URBAN HOSPITALITY OF THE HISTORICAL CENTER OF PELOTAS/RS

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ABSTRACT

The object of this paper is of the hospitality founded at the historic center of Pelotas/RS. Its objective is to understand if this historic center is or is not hospitable through three analysis categories: Accessibility, Identity and Legibility (GRINOVER, 2006; 2013). To attain this data a bibliographic research and a questionnaire to residents and tourists was carried out.

Keywords: Historic Center; Urban Hospitality; Pelotas

INTRODUCTION

Pelotas is a Brazilian city located in the southern state of Rio Grande do Sul, the city possesses a very rich cultural architectural collection, according to the website of the municipal government considered the historic and artistic national patrimony and cultural legacy of the State of Rio Grande do Sul. This architectural patrimony has a strong European influence, one of the most eclectic styles in Brazil, in quantity and quality, with 1300 buildings listed.

Considering the importance of these historic patrimonies for the tourism in the city, it is crucial to think about hospitality, for both visitors and residents. In this way, the article wants to approach the fact of whether or not this historic center is hospitable. The urban hospitality and the three coexistence dimensions are: Accessibility, Legibility and Identity were analyzed (GRINOVER, 2006; GRINOVER, 2013).

77

JUSTIFICATION

In this article, we search for concepts of hospitality in general, and more precisely the concept of public hospitality (urban), the results will follow.

HOSPITALITY

The word hospitality has its origin from the French term "hospice" which means to give help or shelter to travelers. The original concept of hospitality is believed to be a gift, with the possibility of helping someone, without the expectation of something in return. For the existence of hospitality, two actors are primordial: the one who welcomes and the one who is welcomed. The act of being hospitable requires reciprocity. Gotman (2008) suggests that hospitality is a specialized relationship between two protagonists, the one who receives and what it is that is received.

The idea of hospitality is as old as civilization itself, but the concept has been changing over the years, to accompany this change, most modern concepts were created and hospitality was divided into four groups (LASHLEY; MORRISON, 2005): domestic, commercial, virtual and urban. These will be explained in separate categories.

DOMESTIC HOPITALITY

Recognized as the first form of hospitality practiced, refers to the Act of receiving, opening your home to the traveler, sharing your food etc.

From the time of the Crusades domestic hospitality was again regarded with label codes and with the reception in social events similar to birthday parties, marriages, and so forth.

The gestures of hospitality must be understood and exercised through cultural habits and local customs.. Tradition, food, relationships, identity and rites are considered as host elements (SOARES, 2013). It is well known that social groups have rules, and it is up to the individual to abide by them, if you want to be accepted (FORBES, 2007).

For Petrocchi (2002) hospitality is meant to make the other feel at home, although not, by the attention received but by the warmth felt in every gesture. In the opinion of Acosta and Bastos (2012) to welcome the guest is a duty of the host, a gesture valued in all societies. The authors argue that thinking about accepting people requires sensitivity to put themselves in the place of others (empathy), view the world through others perspectives, seeking to meet their needs and contemplating their desires and expectations.

With the customers' requirement for more personalized treatment, with greater quality, hospitality was a way to increase the number interested in consuming the products/services of a company. However, the term hospitality meant a delivery without expectation of return, to avoid this dichotomy, the term commercial hospitality was created, which will be mentioned below.

78

COMMERCIAL HOSPITALITY

For Lashley and Morrison (2005) the market understands inherent hospitality services. The Act of putting yourself in the place of another is also present in commercial relations. To Meet or anticipate the needs and desires of the customers is one of the ways to show themselves as hospitable in these situations.

Brothertoon and Wood (2004) seek to define hospitality (Figure 1). To determine it as a human exchange, offering the possibility to be in both the domestic and commercial environment. Their characterizations (contemporary, voluntary and mutually beneficial) are also fully understandable in these two environments.

FIGURE 1 – Hospitality characterization

79
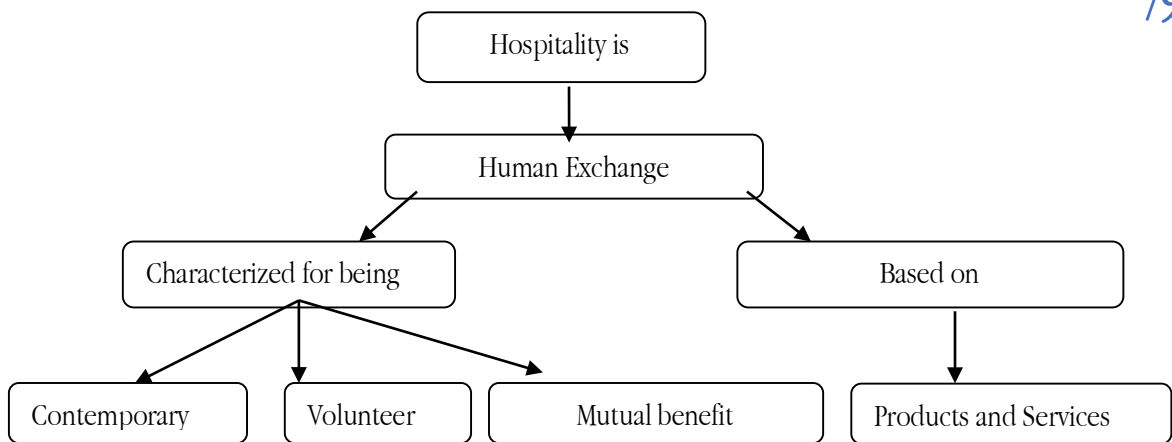
Source: Brothertoon; Wood (2004)

In the words of Quadros (2011), the characteristics of the fields, domestic and commercial hospitality are divergent in their entirety; this is why the goal of each domain is diverse. If domestic hospitality is characterized by interaction and social experiment, the commercial aims for the pursuit of profit through customer satisfaction. This hospitality is based on the perception of the meaning of excellence in customer service and commercial exchange from the host (service provider). (Frames, 2011)

For Gotman (2008) the "smile", may be a trademark of this sphere of hospitality, it can be addressed to any potential client, having intended to welcome one another and at the same time, neutralize any commitment other than commercial. Gotman (2008), four precepts still define this "commercialization" of hospitality: Standardization (ability to provide the same standard of service to different clients); Loyalty (Customer Maintenance); Neutralization (spaces in need of customization) and Expropriation (client as the "owner" of the space). However, while the domestic and commercial forms of hospitality require some points in common, mainly the existence of two actors, one that receives and one that is received, a new form of hospitality, virtual, which will be addressed as a result of this work, deals with the user interaction with the virtual environment, machines and computers.

VIRTUAL HOSPITALITY

Soares (2013), states that the virtual environment is one of the main tools used by companies to establish communication with their customers, often held before the provision of the service itself. What makes you think about an extension of commercial hospitality? The author argues that the great challenge of this mode is to promote the host before the consumption/production service (SOARES, 2013).

The author comments that the sites are not static environments they can also be quite interactive environments, depending on the facilities that they offer (SOARES, 2013). The difficulty lies, precisely, in creating a virtual environment pleasant for those who visit or interact with the page. Smith (2013) comments that the hospitable action provides for the implementation of a quality reference, it will not be objective and Protocol behavioral reference, but subjective and human. With that, broadening the possibilities of experience in the service sector.

URBAN HOSPITALITY

Urban Hospitality, the focus of this work,

> It is as likely to be felt, thought, and lived by the individual through the body; as it is in all its senses that the inhabitant uses, the space

> creates/reference; understand the feelings, the smells of the places, giving them direction, which means that it involves the individual and their senses, their body. (CARLOS, 2001 apud GRINOVER, 2013)

According to Grinover (2006; 2013), hospitality means the human connection with each other and with the place.

Urban Hospitality refers to the public space of free access or controlled access, common spaces and collective use. Whereas here, the open spaces: streets, squares; places where regardless of time or day, the movement of the population is free. In addition, access-controlled spaces, places where anyone is free to visit, but in hours of operation, such as bars, restaurants.

The urban space is the element that will bring structure to the city, where locals and tourists live the experience of the site. In this case, you must ensure the rights, accessibility to memory, security, information, comfort, movement, visual access, architecture, and urban structure. (SEVERINI, 2013).

Therefore, Urban Hospitality is linked to the Act of greeting, good manners, and the courtesy of the city. Enabling locals and tourists to experience interaction with each other and with the place. In this way, you could say that the more experienced, the more hospitable the condition of the space.

For Grinover (2006; 2013), urban hospitality can be characterized, from the coexistence of three categories of analysis: Accessibility, identity and legibility. According to the author

> The analysis of those categories puts us in front of the concrete results of the occupation and of the actions on the city, the residents and the guests (tourists, business people, migrants, students, etc.) in the broadest sense and the relationship between host and guest. (GRINOVER, 2006, p. 31)

In this case, from these categories, suggested by the author, it becomes possible to analyze more clearly the conditions for the hospitality of a city and/or location, taking into consideration the relationship between residents and guests.

ACESSIBILITY

The Accessibility category refers to different activities and services of a city, which should enable equal access for all. In this case, Grinover (2006) says

> The availability of premises can be considered (taking into account the limits of the capacity of urban facilities), or physical means, which allow such access (considered at the same time, the means of transportation and land use), or, socioeconomic accessibility (taking into account income distribution). (GRINOVER, 2006, p. 37)

Access to the city and citizenship, are two factors that must go hand in hand. Direct access is crucial for the minimum conditions of the quality of life, i.e. of hospitality. Second Grinover (2006) "A good quality of life, and therefore of hospitality, is a condition of the urban development and is a strategic condition of the city."

82

Therefore, to ensure accessibility it is important to be in range of the actors involved: (residents and visitors), access to culture, to leisure, school, work, the sewer network, water and appropriate transport services. Because these are some of the activities/services that give access to the city, the urban space and the definition of public place and accessibility.

LEGIBILITY

For legibility, to Grinover (2006), ' the visual quality of a town or territory, which can be examined through the study of the perception of it, before any other, its inhabitants.
This mental image is a reference; it is a grammatical and syntactical structure that is expressed by the encoding of messages, and then by decoding these same messages. (GRINOVER, 2006, p. 42)

Therefore, through this category, it becomes possible to understand what the image and memory stored by individuals are. What and how they recognize a certain space (place/location). For Grinover (2006)

> Is there a dialogical communication between this particular building and the sensitivity of a citizen, which produces absolute subjective and unpredictable pathways? For example, I can prefer certain streets at certain hours of the day, which is why I choose my urban itineraries, not only in terms of advantage to the speed of the movements, but also by the emotional flow that releases when I have crossed these streets and not others. (GRINOVER, 2006, p. 43)

The users ' perception of the city features the elements that constitute the urban landscape. Each individual may have a different view on what is visual quality, what is beautiful or ugly, what is attractive or not. (FERRETTO, 2007).

IDENTITY

The category that covers the identity refers to the act, namely cultural experiences are features that help form mental images of the identity of the subject/area. However, these identities can be created and recreated. In addition, Grinover (2006) argues that there is an oscillation between what is traditional and what is translation:

> This oscillation between tradition and translation is increasingly evident in a global framework: the cultural identities, that are emerging everywhere are not "fixed", they are in "transition". Remove their content from different cultural traditions and they are increasingly common products in the urban globalized world. As "translation" describes identity formations composed of people who have been "withdrawn". These people have strong ties to their land of origin and their traditions, but without the illusion of a return to the past. They are forced to negotiate with the new 'crop' now living without losing their identity completely. They carry the traces of cultures, traditions, languages and of particular stories. (GRINIVER, 2006, p. 45)

It is important, then, to understand that hospitality is linked to memory, former inhabitants and visitors, identity formed by an existing social relationship. For Grinover (2006) "the only possibility to build the capacity to meet the hospitality of the city as it is, is above all, to recognize it as reality."

METHODOLOGY

The article aims to analyze the Urban Hospitality in the historic city center of Pelotas through the coexisting categories: accessibility, identity and legibility (GRINOVER, 2006). With that, seeking to understand whether it is or not, hospitable.

The research is qualitative in character where the object is the determining factor for the choice of method; the objects are studied in their totality and complexity (FLICK, 2004). It aims to examine, through a process of observation, the urban hospitality that surrounds the historic city of Pelotas.

To accomplish this aim, this study carried out bibliographical research and questionnaires to residents and tourists. In all 143 questionnaires, in three different spaces of the historic center of the city were applied: Plaza Colonel Pedro Osório, Daniel Boardwalk and Municipal Public Market.

Different spaces within the same Historical Centre were chosen, in order to verify if the location where the respondent is, at the time of the reply, interferes with the analysis of the space, these spaces were elected for this purpose, a commercial space (Boardwalk), for recreational usage by the population (Coronel Pedro Osório Square) and another with a more touristic character (public market), which can be observed in Table 1

Table 1 – Locations where realized the interviews.

Praça Coronel Pedro Osório
Calçadão
Mercado Público

Fonte: Authors

The answers were examined from two types of data analyses: word cloud, where through the heuristic method, pointed out the most mentioned words in the questionnaires, and from there a more detailed analysis can be started along with an analysis of statistics.

In addition to this research, a case study analysis, which is an in-depth study which one allows broad and detailed knowledge of a research object (Triviños 1987). As claimed by Cooper and Schindler (2003) the research area can be so new or so vague that the researcher needs to explore in more depth in order to know more about the problems which it faces. The researcher develops concepts and more clearly establishes priorities, by developing operational definitions and improving the final planning of the research. Still, descriptive analyses were performed, which for Cooper and Schindler (2003) between the goals of descriptive research and the description of phenomena or characteristics associated with the target object, reasoning is made of a description of the characteristics of the Urban hospitality (accessibility, identity and legibility).

79

RESULTS

Based on analyses from the categories of Grinover (2006; 2013),below the results acquired are presented.

ACCESSIBILITY

To observe the conditions of accessibility, the conditions of the roads were taken into consideration, the provision of public transport and the conditions of access for the disabled.

In relation to public transport, the analyzed space receives different bus routes, which connect different neighborhoods of the city. Close to the most historical heritage, there are bus routes, thus enabling access. In addition, the city has a substantial taxi fleet, ensuring another method of access to come and go. Another method found are the bicycles available to hire, offered by the local government of Pelotas.

In regards to the elements of accessibility for special needs; in the surroundings of Coronel Pedro Osório square, where you will find the largest number of the architectural attractions of the city, there are ramps on most street corners, however, on some pathways, little or no security. In addition, there is a presence of a tactile floor plan, however, not suitable for everyone's needs. Some Historical buildings have barriers that prevent accessibility for the disabled. As any change in their facades is very difficult to be carried out, the buildings were found without conditions of access for these individuals, including the municipal government building, the Grand Hotel and the Federal University of Pelotas. However, there are buildings in which there is some kind of accessibility, but not through the main entrance, such as House 8 (Museum of sweets) and the Lyceu, both from UFPel and Municipal Public Library. Only one building has a wheelchair lift, 6 mansion, owned by the City Hall.

IDENTITY

"The architectural heritage of Pelotas is awarded to: the ranches; the surroundings of Coronel Pedro Osório Square; the Churches; the museums; and several other buildings. The buildings have French and Portuguese influence." (DUTRA; PATEL, 2016)

The Historic Centre stands out for the beauty of its buildings and historic spaces. However, there have been variations made to its fundamental identity.

The table below shows the buildings that make up the surroundings of Coronel Pedro Osório Square, as well as maintaining the original use of the buildings.

Colonel Pedro Osório square, we can say has eight statues and the fountain "Nereids", imported from France, located in the center. Before arriving at its current name, held different names: regeneration, Pedro II and the Republic.

In the year 2016, a reform was completed that left the square with its original features (access, gateway and tree plantation). It acted as the meeting point for the 2010 population and held various events such as book fairs, sweet fairs and picnics.

Table 01 – Buildings that composse the surroundings of the Plaza Coronel Pedro Osório

Building	Year	Original Use	Current Use
Banco do Brasil	1928	Bank Agency	Abandoned
Casa de Pompas Fúnebres Moreira Lopes	1882	Mortuary Agency	Mortuary Agency
Prefeitura Municipal	1881	Head office executive authority	Head office executive authority
Teatro Sete de Abril	1883	Theatre	Restoration in process
Biblioteca Pública Municipal	1878	Library	Library
Clube Caixeiral	1879	Social club	Social club
Quartel Legalista	1830	Headquarter	Secretaria Municipal de Desenvolvimento Econômico e Turismo; Shops
Casarão 2	1830	Residential	Secretaria Municipal de Cultura; Museu Adail Bento Costa- museum
Casarão 6	1879	Residential	Belongs to the City Hall. Receives visits and events
Casarão 8	1878	Residential	Museu do Doce- museum
Teatro Guarany	1920	Theatre	Theatre
Casas Geminadas	1912	Residential	Restoration in process
Grande Hotel	1928	Hotel	Sede do curso de Hotelaria da Universidade Federal de Pelotas - university

Fonte: Authors

As much as there is no difference between the original and current uses of some buildings, we can say that the identity thereof, and the square, remains the same. The buildings still have the same architectural style of the time of its construction, with French elements present in several of the buildings. The square itself is still regarded as the central point of the city, the scene of political and social events. It is still the seat of the Executive Council and receives a greater presence currently with the Federal University of Pelotas.

Another point of the historic center which was analyzed in 2010 was the public market. Built in 1847 in the neo-classical style, consisted of a square building, central courtyard, with

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access through the corners. The construction of shops and the courtyard for informal trade. Between 1911-1914, there was a change of plants and facades. It was at this time that the market's clock tower and the iron lighthouse were raised, imported from Hamburg (Germany). In addition, changes were made to entrances to have centralized access.

During the decades of 1980 and 1990 and until the middle of the first decade of the year 2000, only fishmongers, butchers and informal trade occupied the public market. Hosting a frequent stage for prostitution and drug trafficking. After extensive renovation, new bids were carried out for their spaces, from the year 2014 the site was back up and running as a public market, offering, in addition to butchers and fishmongers, spice shops, fruit and vegetable stalls, manicure and hairdressing services, local craft shops, sweet shops, cafes and restaurants, inside as well as outside.

In relation to identity, it can be said that the public market has become noted as a space for leisure and entertainment, after some time being prevented for the 2010 population and tourists, this site focused social effervescence, stage shows, political events and social and cultural manifestations.

The third area examined in the Historical Centre in 2010 was the Boardwalk, Daniel Street. The street housed the first Daniel municipal plant, dated 1815. During the 19th century, it was known as "Rua das Flores", by the large number of orchards and vegetable patches found there. From the late 1950s the space became known for trade, when different shops were established along the street (MAGELLAN, 2000).

The road was closed to vehicles in the early 1980s, with the Boardwalk spreading between Wolf and Voluntários da Pátria, and the crossroads Floriano Peixoto, Sete de Setembro and General Neto, making four blocks.
This site followed as one of the main centers of Commerce in the city, affected by the opening of the Pelotas Mall in 2013. Rua Andrade Neves has, 02 commercial galleries and a large number of varied specialty shops, as well as a cinema, cafes and restaurants.

In terms of identity, we can say that there has been a profound change in the vocation of this area, in the mid-' 50s, when it ceased to be accommodation and a pass way to the Mall. Since then, the road follows the same purpose, leveraged with the construction of the boardwalk in the 80s.

LEGIBILITY

Through interviews with locals and tourists, where we sought to understand how the perception of the historic center of Pelotas, it was possible to analyze the readability.

The survey was conducted in three historical sites of the city: Coronel Pedro Osório Square, Municipal Public Market and the Boardwalk of Pelotas, considered to be busier during the weekdays. From the question: "using only one word, what comes to your mind when you think of the historical center of Pelotas?" 143 interviews were carried out mostly with residents, a total of 120 residents and 23 tourists, 22 didn't answer the question.

83

Unfortunately, the amount of tourists interviewed, compared to the amount of residents, did not allow for a very thorough analysis, as it was not possible to make a detailed comparison. However, one can realize that both residents and tourists, featured the Pulic Market in their answers. In addition, although few tourists were interviewed, there was a good variation in their responses, this is a characteristic of legibility, where each individual highlights what calls more attention to them. In total there were 48 different answers. For a more detailed analysis between locations the locals responses were divided.
Word cloud Coronel Pedro Osório Square:

Colonel Pedro Osório square, 61 interviews were conducted, 52 residents and 9 tourists . There were 29 different answers, and as you can see by the word cloud, the two responses that appeared most frequently were Colonel Pedro Osório Square and the Public Market:

Graphic 03 – Plaza Coronel Pedro Osório

84
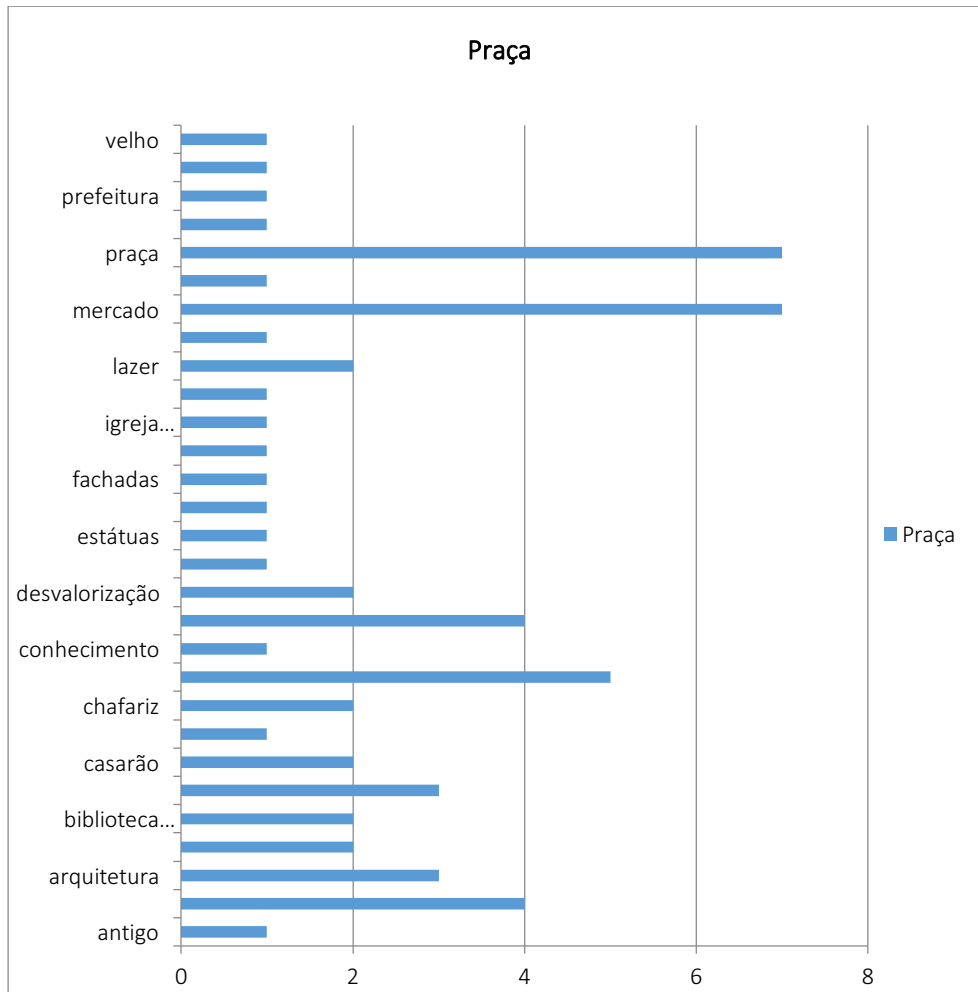
Source: the autors (2017).

Among the answers: 4 points appeared in interviews with residents, and tourists, which were: antique, architecture, fountain and market. The other 4 appear only in the responses of tourists: diversity, Hairy church (regarding Igreja Cabeluda- 'Hairy church' as its covered in moss and fauna), Church and Rarity; and the rest are locals-only responses: ancient, Baroness, Public Library, beautiful, big house, Castle Simões Lopes, Charqueadas(place to

produce jerked beef), knowledge, culture, Devaluation, statues, Europe, facades, history, Importance, leisure, fear, Square, Precariousness, and Old.
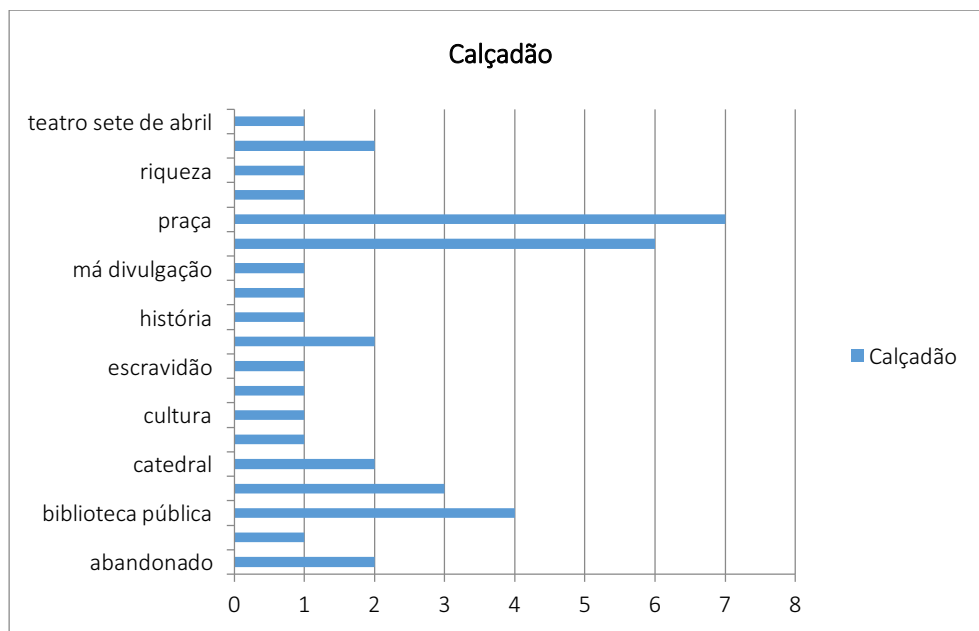
The second location presented, first, through the word cloud, will be the Boardwalk, as shown below.

Figure 03 - Word Cloud Ball Board

85

On the Boardwalk, 43 interviews were carried out. However, 2 local residents did not know what it was and 2 tourists declared no knowledge of the city. In this case, 35 replies were analyzed.

Graphic 03 – Calçadão de Pelotas

At this location, 19 different answers were presented. 2 responses appeared between resident and tourist, those being: Boardwalk and Theater Guarany, the other two appeared only in responses of tourists: Historic Energy and history. The words found only in the interviews of residents, were: abandonment, antique, Public Library, Cathedral, Fountain, culture, Slavery, Great Hotel, Beautiful, Bad disclosure, market square, historic buildings, Wealth, and theatre. However, in total, the answer with most frequency was: Colonel Pedro Osório Square.

The third word cloud represents the answers of the public interviewed in the marketplace. In the word cloud presented, it is possible to understand what answers featured, at this location.

Figure 04 - Cloud of words Public Market
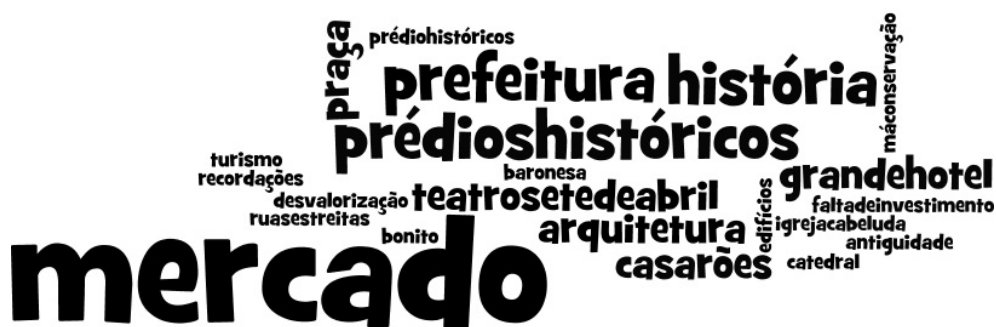
In the public market, 39 interviews were carried out, 31 with residents and 8 with tourists. In total 21 different responses, presented in chart 3.

Of these, 13 were given only by locals: antique, architecture, Baroness, pretty, big houses, Devaluation, buildings, lack of investment, historic buildings, Memories, narrow streets, theater, tourism. Only 3 responses were submitted by tourists: Cathedral Church, Hairy and bad Church preservation.

Graphic 4– Mercado Público

Fonte: autores (2017).

The 5 responses that appeared in interviews with both residents and tourists were: Great Hotel, history, market square and City Hall.

Following the analysis, the word cloud below represents the responses between the places where the research was performed. In addition, the words that most appeared in the 3 research sites were analyzed.

Figure 05 - Total word cloud

As the word cloud shows, the market and Colonel Pedro Osório square also appeared in several answers, both, like the other, appeared in three spaces surveyed. Of the 139 interviews examined, 20 people made the connection to the historic center to the market, and 16 to the Coronel Pedro Osório Square. furthermore, two other responses appeared in all areas: Antiquity and history. Two words that referrers to importance and knowledge.

As it was possible to perceive, there was great variation between the answers. From the analyses by location it allowed for a more detailed observation of the users perception. An interesting analysis is that the square and the market are the main answers found among the interviews, however, the market appears with enough relevance, even among respondents of the square, while at the same, in interviews at the market, the square only appears in two responses.

That is what the hospitality of legibility refers to, each individual user of a space has a vision, a perception, which is more interesting than what is stored in their experiences and consequently in their visual memories.

CONCLUSION

Analyses from the categories of Grinover (2006, 2013), showed that the historic center of Pelotas is hospitable, as this provides conditions for accessibility ; its identity created and recreated over time; its story recognized by locals and tourists. Its legibility is perceived in different ways by the users of the city. Since it is a space that allows live experiences, establish visual memories, is entitled to all and this is considered hospitable.

Still, the findings may have profound practical applications for the managers of tourism in the city of Pelotas, to hear what locals and tourists observe more in their experience and to also be able to take reference from this material in order to improve the points of attraction in this town. The observation of accessibility in the municipality of Pelotas demonstrates

that the city needs to evolve in this regard, providing equal conditions for access in public spaces. As a suggestion of new research, the application of the methodology with tourism professionals in the city to see whether there are differences in vision.

It is believed, too, that in applying the methodology suggested by Grinover (2006; 2013), this article brings an important discussion for academia to be able to understand the dynamics of the main attraction of one of the cities of tourism in Brazil. To do so, replication of this study in different cities, which makes it possible to realize if the historic centers are perceived in similar ways. In addition, other points that could be addressed are access conditions in different counties and the identities of different cities.

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89

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90