

HOSPITALITY IN BRAZIL

Evaluation of the Attitudinal Components of Hospitality Traits of Brazilian Hosts in the Commercial Context

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This study aims to identify evidence of a measurement scale focusing on attitudinal components of hospitality traits of Brazilian hosts in the commercial context. The objective is to understand the profile of the Brazilian regarding to his personality traits related to hospitality by means of the statistical verification with the use of the software SPSS. A bibliographic survey in the Scopus database identified ten articles with discussion about the term hospitableness, from 1982 to 2017, the analysis of this literature reinforced the hospitable behavior as a competitive differential that contribute to the development of strategies that aim to meet and exceed expectations of customers. We adopted the mixed method technique based on the studies of Tasci and Semrad (2016) in the construction of the scale of hospitableness. The scale was adapted to the Brazilian profile emphasized that in the professional characteristics, the effective and professional items had a higher factor load than the social ones preponderated the items warm and gentle, in the moral characteristics the item honest while in the personal characteristics there are no items in featured. These results led to the analysis that the hospitality of the Brazilian in the professional scope excels the personal.

KEY WORDS: *Hospitality, hospitableness, scale of hospitality, the Brazilian people.*