

THE HOSPITALITY OF THE NEW GASTRONOMIC

Scene Promoted by Meal Sharing Sites

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This article refers to the hospitality and business of commensality held on the internet. It deals with commensality in the characterization of hospitable and gastronomic scenes in domestic environments that feature chefs-hosts and guest-diners, and addresses the role of meal-sharing sites, the Airbnb's of food, which have transformed into business the growing interest in gastronomy and the trend of the shared economy. The methodological procedure of the exploratory and descriptive research comprises surveying and analyzing the meals sharing sites; participant observation in gastronomic experiences promoted by said sites; conducting semi-structured interviews with hosts, diners and entrepreneurs of startups. The theoretical framework refers to the hospitality and the commensality to characterize the gastronomic scene before the relations between hosts and guests and the ritual to the table of symbolic character and identity. From this theoretical reference is made the content analysis of the sites and the interviews. As a result, the paper describes the hospitable and gastronomic scene in domestic environments and reflects on the notion of hospitality present in the narrative of meal-sharing sites that navigate the wave of new Internet business and rely on social networks to achieve your customers-diners. The analysis of these sites opens the way for new business studies of commensality using technologies and digital networks to be promoted.

KEY WORDS: *hospitality, commensality, gastronomic scene, meal sharing sites.*