

CAN HOSPITALITY BE TAUGHT?

Reflections from Bildung

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This essay explores the possibility of applying the model of Bildung to the teaching of hospitality, a key issue for the competitiveness of tourism destinations and companies. After a brief review of several theoretical approaches, it focuses on the conception of hospitality as an art, suggested by Jafari, which serves for introducing the paradigm of Bildung, following Gadamer's formulation. The paper finishes with some thoughts about the insertion of this model into the programs of tourism education.

KEYWORDS: *hospitality, Bildung, tourism education, competitiveness*