

THE INFLUENCE OF HOTEL ENVIRONMENT ON CONSUMER BEHAVIOR

A Theoretical Overview

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Tourism and hotels have emerged in recent decades as one of the activities that contribute to global economic growth. Due to their importance in providing jobs and incomes it is appropriate to study them in order to improve understanding and supporting the development of their organizations. Thus, the objective of this paperwork is to propose a theoretical model about the influence of an environment full of hospitality in experiencing consumption. Investigating this issue, the model of Knutson and Beck (2003), used as basis, considers that service is performed from the check-in moment at the hotel, where the consumers experience is initiated until their check-out time. The theoretical essay here presented follows a marketing chain that assumes consumption as an experience hedonic by nature.

KEY WORDS: *tourism, hotel environment, consumer behavior, consumer experience*