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Volume 27, 2007 - Issue 6

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# From Service to Experience: Understanding and Defining the Hospitality Business

Nigel Hemmington

Pages 747-755 | Published online: 22 Aug 2007

Cite this article <https://doi.org/10.1080/02642060701453221>



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## Abstract

Failure adequately to define or understand hospitality as a commercial phenomenon has created a fragmented academic environment and a schizophrenia in the industry that has the potential to limit its development as a global industry. This article suggests that, by redefining hospitality as behaviour and experience, a new perspective emerges that has exciting implications for the management of hospitality businesses. A framework to describe hospitality in the commercial domain is proposed. This framework suggests a focus on the host-guest relationship, generosity, theatre and performance, 'lots of little surprises', and the security of strangers - a focus that provides guests with experiences that are personal, memorable and add value to their lives.

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