

HOSPITALITY AND SERVICE OFFERINGS IN RELIGIOUS TOURISM

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Given the growing influx of religious tourism and the assumption of the importance of relations of hospitality and religion, it is justified the present study that seeks to investigate the competitive strategy of religious tourist destinations, which has the problem of research: how hospitality actions and the offer of tourism services contribute to gain competitive advantage in a religious destination? The general objective was defined: to understand the relationship between the tourist services offered and the hospitality actions promoted by the “Santuário Nacional de Nossa Senhora Aparecida” and its contributions to the visitor. It was also sought to identify the relevance of hospitality to Sanctuary managers and visitors; to analyze the relationships between hospitality in the services offered and the strategy of competitiveness of the Sanctuary; identify the main stakeholders of the Sanctuary and the social relations existing between them. Three hypotheses were tested: (H1) the hospitality actions promoted by the Sanctuary contribute to the increase in the number of visitors; (H2) the tourist services offered by the Sanctuary positively influence visitor satisfaction and (H3) there is a relationship of hospitality between the Sanctuary and its stakeholders. An exploratory and descriptive, qualitative and quantitative empirical research was chosen, adopting the single case study method as proposed by Yin (2015), using the Bardin (1977) categorization method to content analysis performed on the information collected. The collection of evidences was carried out in a bibliographical, documentary and by means of interviews and a questionnaire based on the Likert Scale. All three hypotheses were confirmed.

KEY WORDS: *hospitality, religious tourism, services, competitiveness, stakeholders.*