

Perception and experience of hospitality in visiting the cultural centers of São Paulo

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Received May, 15, 2020

Accepted for publication June, 08, 2020

Published December, January 1, 2021

Abstract

The present study traces reflections about the perception and the experience of hospitality in the cultural centers, considering its dimensions and its impact in other sectors. Therefore, an exploratory research of qualitative nature was developed to seek to investigate particular issues in the field of social sciences. In the theoretical basis, journals that deal with the set of themes of this article were sought. A survey was also performed with the assistance of software. The research problem seeks to analyze the perception and the hospitality experience of the attendants of the Centro Cultural Banco do Brasil – São Paulo. In the middle of the above, the research propositions are presented, (P1) in view of the global scenario of mechanization and industrialization, the cultural centers are constituted in spaces where human relationships and interactions develop positively and more easily; and (P2) visitors to the Centro Cultural Banco do Brasil – São Paulo understand this place as a hospitable space. The objective of this research is to verify the perception and hospitality experience of the attendants of the Centro Cultural Banco do Brasil – São Paulo. The specific objectives seek; (O1) to reflect on the relationship between hospitality and cultural centers; (O2) demonstrate if the Centro Cultural Banco do Brasil – São Paulo is a place understood as a space that welcomes its visitors; (O3) present different ways for cultural centers to provide positive experiences to their visitors. Finally, there are opportunities for cultural centers such as the search for attributes or aspects to better receive people, the formulation of means to improve the satisfaction of its visitors and, finally, the performance of this organization with its different stakeholders to play a positive and beneficial relationship for those involved in this activity. conducted with visitors to cultural centers in the city of São Paulo, where the analysis of the obtained data.

Keywords: Hospitality; Culture; Cultural centers; Perception and hospitality experience; Centro Cultural Banco do Brasil - São Paulo; Human relations.

1. Introduction

This study contemplates tangible and intangible aspects when proposing to analyze factors that include the quality of the visitation, the perception and the experience. By instigating the debate about the factors associated with hospitality and human relations in cultural centers located in the city of São Paulo. As the object of analysis Centro Cultural Banco do Brasil - São Paulo was chosen.

The importance of this study is because it seeks to investigate particular issues in the field of social sciences, such as access to culture and the creation and maintenance of spaces such as cultural centers for the local population and visitors to the city of São Paulo.

Culture constitutes an element of differentiation of a locality and also of its tourist development, sometimes the valorization of the historical and cultural heritage turns out to be one of the strategies presented in the development plans of the destinations (Pereira et al., 2018), like Portugal in Europe and Brazil in South America.

But other regions of the planet also adopt similar practices, since this trend, when well implemented, will benefit the local population of tourist destinations through the dissemination and knowledge of their customs, represented in the form of their beliefs and values. Thus, culture becomes a tourist attraction that promotes the experience of social, emotional and learning experiences (Pereira et al., 2018).

The research problem is, what are the aspects associated with the perception and experience of hospitality of the visitors of the Centro Cultural Banco do Brasil - São Paulo?

The research proposals, (P1) before the global scenario of mechanization and industrialization, cultural centers constitute spaces where human relationships and interactions are able to develop themselves in a positive way and with greater ease; and (P2) visitors to the Centro Cultural Banco do Brasil - São Paulo may understand this place as a hospitable space.

The objective of the research is to verify the perception and the experience of hospitality of the visitors of the Centro Cultural Banco do Brasil - São Paulo. The specific objectives seek (O1) To draw reflections on the relationship between hospitality and cultural centers; (O2) Demonstrate whether the Centro Cultural Banco do Brasil - São Paulo can be understood as a space that welcomes its visitors; (O3) Present different ways for cultural centers to provide positive experiences to their visitors.

For the purposes of this research, it is understood that hospitality presents the possibility of going beyond one's own tolerances in understanding relationships with others (Aristarkhova, 2012). However, a certain caution is needed, because in a hospitable relationship one can become hostile from the moment when the limits of compromise and patience of the other are exceeded.

The experiences are characterized by their relationships that involve information, people and organizations, where their stakeholders can be more or less active, and consumers come to evaluate service providers differently (Roos et al., 2006 ; Vibber and Kim, 2015; Wu & Cheng, 2020).

2. Literature Review (Section Heading)

2.1 Hospitality

Provide a comprehensive overview of the literature related to your research. All manuscripts must be the original work not yet submitted to any other journals or publications. Each manuscript must be accompanied by a statement that it has not been published elsewhere and that it has not been submitted simultaneously for publication elsewhere. Authors are responsible for obtaining permission to reproduce copyrighted material from other sources and are required to sign an agreement for the transfer of copyright to the publisher. All accepted manuscripts, artwork, and photographs become the property of the publisher. Receipt of manuscripts will be acknowledged and authors should retain a copy of the manuscript exactly as it was submitted.

The advances in hospitality studies come to present a multiplicity of contexts, insights sometimes associated with motherhood, the female body, the techniques of ectogenesis and its countless evolutions that occur through the advancement of science, collectivism in return for individualism, and to ethical factors and their sexual differences (Aristarkhova, 2012).

Therefore, it is observed that the issues relevant to hospitality accompany the social dynamics of the human being, it means, the factors intrinsic to people's daily lives, which are represented by visiting a cultural center, going to the cinema or to festivals, consumption of food services and also through travel.

But this was not always the case, research in the area of hospitality management in the late 1940s presented the main contributions aimed at education (Rivera & Pizam, 2015). This has changed over the years since the profile change of researchers, the types of studies developed, methods of data analysis and theoretical contributions.

Right after the 1940s, there was a search to understand aspects that include demand for services related to travel and hospitality (Rivera & Pizam, 2015). Thus, hospitality studies also analyze factors such as technical quality and functional quality in the organizational environment (Chan et al., 2015).

The perspective of technical quality relates to hotel rooms, meals in restaurants, transportation efficiency, variety of attractions and entertainment facilities offered, while functional quality refers to customer contact with service personnel, by including the hotel staff, restaurant servers, cabin attendants and tour bus drivers (Chan et al., 2015).

There is also a desire to analyze scientific aspects in organizations and in the market, such as resources and statistics (Bernhard; 1949; Haas, 1947; Rivera & Pizam, 2015), as organizations active in this sector need to be able to attract and retain different demands (Hu et al., 2009). In order to do so, they adopt management tactics that include temporal, physical and psychological tactics (Sun et al., 2019).

When researching hospitality management in organizations, it becomes possible to visualize different phases. In this way, this field of study has evolved to a level of sophistication and advanced scientific rigor, where it becomes possible to identify four distinct phases, Story Tellers (1930-1950), Profilers (1950-1970), Copy Cats (1970-2005) and Innovators (since 2000) (Rivera & Pizam, 2015).

The analysis of research on hospitality management in organizations makes it possible to divide the levels and processes of the functional areas into two major areas, which involve management functions and activities, the first of which involves functional areas of personnel, marketing, financial sector and production (Rivera & Pizam, 2015).

Hospitality management activities, on the other hand, involve strategic, managerial and operational aspects that pay attention to the research problem (Rivera & Pizam, 2015). This becomes relevant because, in specific terms, the factors that influence the balance of the professional life of entrepreneurs include personal and contextual factors related to tourist destinations (Sun et al., 2019), thus it is observed that the environment in which the human being it is inserted comes to influence it.

Therefore, in the Innovators phase in the field of hospitality management (Rivera & Pizam, 2015) when relating to corporate mobility, it is observed that the employees of an organization or travelers when traveling need to be well received when they arrive at their destination. Research in hospitality shows that the human resources working in this area have adapted to technological, economic, political and socio-cultural methods and factors (Baum, 2015) in order to meet and improve the perception of hospitality of visitors in relation to organizations.

2.2 Perception and Experience

Consumer relationships are dynamic learning processes (Wang & Law, 2019) that include two or more people, who sometimes represent a for-profit or non-profit organization, or a service provider and customer. This reality also includes cultural centers, their regulars and the people who work in these institutions.

This reality also presents the possibility of being analyzed in the environment of different organizations in society. For example, third sector organizations, shopping malls, food and beverage companies, lodging facilities and organizations promoting recreation and leisure, for example.

In addition, it becomes possible to observe factors involving issues relevant to consumption in the Internet environment, when analyzing the quality of the sites and the intention of booking through online purchases (Wang & Law, 2019). Or the cultural tourism market that is segmented in decisions regarding travel and the experiences sought, but which presents culture as a central element (McKercher, 2020).

It is observed that the relevant factors for consumers to have positive perceptions and experiences come to change from one organization to another, but this can also change according to their audience. For example, it is possible to identify in the cultural tourism sector five distinct profiles of segments, such as the cultural tourist on purpose, the cultural tourist of tourism and the casual cultural tourist (McKercher, 2020).

Another determining factor for change refers to the company's area of operation. For example, online shopping consumers value privacy, security and perceived protection from risks (Wang & Law, 2019). When considering the case of Finnish restaurants, the Five Aspects Meal Model (FAMM) is considered, which includes factors such as product experience, room, meeting, environment and management system (Ala-Harja et al., 2019; Gustafsson et al., 2006).

In the case of other service provider organizations that operate in different areas, it becomes possible to verify the need to meet other requirements to serve consumers. In any case, it is emphasized that the service and sensitivity to serve customers and the ability to make them feel happy and welcome are not expensive, but lead to better economic results (Ala-Harja et al., 2019).

In the dynamics of society, which also includes travel for leisure or work, it is observed that these activities include factors such as experiences, intentions, satisfaction and dissatisfaction, risks and relationships between people (Wu & Cheng, 2020). Therefore, people's perception and experience in relation to products and services is related to the worldview, to the desire and expectations of each individual.

When considering the intertwining of mobility and the provision of services in the tourism sector, it appears that consumers currently value factors associated with experience and performance (Chan et al., 2015). Especially when considering that the consumer culture of customers has changed in the past years (Ala-Harja et al., 2019).

3. Methodology

In the areas of tourism and hospitality, it is possible to observe the effervescence of different methods in order to aggregate knowledge for the time being, or else to validate and confirm theories already elaborated. For example, the creation of materials in Finland that address the perceptions of service providers about the provision of luxury tourism services (Iloranta, 2019).

Research is carried out with the adoption of the qualitative approach using cyclical methods, such as etic-emic-etic (Coelho & Wada, 2019), or the presentation of validation scales (Pijls et al., 2017), in these cases we sought to measure the experience of consumers in the hospitality sector (Coelho & Wada, 2019; Iloranta, 2019; Pijls et al., 2017).

This study adopts qualitative exploratory research in order to demonstrate questions about perception and the experience of hospitality in cultural centers. To this end, we opted to investigate the opinion of visitors to the Centro Cultural Banco do Brasil - São Paulo, located at Rua Álvares Penteado, 112 - Centro Histórico de São Paulo.

Therefore, in the first phase of this study, we sought to adopt bibliographic research in periodicals and books that deal with topics such as hospitality, culture and cultural centers, perception and experience of hospitality, Centro Cultural Banco do Brasil - São Paulo and the relations human. This was relevant in order to seek to understand the importance and dimension of the study.

In the second phase of this study, the in-depth interview technique was adopted. Where we sought to analyze the opinion of the visitors of the Centro Cultural Banco do Brasil - São Paulo in the months of January and February 2020. For better data collection, it was counted on this stage with the recording of the interviews with the aid of mobile base. These were then transcribed. Participants also signed an authorization form for the interviews. The collected data were transcribed and treated, to continue with the discussion of the results that are arranged in this manuscript.

The technique used in the research also comes to be known as Grounded theory. This research technique was formulated in the 1960s by Barney Glaser and Anselm Strauss, with the intention of serving as an alternative to positivist methodologies in the field of sociology (Matteucci & Gnoth, 2017). Thus, it presents opportunities for the formulation of new theories (Glaser & Strauss, 1967; Matteucci & Gnoth, 2017). This research technique also presents new answers and different possibilities for the current questions.

Grounded theory becomes an emerging research technique and serves as a model to be used in the most traditional qualitative research techniques. For this reason, over the past few decades, it has attracted the attention of tourism and hospitality researchers for the possibility of investigating new ideas (Matteucci & Gnoth, 2017), constituting an emerging method in applied social sciences.

The questions asked during the research sought to contemplate aspects associated with the hospitality scale when considering aspects such as access, care, comfort, the general experience of hospitality and the behavior

(Pijls et al., 2017) of the different stakeholders of this space. But there are also other dimensions contemplated when considering experience, such as social presence and space, sharing activities and knowledge, and finally, interaction with hosts and guests (Shi et al., 2019).

Due to the scientific sophistication in the areas of tourism and hospitality, researchers understand the instruments that help to understand and monitor concepts related to the attitudes and behaviors of tourists and residents of tourist attractions (Gursoy et al., 2014) and cultural centers, for example. Based on these steps, new research will be sought in order to find answers to the questions raised during this manuscript and present new possibilities in the areas of tourism and hospitality.

4. Results & Discussions

The survey interviewed residents and visitors from the city of São Paulo. This was developed with the aid of a recording base at the Centro Cultural Banco do Brasil - São Paulo in the months of January and February 2020, after the conclusion of the interviews, these were transcribed and analyzed. During the research, it was possible to know the opinion of retirees, traders, unemployed, students, civil servants, nutritionists, people who work in art and museums, university professors, and finally, employees and former employees of Banco do Brasil.

The important thing to note is that a high proportion of respondents reported working in the central region of São Paulo in accounting companies, educational institutions and service providers. Another portion of those surveyed reported that they come to use the space proposed for research as a support point, whether to go to the toilet or buy food and drinks, since inside the facilities of the cultural center there is a cafeteria.

It was also found that a portion of the CCBB - São Paulo regulars live near this location. Most of those surveyed demonstrated knowledge of the activities of cultural centers because it is already part of their routine to visit these spaces such as Instituto Itaú Cultural, Instituto Tomie Ohtake, São Paulo Theatro Municipal and Praça das Artes, which are icons of culture the culture of the São Paulo city (Interviewee C).

Therefore, it was normal during the interviews to consider other cultural centers such as Farol Santander, Centro Cultural Banco do Brasil - Rio de Janeiro (Interviewee F), Centro Cultural São Paulo (Interviewee H) and SESC units (Interviewee D). Since São Paulo is a city that disseminates culture very well because it has several cultural centers and in this way it comes to be a powerful location in relation to this culture structure (Interviewee J).

When contemplating other aspects, one of the interviewees demonstrated, through his statement, the dimension of the diversity of this cultural center, where it is possible to find a very wide range, either by age group or level of culture (Interviewee H). Since the cultural center where the research was carried out serves people of different age groups and social classes.

In the course of the research it becomes possible to better understand how this diversity of people find activities in this environment, where for example, here are some to enjoy work of art, others to have a cup of coffee, I see an oasis here, a very interesting aspect to find it here in downtown São Paulo (Interviewee H).

Because of that, it was possible to obtain the opinion of different people and ways of thinking about the object of study. In this way, it also demonstrates the diversity that comes to be contemplated in the environment of this cultural center. For this reason, the debate regarding the results of the research contemplates issues such as, a) the behavior of people and human interactions in the environment of the cultural center where the research was

conducted, b) the perception that the visitors of the researched cultural center have the regarding this space, and c) the experience of hospitality of the visitors of the Centro Cultural Banco do Brasil - São Paulo.

Therefore, when considering the behavior of people who attend the Centro Cultural Banco do Brasil - São Paulo, it appears that the majority of respondents' praise in this context. For example, the employees are very helpful, accompany you in what you need and monitor you if necessary (Interviewee J). Or, for example, here people are polite, I feel safe and I can use my cell phone (Interviewee A).

Other interviewees who frequent this environment more often give details of these aspects, the staff is always respectful, calm, there were never problems with other people who were in the environment too (Interviewee H). Therefore, in addition to these people, interviewees B, C, D, F and G gave positive statements regarding the behavior of people in this location.

But for some respondents, there are some points that call attention because often security has to warn about the behavior of people who are exceeding the limits (Interviewee E). Because there is always a child, family or school trip, so, depending on the day, it is a little busier (Interviewee A).

Thus, Wang & Law's (2019) note that consumer relations are dynamic learning processes. Regarding the perception that the visitors of the researched cultural center have about this space, aspects related to the experience of hospitality (Pijls et al., 2017) were exposed, which include aspects such as attention, care, comfort, courtesy, desire to please, entertainment, desire to please, feeling important/special, pleasant environment, generosity, easily accessible, pleasure/happy, polite, respect, security, understands needs, warm and welcoming environment.

Each respondent could choose none, one or more of the items listed. But all respondents were informed that after the choice they would have to justify the reason for their choice. However, it is noteworthy that interviewees C, G and H made a point of pointing out all the items. Mainly for the hospitality to meet the expectations that each visitor has, where the staff is solicitous, attentive to give the information to indicate events, when buying tickets, the environment is safe, the security staff is very friendly when you arrive (Interviewee H).

But others surveyed were more selective and chose to choose specific items and justify them, as shown in Table 1 - Hospitality Items at Centro Cultural Banco do Brasil - São Paulo.

Table 1. Hospitality Items at Centro Cultural Banco do Brasil – São Paulo

	Item	Justification
A	Attention	Due to the attention of the attendants (Interviewee B)
B	Care	Due to the care they have with visitors (Interviewee B)
C	Comfort	There is an air conditioning system (Interviewee A) For cleaning (Interviewee B) Because it is a place where visitors can sit and wait for a while to go to an exhibition or go to the toilet (Interviewee F)
E	Desire to please	The employees are very pleasant (Interviewee F)
F	Entertainment	There are always nice activities (Interviewee E)
H	Friendly Environment	Environment I like (Interviewee D)
L	Easy to access	It is in a historic region, where the structure itself makes you want to know the place (Interviewee D)

P	Safety	Feeling safe inside the building (Interviewee A) Place where I go into and feel safe (Interviewee D)
S	Welcoming	The cultural center welcomes diversity, I have seen in this space people of different ethnicities, races and genders (Interviewee I)

Source: Elaborated by the authors

In Table 1 - Hospitality Items at the Centro Cultural Banco do Brasil - São Paulo, it should be noted that in addition to the respondents C, G and H, who pointed out all the items presented in the survey. It is stated that the other respondents listed the attention, care, comfort, desire to please, entertainment, pleasant environment, easy access, security and welcoming as aspects of hospitality in this environment. For this reason, this space responds very well to the issue of friendliness and reception, whether tourist or those who live in the city (Interviewee H).

The research also sought to ascertain subjects pertinent to the aspects to be improved and relevant at Centro Cultural Banco do Brasil - São Paulo. Even without seeking to take any position, it is revealed that interviewee B, E and G consider that there is no aspect to improve in this place. Regarding the relevant point, Interviewee B considers that there is no relevant aspect since there is nothing to improve in my conception, and not relevant either, they are all good aspects (Interviewee B).

But the other respondents listed aspects to improve at the Centro Cultural Banco do Brasil - São Paulo and these are listed below:

- Increase the space of the cafe, because it is always very busy (Interviewee A).
- Aspect to improve would be disclosure. The forms of disclosure should be broader and focused mainly on the population with least purchasing power (Interviewee C).
- I believe that for the exhibitions of a large public, which are already expected, better logistics (Interviewee D).
- Increase the space for visitation and the insertion of a bookstore (Interviewee F; Interviewee I).
- Addition of a library within the cultural center (Interviewee H; Interviewee I).
- Sometimes the air conditioning is very strong (Interviewee J).

Thus, it is observed that central factors call attention such as the need for a larger space and the addition of parallel activities in this location. Even so, the respondents also listed relevant points in the Centro Cultural Banco do Brasil - São Paulo, as follows:

- The diversity of works, different works and new exhibitions (Interviewee A).
- The historical background, as it is a historic building, preserved and public (Interviewee D; Interviewee H).
- Comfort, ease of access and diverse programming (Interviewee E).
- The cafeteria space added to the environment, because from there you stay and can see everything that is happening (Interviewee F).
- The service, the cordiality, the courtesy, everything is very good (Interviewee G).

- The structure of the building, with high ceilings, draws attention in the city center (Interviewee J).

In this way, it was sought to contemplate in this research hospitality items, points to improve and relevant aspects in the Centro Cultural Banco do Brasil - São Paulo. Especially when considering that these come to directly or indirectly influence the perception of the experience of its visitors. As pointed out by Ala-Harja et al. (2019) service, sensitivity and the ability to serve customers and make them feel happy and welcomed lead to better economic results.

Finally, the results obtained in the research are similar to the notes of Wu & Cheng (2020) when highlighting that experiences, intentions, satisfaction and dissatisfaction, risks and relationships among people are part of the dynamics of society. Especially when considering Chan et al. (2015) that consumers currently value factors associated with experience and performance.

6. Conclusions and Implications

The data made available in this study allows readers to demonstrate opportunities for cultural centers, such as the search for aspects to better receive people, the formulation of means to improve the satisfaction of their visitors and, finally, the performance of this organization with its different stakeholders to have a positive role towards those involved in this activity.

The research included people from different layers of society, thus reaching the diversity of people who attend the Centro Cultural Banco do Brasil - São Paulo, making the sample valid. Especially when there are different views and positions regarding the same object of study.

In relation to the research problem, what are the aspects associated with the perception and experience of hospitality of visitors to the Centro Cultural Banco do Brasil - São Paulo? It is observed that the most highlighted items by the respondents were attention, care, comfort, the desire to please, entertainment, a pleasant environment, easily accessible, security and welcoming as aspects of hospitality in this environment. To ease data analysis, a table was created with the placement of each interviewee.

In view of the proposition, (P1) in the face of the global scenario of mechanization and industrialization, cultural centers to constitute spaces where human relationships and interactions develop positively and with greater ease, it is stated that this was confirmed, especially where in the course of the research it was observed that some interviewees observe the research site as an oasis, where it becomes possible to enjoy works of art, to have a coffee and understand the diversity.

Regarding the proposition (P2), visitors to the Centro Cultural Banco do Brasil - São Paulo understand this place as a hospitable space, this was also confirmed, as the interviewees praised the quality and preservation of the facilities, as some also reported that common in this space is good service, cordiality and courtesy.

The objective of the research is to verify the perception and experience of hospitality of the visitors of the Centro Cultural Banco do Brasil - São Paulo, in this context it is emphasized that like all human activity there are negative and positive points. Among the issues to be better worked out is the matter of space and the search for activities parallel to the exhibitions.

But in the course of the interviews, it was found that the respondents already have the habit of visiting other cultural centers. Even so, attention is drawn to the number of praises given to the space where the research was developed, either because of the diversity of works, for structural reasons (historical and architectural) or for the cordiality made available through the service offered.

Finally, one of the limitations of the research is the limited number of respondents and the use of only one cultural center in the city of São Paulo. As next steps to be followed, it is suggested to carry out research that can contemplate the perception and experience of hospitality of visitors from different cultural centers. For future research it is also suggested to continue with the adoption of quantitative research in order to prove or present questions for the data provided here.

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Acknowledgements

The authors would like to thank Universidade Anhembi Morumbi – São Paulo / SP – Brazil, for its support in the preparation and development of a study.