theory, context and data, by Kevin O'Gorman and Thomas Farrington builds on his very successful presentation at the conference relating to hospitality practiced in Afghanistan by focusing on writing for publication. His work specifically discusses publication in refereed journals, but most of his observations apply to publication in any forum. The key starting point is to develop a clear understanding of the audience to be addressed and the writing style most appropriate. He makes the extremely important point that most editors, or reviewers, will make a decision to read or reject a piece within the first few sentences. Hence, the advice states that a thorough review of the target journal should be the starting point, and from this ensure that the submitted piece looks like the material published in the journal.

A visual analysis of a cultural tourism destination by Klaes Eringa and Zhou Shenghan considers the implications of Leeuwarden being selected as the European Cultural Capital in 2018. Specifically, the paper considers attracting visitors from a range of backgrounds and cultural origins to destinations with limited experience of dealing with guests via the use of promotional images. The research studied the impact of visual information during several stages in the visit: before the visit in the decision-making process; during the visit in the experience stage; and after the visit in the post-experience evaluation. It was found that visual material can help to frame the visitor's experience in all three stages. The paper suggests that it is advisable for the destination to employ some kind of visual identity system management to package the city image into a clear brand.

The role of spa facilities in luxury hotels is the theme of the piece by Andy Heyes, Colin Beard and Sjoerd Gehrels entitled, *Can a luxury hotel compete without a spa? Opinions from senior managers of London's luxury hotels*. The research suggests there is something of a lack of clarity about the economic benefits involved. Guest expectations suggest the need for spa facilities, and any luxury hotel without a spa and wellness centre would be at a disadvantage with other hotels. Yet there is not always a clearly articulated strategy to ensure that the facility maximises revenue for the hotel.

The application of some of the concepts of hospitality and host guest relations to the retail sector is the subject of *Hospitality in women's wear retail in Sao Paulo City*, by Izabel de Faria and Ricardo Gil Torres. This article investigates the relationship between seller and customer in retail women's wear businesses in São Paulo, considering hospitality-driven strategies adopted by it. It is assumed that in this segment people tend to play different roles according to common patterns of behaviour, and that hospitality issues add a lot to what is already established as standard sales procedures. As relationships are increased, significant links are created, revealing different motives involving hospitality.

The exploration of the intentions to purchase organic wine by Generation Y individuals is the subject of Inkje Hoekstra, Conrad Lashley, and Elena Cavagnaro's piece *Generation Y's attitude towards organic wine*. The research confirms that the initial decision to seek out and purchase organic wines will be a by-product of wine knowledge and sensitivity to environmental considerations. That said, extrinsic factors such as grape variety, presentation and price will also be important factors. Repeat purchase decisions, however, are most influenced by taste.

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