

HOSPITALITY, EMOTIONS AND EXPERIENCES IN TOURIST SERVICES

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Hospitality and tourism service experiences are the main product in the sector, with impact and influence on the competitiveness of the same. In turn of emotions, they are often referred to as antecedents of satisfaction, and a wide range of emotions may emerge during episodes of consumption. In this context hospitality can play a relevant role in the commercial field and be the starting point for the discussion about the economy of experience in the tourism and hospitality sector. The main objective of this article was to verify the influence of hospitality on the emotions, experiences and satisfaction of the guest, in the behavioral intention in relation to the hospitality experience in hotels. To reach the proposed goal, a quantitative survey was carried out with the application of a survey of 206 hotel guests. A self-administered research questionnaire was developed based on literature review. To collect the data, the questionnaire was distributed online. Structural equation analysis was used to verify relationships between constructs. The results showed the existence of positive and significant relationships between the constructs discussed, and all the hypotheses were accepted. Hospitality has proved to be a relevant factor in relation to experiences, emotions and guest satisfaction, which has led to more positive behavioral intentions.

KEY WORDS: *Hospitality, experiences, emotions, satisfaction, behavioral intentions.*