

THEORETIC-CONCEPTUAL APPROACH OF HOSPITALITY AND ITS CONTRIBUTIONS TO TOURISM HIGHER EDUCATION

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Literature research developed for the construction of a theoretical protocol of a study case analysis, part of a research in tourism higher education developed in 2009 and 2010 in a Master's program. It brings together the different theoretical frameworks of Hospitality as a social relationship in various fields of study such as philosophy, anthropology and sociology, aiming to understand primarily the present thinking in the twenty-first century. It discusses the fundamentals of hospitality in philosophy and then argues about two different "schools of thought", the French and the Anglo-Saxon, both with reflexes in studies developed in Brazil looking to set up a "Brazilian school" in discussion. The results point out that philosophy, on the one hand is a possible hospitality and in the other it can be seen as pure hospitality. In studies from the French school there is a characterization of the social process of hospitality while the Anglo-Saxon school emphasizes the production process of possible hospitality, conceptions that blend into the incipient "Brazilian school". It presents the protocol combining the conceptions of the main representatives of these schools in their reflections face the XXI century, introducing the resonance of the "Brazilian school" of hospitality in tourism higher education. It is understood that by incorporating the concept of hospitality in tourism there will be a movement into a new paradigms in the area through international collaboration among teachers and institutions.

KEY WORDS: *tourism, hospitality, theoretical approaches, schools of thought, higher education.*