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# The Origins of Hospitality and Tourism

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Published by Goodfellow Publishers Limited, Woodeaton, Oxford, OX3 9TJ

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# 10

## The Dynamic Model of Hospitality

The phenomenon of hospitality is becoming recognised as a field of study to which this book is intended to contribute. Aspects of hospitality found in Classical Antiquity had already been constructed into the Five Dimensions of Hospitality, as presented in Chapter 6. This chapter considers the implications of the publication of *Hospitality: A Social Lens* (Lashley *et al.*, 2007) and brings into the framework the aspects of hospitality identified throughout the writings of Classical Antiquity. The chapter then continues to presents a Dynamic Model for Hospitality and ends with the overall reflection of the origins of hospitality and tourism within Classical Antiquity.

### 10.1 Hospitality: a social lens

The study of the phenomenon of hospitality has recently been supported further with the publication of *Hospitality: A Social Lens*, where Lashley *et al.* (2007) argue that hospitality research has gained an increasingly multidisciplinary perspective, primarily caused by:

- ◇ Maturity within the hospitality management field, intellectually advancing through engagement in a broader spectrum of enquiry, emancipating the previous closed system, reductionist, and unitary approaches through criticism and liberation, reflecting on existing knowledge;
- ◇ Belief that more critical perspectives drawing on the breadth of the social sciences can better inform the management of hospitality; and
- ◇ A challenge to the orthodox, conventional wisdom and rhetoric, and challenge to complacent mind-sets, drawing attention to novel and previously peripheral hospitality associated areas worthy of study, and bringing in to the mainstream of social sciences debate.

The editors observe that the chapters in the book 'explore hospitality and the relationship between guests and hosts as a phenomenon in its own right' with this being achieved by investigating the relationship from different academic perspectives. Lashley *et al.* (2007, p. 174) judge that the different

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perspectives presented ‘challenge conventional wisdom by bringing to bear multiple ‘eyes’ all focused on the same phenomenon that is hospitality, but arriving from diverse intellectual starting points and ways of seeing the world’. These academic perspectives of hospitality and the different concepts of hospitality contained within *Hospitality: A Social Lens* are summarised in Table 10:1.

**Table 10.1:** Concepts of hospitality from *Hospitality: A Social Lens*

| Perspective               | Concepts of hospitality   | Author                    |
|---------------------------|---|---------------------------|
| Anthropology              | Moral obligations defining social and cultural expectations about behaviour as host and guest – intra-tribal hospitality and reciprocity  | Cole                      |
| Architecture              | Hotel space designed to create an ambience of hospitality experiences – symbolism and the rhetoric of hospitality adapts to address developments in consumer expectations   | Wharton                   |
| Classics                  | Historical insight into religious and cultural obligations for hosts and guest in Greek, Roman and early Christian settings   | O’Gorman                  |
| Culture                   | Ethical hospitality – differences between powerful hosts and vulnerable guests – the widespread fear of global strangers  | Sherringham and Daruwalla |
| Cultural geography        | Use of bars, restaurants, clubs and boutique hotels in the regeneration of city centre spaces – role of hospitality experiences in establishing and reinforcing lifestyle experiences.  | Bell                      |
| Gastronomy                | Eating and drinking as focus of gastronomy – reflection on the acts of hosting and the manners of being guests  | Santich                   |
| History                   | Multicultural evolution of the ‘hospitality industry’ in the various colonial hotels and pubs of Melbourne in the nineteenth century  | O’Mahony                  |
| Human resource management | Commercial control through looking good and sounding right – hospitality experiences require selection and development of service staff who sound and look the ‘part’ as defined by the brand and the market it is supposedly servicing | Nixon and Wahurst         |
| Socio-linguistics         | Demonstrating how fast food restaurants manufacture, control and process customers in a set of predictable processes shaping customer tastes and expectations supporting Ritzer’s theory  | Robinson and Lynch        |
| Sociology                 | Commercial home of the micro-business being operated as a guest house or hotel – represent a forum for both private and commercial acts of hospitality  | Di Domenico and Lynch     |
| Sociology                 | Component parts of the of the theory of McDonaldization are an anathema to spontaneous hospitable behaviour   | Ritzer                    |

**Chapter extract**

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