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Hospitality in Touristic Cities – The Perspective of the Host-Resident

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ABSTRACT

The aim of the present article is to better understand how hospitality relationships are perceived by the host community of a touristic city, based on the belonging and welcoming dimensions. The City of Campos de Jordão (SP, Brazil) was the research object. The impacts of tourism on a locality have long been discussed, with the economic ones being the most commonly analyzed. However, as tourism has become a market, recent studies have also begun to address the social impacts, which are often generated by the adverse effects of this activity. The current research is based on phenomenology, and its methodology follows an integrative design based on qualitative techniques. Qualitative data were collected in 2021 and evidence the support given to tourism, although they also point towards signs of impoverished relationships between the local community and visitors, as well as to the lack of appropriation of public spaces by local residents.

Keywords: Touristic City; Relationships; Host-Resident; Hospitality; Dimensions.

Tourism is an important sector among economic activities (Çelik, 2018; Kim *et al.*, 2013; Ko & Stewart, 2002; Wise *et al.*, 2017), either because it improves the local economy, or because it gives an opportunity to create new job positions and income sources, to raise additional taxation, and to improve the local infrastructure. Consequently, tourism development also attracts new industries to the locality in question. According to Wang and Xu (2015), residents see tourism as an important tool for revitalizing the local economy, since it can result in an improved quality of life and can encourage civic pride by improving a

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city's public profile and by attracting investment. Thus, it is possible to state that the aim of tourism development should be to improve residents' quality of life through, among other things, the economic, social, cultural, and leisure benefits it brings (McCool & Martin, 1994). However, one cannot deny that residents' lives are affected by this activity (Kim et al., 2013).

Although the growth and development of tourism are associated with an idealistic sense of its contribution to the local community, they can also have negative impacts on localities (Carneiro et al., 2017; Garau-Vadell et al., 2018; Lankford, 1994; Pavlic et al., 2019). Understanding this perspective is essential if a community is to achieve a balance between the costs and the benefits that are perceived to flow from tourism (Andriotis & Vaughan, 2003; Ap, 1992; Horváth, 2018; Rothman, 1978; Teye et al., 2002; Um & Crompton, 1987).

Negative impacts are perceived mainly in places where the urban structure is shared between tourists and residents (Soares, Remoaldo, Gabriel, & Perinotto, 2022). In terms of social impacts, Andriotis and Vaughan (2003) defend the importance of seeking a balance between the perceived costs and the perceived benefits of tourism. The debate and the operational actions to minimize such social impacts on locals deserves an in-depth analysis; however, it is essential to have in mind how it combines with the commercial perspective. Cities are seen as the hosts and agents in charge of hospitality actions to be taken in order to encourage interaction with visitors – be it in the domestic, the public or the commercial sphere.

It is important to advocate for a new vision for local communities, which are seen as the hosts in cities. Residents are responsible for welcoming foreigners, but they have been placed in a secondary position in research about tourism, since such studies focus on tourists and on the economic aspects deriving from their travels. The rise of new tourism niches and the search for differentials, as well as the local community's active participation, are factors that make a difference in a competitive market such as tourism. However, embracing the role of hosts who are responsible for giving a welcome demands a sense of belonging and an awareness that the city, even though it is visited by others, actually belongs to its citizens.

It can be assumed that if local residents do not get involved in the debate or are not acknowledged as the main actors in the relationship discussed here, then it is not possible to have a deep debate about hospitality in touristic places. It would therefore be useless just to assess visitors' expectations, since a tourist's experience would not be complete without a human relationship that creates memorable experiences for both sides and makes them concrete.

The main aim of the present study is to gain a better understanding of hospitality relationships based on how the belonging and welcoming dimensions are perceived by the host community of a given touristic city. The city of Campos de Jordão (SP, Brazil) is the object of the research. The city is located at an altitude of 1,628m and lies in the Serra da Mantiqueira region on one of the biggest mountain ranges in Southeastern Brazil. It is close to the three biggest sources of tourists in the country, namely São Paulo (175km), Rio de

Janeiro (350km) and Belo Horizonte (493km) (PECJ, 2018) and it is known to be one of the most important mountain destinations of Brazil.

The scale of the tourism experienced in Campos do Jordão (SP) led to distancing between the local community and its role as host; therefore, the community became a mere reproducer of actions imposed by those who provide jobs to this population. A tourism profile like that of Campos do Jordão can lead to significant losses to locals and to the city; consequently, it can affect the hospitality relationship that could exist between visitors and residents (the city's hosts).

Secondly, the study aims to a) describe the social impacts of tourism perceived by the host community, b) analyze the relationships between the community and tourism from the hosts' perspective, and c) understand how the sense of belonging to the city affects the way in which tourists are received.

An understanding of phenomenology based on the integrative method (using focus groups, a qualitative technique) is adopted as the methodological procedure. The impacts of tourism on hospitality are addressed initially, and this is followed by a description of the adopted methodology and by the analysis of results and then the final considerations.

1. Impacts of tourism on hospitality

The uncontrolled growth of institutionalized tourism leads to resentment, as explained by Martín-Martín et al. (2019) when they observed certain reactions by residents in cities such as Barcelona, Venice, and Amsterdam. For Horváth (2018), the social impacts of tourism are diverse and their boundaries with other types of impact are vague. Ignoring the social impact can lead to a feeling of rejection, since this means treating quality and sustainability as inferior. Nematpour and Faraji (2019) believe that social impacts are capable of influencing the cultures, habits, social life, beliefs, and values of people living in touristic destinations. According to Demirovic et al. (2018), this process has consequences for the quality of life of the residents and the local natural resources used by the population. Accordingly, Gjerald's (2005) understanding has been adopted, according to which the growth of certain activities and the trading in cultural and natural aspects go against their traditional use by communities, even though this process also helps the development of local tourism; this therefore also accounts for the hostility of some residents towards tourists.

Several pieces of research about communities' perceptions of tourism, such as those by Andereck and Nyaupane (2011), Andriotis and Vaughan (2003), Ap (1992), Gursoy et al. (2002), McGehee and Andereck (2004), Nunkoo and Gursoy (2012), Pearce et al. (1996), and Teye et al. (2002), have in common the idea that support for the development of tourism will decline if its benefits are not identified by the host-residents, which would result in negative attitudes or even anti-tourism positions in the community in question. Disadvantages felt by actors can affect future relationships when standards of reciprocity

and justice are violated (Ap, 1992). The term host-resident proposed by Ap (1992) has been adopted in this paper; it refers to hosts who are actively involved in tourism and recognize their role in developing and maintaining the sector in a given location. It should be emphasized that the term refers to any resident who, whether through formal or informal actions, takes co-responsibility for local tourism. According to Teye et al. (2002), residents give support to tourism development within an exchange process; briefly, they are hosts and tolerate the inconveniences created by tourism. This is why Soares, Remoaldo, Perinotto et al. (2022) advocate the analysis of the quality of tourism in a locality, looking for mechanisms to improve the practice of the activity in the locality, which involves the relationships established between residents and their visitors.

From the perspective of the social impacts on tourist destination communities and the discussion on belonging, we adopt, as a guiding basis, material by: Wang and Xu (2015), with their theory of local identity (which is reflected in the context of belonging to the space); Soares, Remoaldo, Gabriel, and Perinotto (2022), which assumes that the part played by the local population is an integral factor in the appreciation of the tourist experience; and Carvalho (2009), based on the work of Tuan (1980), who defends the importance of the community recognizing itself in the space in order to value it. This work emphasizes that the residents must be rescued by being recognized as the hosts of the locality who are responsible for the welcome that is essential for the achievement of tourist satisfaction. According to Ko and Stewart (2002), it is important for hosts to perceive tourism in a generally positive way in order for the activity to be sustainable and successful, and for them to build a positive tourism identity. This is the context explored by Lankford (1994) when he emphasizes that valuing the local individual is fundamental to avoiding the deterioration of the tourist destination.

In order for hospitality to represent more than a word, or a sector, it is essential to understand the established relationships and their outcomes. However, when it comes to tourism, there are various studies on the profile, motivation, mean costs, and other economic information, but all these analyses are based on the guests' perspective. The perspective of the host is only acknowledged in theory; in practice, it is not taken into account. Soares, Remoaldo, Gabriel, and Perinotto (2022) contribute to this perspective by considering the quality of contact with tourists, since residents are those who interact with visitors and have the power to persuade tourists to return, or not to return, to the destination. It is essential to ask: "How is it possible to involve hosts in this process when their position is changed in locations that are known for mass tourism?". Is it possible to talk about hospitality? Is there an established relationship that goes beyond the commercial perspective?

It is possible to highlight that the core topic that is common to studies on tourism and studies on hospitality is that of meetings between strangers, and this is a powerful relationship, either because of its dynamics or because of its power (Bell, 2009). We share the position of Cetin and Okumus (2018), who argue that hospitality needs to be understood on the basis of its intangible profile, since tourism comprises experiences marked by intense human contact.

If one considers hospitality as an encounter based on established unwritten rules between people who occupy asymmetric positions, in order to exchange experiences for social, psychological, and emotional support, one can observe the importance of understanding hospitality from the host's perspective. This is the process of allowing hosts to open up and recognize themselves either in the domestic space or in public spaces, by using the brief moments of interaction provided by contemporary spaces. Accordingly, rather than just a commercial perspective, there is a social perspective that allows hospitality experiences to turn guests into friends (Christou & Sharpley, 2019; Kitson, 2015; Paulauskaite et al., 2017). In order to develop a bridge between the social impacts of tourism on the community and the urgency of the debate on hospitality in tourism studies, hospitality is considered from the perspective of the gift. We start from the following: the moral purpose and the maintenance of the community, as well as the time involved for consideration, as proposed by Mauss (2017)¹; the concept of moral persons and communities, as argued by Sigaud (1999); freedom of decision, as set out by Coelho (2005); the time elapsed between the action and the reaction, as well as the uncertainty as to the form and the occasion, as explored by Bourdieu (1996); and the myriad of intertwined gifts, as presented by Caille (2002). This work is based on these aspects, as it considers them essential to understanding the circularity of the gift in contemporary societies and the way in which this gift can help to build a hospitality experience in cities with a high incidence of tourism.

In order to analyze hospitality in a tourist area, the dimensions of hospitality are considered, with a focus on welcoming and belonging. By dimensions, we mean any and all human actions that make it possible to maximize the encounter and minimize the inherent conflicts, making it an encounter of hospitality.

The welcoming process is considered to be the inaugural stage of a hospitality relationship, considered from the perspective of Mauss (2017), Fuão (2014), Binet-Montandon (2004), Pitt-Rivers (1977/2012) and Grassi (2011). For these authors, there is an ethical aspect involved in this process, since the arrival of any stranger in a group generates a moment of trial, as the visitors come with a negative identity.

Understanding the hospitality process on the basis of the welcoming perspective allows the actors in these scenes to be placed in their outstanding positions of main actors. Hospitality depends on the welcome, since this represents the first moment of a meeting. It is possible to explore the tourism context by going forward from the relationship set by the welcome, since this relationship is not an exclusive one. The host (who is understood here as the local community) is responsible for introducing the place and culture by showing visitors/tourists/guests the rules, so that the initial welcoming can become a real hospitality relationship. Thus, one can state that hospitality is a welcoming under given conditions.

However, if one understands that relationships in the touristic space are affected by previous experiences, irritability can be identified and observed in places where there is mass tourism. These feelings end up blocking any initial welcoming action, and they prevent the establishment of hospitality relationships. As already mentioned, they result from the confusion and twists in visitors' and hosts' social roles. However, it is possible to add that

there may be a breaking of hospitality rules because of disrespect to local rules and to both public spaces and community.

In this context, one must advocate the need to add a new dimension to the understanding of hospitality – in touristic spaces, the sense of belonging. Sampson (1988) states that residents’ sense of belonging is an important component of their quality of life and social behavior. Wang and Xu (2015) also contribute to this viewpoint when they point out that the identity of a given location within the touristic context (mainly the receptive identity) will appeal to its residents if the identity attribute fits their personal values.

Belonging is an important component of local quality of life and social behavior (Sampson, 1988). Authors such as Wang and Xu (2015), Baptista (2008), and Carvalho (2009) are some of the guiding forces behind this dimension. They consider it essential for a resident of a city marked by mass tourism to recognize themselves in the place; this contributes to the recognition of themselves as a resident and, above all, as a citizen, that is, “a free, enlightened individual who makes decisions” (Saviani, 2009, p. 4).

In view of the above, the categories of analysis to be evaluated with the residents of the city of Campos do Jordão (SP, Brazil) are defined as shown in Table 1.

Table 1: The analytical categories of the study

Analytical Category	Definition	Base Author
Host-Residents	Residents who understand their role as hosts and who are actively involved in tourism. They recognize their role in developing and maintaining the sector in a given location.	Ap (1992)
Hospitality	An encounter between people who occupy asymmetric positions, based on established unwritten rules, in order to exchange experiences for social, psychological and emotional support. One can observe the importance of understanding hospitality from the host’s perspective.	Cetin & Okumus (2018); Christou & Sharpley (2019); Kitson (2015); Paulauskaite et al. (2017).
Dimensions of Hospitality	Human actions that make it possible to maximize the encounter and minimize the inherent conflicts, making it an encounter of hospitality.	Mauss (2017); Pitt-Rivers (1977/2012)
Welcoming	Inaugural process of a relationship (which can be the hospitality relationship), whose first contact is marked by strangeness and doubt about the behavior of the stranger arriving in a new group.	Mauss (/2017); Fuão (2014); Binet-Montandon (2004); Pitt-Rivers (1977/2012); Grassi (2011).

It is essential to take into account the long-term welcoming and belonging dimensions in order to understand hospitality and the relationships observed in some touristic

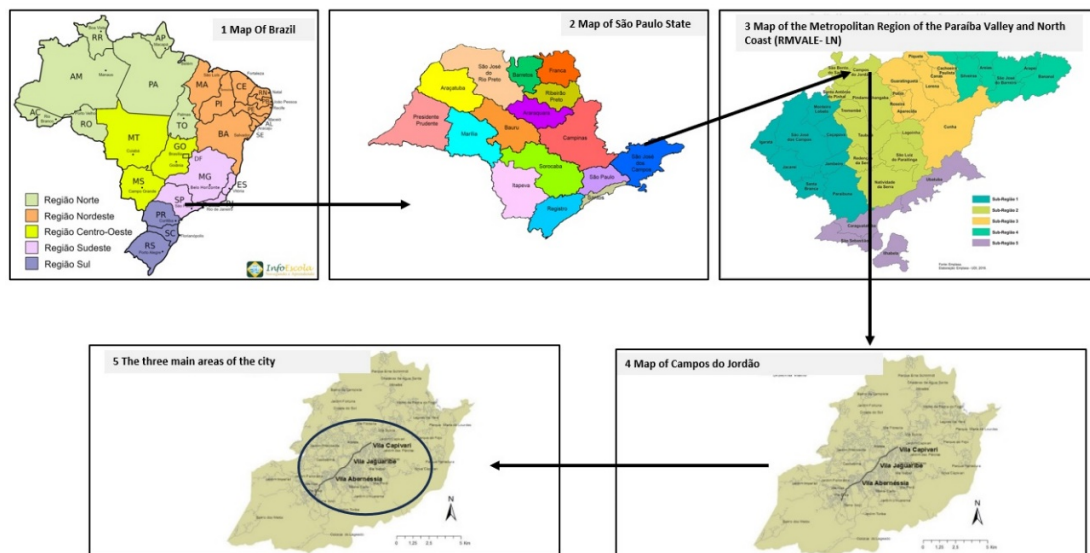
destinations, mainly mass tourism ones, in order to properly plan touristic activity and to be successful in it.

2. Campos do Jordão (São Paulo, Brazil)

Campos do Jordão (SP) is the object of study, and although this research is based on studies related to areas such as health (tuberculosis, such as those by Prince (2017 a, b, c) and Bertolli Filho (2000; 2001)), history, geography, nature (including parks, as in the papers by Rosa Filho and Cortez (2010) and Pivott (2006)), it seeks to go beyond them. It goes beyond the people who work in tourism and those who visit the city, and beyond the economic perspectives usually presented in other studies.

The city is located in the eastern part of the state of São Paulo, 175 kilometers from the state capital. It belongs to the Vale do Paraíba and Litoral Norte Metropolitan Region, which was created in 2012 as a state body that allows government, municipalities, private enterprise and organized civil society to work together to solve problems that the municipalities have in common: security, housing, mobility, sanitation, health, housing, and education, among others.

Campos do Jordão has a territorial area of 289,981km², and a population of around 47,000, and it is considered to be an important national tourist destination. It is classified by the Brazilian Ministry of Tourism as an “inducing” destination for the region, meaning that it has the capacity to attract many people to the region (Figure 1).



Source: 1) map of Brazil (Infoescola, 2024), 2) Map of São Paulo State (EDR, 2024), 3) Map of the Metropolitan Region of the Paraíba Valley (AgemVale, 2024), 4) and 5) Map of Campos do Jordão (Cpsa, 2010 cited by Abitante, Felix & Lima, 2019, p.87).

Figure 1 : Maps of the location of Campos do Jordão

The modern history of Campos do Jordão begins with the search for a treatment for tuberculosis, a disease that affected Brazil at the beginning of the twentieth century. Climatotherapy was the process used to try to cure this disease and other lung problems, and advantage was taken of the mild climate and the altitude of almost 1,700 meters in Campos do Jordão. With a focus on treatment in the mountains, the idea spread that low atmospheric pressures and thin air forced the heart to work to oxygenate the body and improve the metabolism, thus developing the lungs (Vieira, 2022).

Later, with the discovery of a cure for tuberculosis, the city stopped investing in this type of treatment and, under the influence of a group of business leaders' and politicians of the time who owned land in the city, tourism began to receive attention. This idea took advantage of the altitude, climate, and nature of the place, since the city is considered to be an environmental preservation area. The nickname "Brazilian Switzerland" even spread at the time the town was receiving patients, because of its resemblance to Davos in Switzerland. Today, the nickname most often used by local tourism planners is "the highest city in Brazil".

The territorial development of the city took place around three main areas: Vila Abernécia, considered to be the local community area where, among other things, shops, banks, supermarkets, and pharmacies are concentrated; Vila Jaguaribe, with a mix of residences and shops, which is considered a transition area between the community area and the tourist area; and Vila Capivari, considered to be the tourist center, which has various attractions, including restaurants and entertainment areas, such as parks.

The city is the tenth most popular city in the country, with around 4.5 million tourists a year (1.5 million of them in the winter alone), and it would like to become one of the most popular tourist destinations in Brazil by increasing its offer throughout the year. The period when it receives the most visitors is between June and August, which is the Brazilian winter. Although the city receives a large influx of day trippers, visitors on average stay between two and three days, often at weekends. The age of most visitors is between 40 and 49, and the majority come from the city of São Paulo. In terms of accommodation, those who stay overnight mostly stay in hotels and hostels, but there is a growing emphasis on AirBnB-style rentals. The most commonly used means of transport is the private car, followed by intercity buses, motorcycles and cabs (Tourism Observatory of Campos do Jordão, 2023).

Tourism figures are positive, and the city continues to be recognized as a destination within the Serra da Mantiqueira region. However, the fact that tourism also has a mass appeal, which ends up having a social impact, cannot be ignored. The population of Jordão are working class people, chasing the capital dream of a better life; they accept that they are trapped in the space, and their housing conditions are not very good, with their houses hanging on to the hillsides (Meneghini, 2018). In general, in their eagerness to obtain the promised benefits that can be generated by tourist activity, representatives of public bodies and private organizations become excited about the tourist potential of a location and start promoting it, without thinking about the consequences which will appear later, causing discomfort to visitors and residents (Pivott, 2006). These consequences are the social impacts on the community, which ends up distancing itself from tourism. The locals feel that

the town no longer belongs to them, which undermines any relationship of hospitality that may have occurred between resident and tourist (which, in the long term, affects the competitiveness of the tourist destination). It is in this context that this research was carried out, as described below.

3. Methodological procedure

The present study starts from the idea that the transformations triggered by tourism raise questions in more traditional communities about the effects of tourism on local cultures. There is a need to look for methods that encompass the subjectivity of the relationships addressed in this paper. Tourism must be understood as a phenomenon, and the study of tourism is the study of human actions that have subjective value, and through which people have countless experiences. This is the reason why phenomenology has been considered as a theoretical path to describe, or understand, the experiences lived by tourists, the hosts who provide local services, and other segments comprising the tourism phenomenon (Horodyski et al., 2014; Nitsche, 2007; Pernecky & Jamal, 2010).

It is necessary to go beyond the commercial interaction between hosts and visitors in order to achieve the successful maintenance of a touristic destination. The interaction must be analyzed at the personal level, as was described by Cetin and Okumus (2018), according to whom traditional hospitality concerns guests' protection, as well as reciprocity and a whole series of set duties for both sides. According to these authors, such traditional hospitality would only happen if the hosts were happy with tourism and tourists.

Based on this assumption, the present study introduces qualitative results recorded in research that started in 2016. This research follows the integrative method (Braun & Cupchik, 2001; Huang et al., 2018; Maisonnave & Pinto, 2007; Masberg & Silverman, 1996; Silva, 2015) combined with quantitative and qualitative analyses, since using a single approach is often not enough to capture all the observed reality (Landim et al., 2006). A questionnaire with 480 respondents (95% confidence level, and a sample error of less than 5%) was used to eliminate biased assumptions and led to the elaboration, or reformulation, of the questions to be asked in the focus groups.

Twelve questions had previously been proposed for the focus groups, and these were divided into three main groups: a) non-structured questions (Q1.1 to Q1.4) focused on tourism, tourists, the high season and images of the city to be published; b) structured questions (Q2.1 to Q2.4) about the benefits of tourism for citizens of Campos do Jordão, the changes resulting from tourism, the different types of tourist, and welcoming; and c) generic questions (Q3.1 to Q3.4) about residents' feelings about belonging to the city, tourism, the locations visited, and their understanding of the word "hospitality". Other questions were added to the questionnaire during the interaction process, but these changed from group to group.

First, the survey was publicized in the city's social networks (among groups whose aim was to improve the locality) and in the local newspaper, in a search for people who would agree to take part in the study. Some people commented on the posts, but not enough participants were found (despite around 50 comments being received, only two people agreed to take part).

This approach was tried for about a month and, in the face of the rejections, a new selection process was adopted. New posts were published, and the comments that emerged were from former students at the researcher's workplace. These students were asked to nominate people they thought could take part in the study. Many did so, but they also signaled their interest in taking part in the conversation themselves.

The initial plan was to have eight people in each of two groups, with a total of 16 participants, so 25 people were invited to participate. In total, 22 of these accepted the invitation. The decision was made to have three focus groups: A) mixed – consisting of former students and recommended members; B) relational – consisting only of former students; and C) non-relational – consisting only of recommended members (Table 2).

Table 2 : Features of focus groups

Date	Featuring	Membership	Group
03/25/2021	Face-to-face, duration of approx. 1h30min	Mixed: 5 former students and 4 recommendations	A
03/26/2021	Virtual, duration of approx. 1h20min	Relational: 6 former students	B
03/27/2021	Face-to-face, duration of approx. 1h10min	Non-relational: 7 recommendations	C

The participants in focus group A were seven women and two men, aged between 22 and 48 years, who had a strong relationship with tourism, be it as employers or as employees in hotels, restaurants and shops. Focus group B was formed of three men and three women, aged between 21 and 25 years; most of these participants stood out for their strong relationship with tourism, mainly as employees in the tourism sector.

Focus group C was formed of six women and one man, aged between 33 and 71 years; four of them explained that they had a strong relationship with tourism, while the others had some sort of relationship with it. Accordingly, and based on the work of Costa (2006), the choice was made to categorize the answers into spontaneous answers that accurately reflected the participants' perceptions; socially accepted answers, which reflected the group's pressure and compliance; and suggestions, which ensured the continuity of the investigation.

4. Analysis

4.1 Focus Group A

The participants in focus group A emphasized the economic aspects or, in other words, the financial importance of tourism to the city. On the other hand, they highlighted the small number of formal job positions that were created and the large number of temporary positions. This scenario has ended up creating a barrier that prevents workers from forming bonds with their workplace or their workmates, and there is also a feeling of intimidation between workers, since each fear being replaced by someone with better performance. The contact with tourists was defined at its extremes, whether that be the establishment of cultural relationships and experiences or through employment and the generation of stress. The participants sensed that the money coming from tourists into the city is not well distributed among the neighborhoods and does not bring with it any improvements to the infrastructure. Consequently, this situation triggers dissatisfaction among the residents, who feel its burdens rather than its benefits.

The difference between day trippers and tourists was highlighted. Day trippers come with a pre-set route around the city, and create a “visit bubble”, without interaction with locals besides commercial relations, whereas tourists are more open to local experiences. Regardless of the tourist typology in the analysis, the action of welcoming does not exist for them, whether because of the precarious infrastructure, which is not able to fulfil the needs of all tourists, or because of mobility aspects, such as traffic jams. Thus, they believe that Campos do Jordão sells an image that is somehow twisted from the real one, and that cannot be fully delivered.

With respect to welcoming by the residents, it is necessary to go back to the infrastructure issue, mainly as it refers to urban aspects in the local neighborhoods, since this triggers a sense of not being valued and a lack of reciprocity. The feeling of belonging to tourism was highlighted as part of a labor relationship, although some participants mentioned their co-responsibility for it, as residents. It is important to work through the tourism and city aspects with local children and adolescents, because, although tourism is argued to be a positive activity for the city’s economy, there is the rooted view that the citizens of Campos do Jordão do not benefit from the improvements that are made. This viewpoint must change in order for the city, and the region, to reach the point of sustainable tourism.

4.2 Focus Group B

Focus group B presented a more positive view about tourism and its impacts. The polarity between the participants in this group lay in an understanding of tourism based on the possibility of professional growth and on using and making money versus justice, little exploitation of the city’s potential, a lack of professional qualifications, and infrastructure

issues. With regards to residents, there was a consensus about the need for a change to certain habits because of traffic jams and there being too many people. They stated that they did not feel they were invited into some spaces – this concept is already rooted in the local culture, and has been reinforced by tourism. They felt motivated to help, depending on how they were approached by tourists, but they also pointed to feeling ashamed about the lack of information provided by the city and frustrated because they were not able to help because they lacked the knowledge. The financial aspect was mentioned as a barrier preventing residents from enjoying some spaces in the city, and they also mentioned that citizens were not invited to visit such places. Other listed reasons were prejudice from both sides (those who sell and those who buy), lack of information, and cultural issues.

According to these participants, the city is “assembled” or fake. It has the image of being a refuge, being beautiful and providing contact with nature, but this image is not always shared by the residents (the image is different from the reality). There was a consensus about the natural beauty of the city, its sophistication and its accessibility. Infrastructure also emerged as an issue in this group, with the participants feeling that they were kept away from the benefits of tourism.

Tourism, according to the participants in this group, means money, profit, and the possibility of individual enhancement; therefore, they were once more set on the labor relationship. However, they also acknowledged the chaos brought by tourism. Although they answered that, as residents, they were also responsible for the chaos, this answer was not spontaneous. Their approach was that the structure of the city accounts for the aforementioned rootedness, since they had the sense that residents do not belong in some parts in the city.

According to the group B participants, day trippers do not create bonds with the city, since they come with a pre-set route. Often, they just stay in the touristic neighborhood of Capivari. Tourists, by contrast, are more open to experiences: they live in the city and feel closer to its human aspects, rather than just to the touristic commercial side of it. Based on these participants’ answers, Capivari is sold as being the meaning of Campos do Jordão, and it is not possible for the population to mix in with this. The restaurants are expensive, and try to meet the demands of a certain sector of the public; when day trippers come in, they do not have money, they occupy one table, they consume as little as possible, they do not pay for the service, and they do not pay the musicians’ *couvert*, among other things.

A lack of welcoming by residents was emphasized by the participants in the group, although they said they felt proud and happy to live in the city (this feeling was present among some participants who had experienced living in other locations). Most of the participants did not feel that they played a part in the tourism, mainly because they thought that workers were exploited – this narrative was common among them. The good relationship with tourists was a highlight, but it depended on how tourists approached them. According to them, hospitality would mean taking care of others and of the space, turning moments into something unique, and showing off the city they live in. Thus, the city was not hospitable, but the people were.

4.3 Focus Group C

Overall, focus group C believed that the city is highly dependent on tourism, but that this is not reflected in the population's involvement in this activity, since many of them saw tourism as chaos, as an enemy. Although the city is mostly touristic, the participants in this group believed that it needs to search for a more up-to-date identity and that it should stop living on the basis of an old tagline, since they did not know the reason for this tagline or who created it. This group emphasized the need to provide touristic education to residents from a young age (mainly to adolescents), so that they can understand the importance of tourism and its different aspects, rather than growing up hating it (as was the case for some participants). They also mentioned the need for local residents to get involved in city issues, to get to know the city better, and to pass their knowledge on to tourists.

Tourists differed because of the economic perspective. Day trippers were seen to have no bonds to the location and to spend only a little money, because they come to the city with a pre-defined route, stay in each place for a calculated period and, sometimes, do not respect the city's features. The participants also highlighted the lack of infrastructure to host this type of tourist – from a lack of restrooms to a lack of cafeterias – and to the weak control over the incoming buses. Tourists often get more involved with the city. In both cases, most of the examples given concerned the Cattivari neighborhood, in all groups.

The benefits brought by tourists, besides the economic aspects, are concerned with learning, cultural involvement, and the creation of opportunities for new jobs, since the experience acquired with ventures in the city is fruitful (this fact was also highlighted by participants in focus group B). Unlike the other groups, this group did not feel that tourism affected their lives, although they acknowledged the need to adapt to it. According to them, hospitality is essential, it means giving their best – and, perhaps, this is the reason why they do not see the city, or its residents, as hospitable.

4.4 Analysis of the responses

Among the various perspectives on hospitality (namely the market, managerial, operational, sociability, and tie maintenance perspectives, among others), we are here adopting the belonging and welcoming dimension (hospitality). Transposing this understanding to spaces with mass tourism, it is important to consider that experiences in touristic places are influenced by existing social interaction processes (Huang & Hsu, 2009).

Although welcoming represents the first step towards hospitality (Binet-Montandon, 2004), conflict and irritability can prevent an effective welcoming process if one thinks about the relationships established in places with mass tourism. This is because a barrier is created even before the first contact occurs, as a result of previous experiences that project a negative feeling that does not allow any type of closeness.

Seeing oneself as a citizen and owner of the space is the very basis of the sense of belonging in a touristic space. Recognizing oneself as the main actor in the relationship between residents and visitors means taking actions to take care of, preserve, and maintain, the visited place, as if it was an extension of one’s own home. It is necessary to acknowledge the city as something to be shared, and this depends on specific educational actions.

From the theoretical basis described above and the answers obtained from the qualitative technique, a summary table was created. This was based on the analysis of the focus group responses, bearing in mind that these groups cannot be compared and that the idea was not to seek compliance among them, since each of them was subject to a unique interactional process. The summary was made to organize the responses and point out the need for further reasoning, taking into account the guiding groups of questions (non-structured, structured, and generic ones). The spontaneous responses were recorded in Table 3, where the idea was to simplify the groups’ positions on each question. The socially acceptable responses are not included in the table because they did not come up in all the groups.

Table 3 : Spontaneous responses recorded during the focus groups

Question		Spontaneous response	FG	Viewpoint
Q1.1	What do you think about tourism?	Money	A	Positive
		Exploration, injustice, under-use of local resources	B	Negative
		Polarity: essential vs aggressive and disrespectful	C	Neutral
Q1.2	What comes to your mind when the high season is close?	Money, profit	A, B and C	Positive
		Chaos	A and B	Negative
		Adaptation	A, B and C	Neutral
		Polarity: psychological pressure and rediscovering the city	C	Neutral
Q1.3	What comes to your mind when somebody approaches to ask for information?	Positivity, contempt, essential, it is the least you can do for tourists	A, B and C	Positive
		Depends on the tourists’ interest and approach	A and C	Neutral
Q1.4	What is your opinion about the image of city outspread for tourists?	Positive (refuge, broadly connected to nature)	A and B	Positive
		Negative (fake, obsolete)	C	Negative
		Discomfort with the focus on Capivari	A, B and C	Negative
		Need to seek new glamorous image	A and C	Neutral
Q2.1	How do you think residents in Campos do Jordão benefit from tourism?	Job positions and money (temporary jobs with bonds to the employer)	A, B and C	Neutral
		Professional qualification and broader actions	B	Positive
Q2.2	In your opinion, is there any difference between trippers	Day tourists (day trippers): timed stay, do not create bonds with the	A, B and C	Negative

	and tourists?	city and/or its residents, lack of infrastructure to serve them well, they only care about taking pictures, they spend little money and do not enjoy the experience, they leave the city with a wrong impression and leave a wrong impression of themselves on it		
		Overnight tourists: live the glamour of the city, enjoy the visited spaces, experience new routes based on residents' tips	A, B and C	Positive
Q2.3	What were the changes caused by tourism in the lifestyle of Campos do Jordão residents and in the creation of job positions?	The "caretaker theory", acting like a tourist is seen as a disguise	A	Negative
		Change in the way of dressing, , higher education (professional and personal) and differentiated work experiences, ensuring intense professional qualification	B and C	Positive
Q2.4	There is welcoming to tourists, but is there welcoming to residents?	Missing (it needs better infrastructure, health, education, leisure, transportation to neighborhood outside the downtown area)	A, B and C	Negative
		The free access provided to local residents is a veiled welcoming	B	Negative
Q3.1	How do you feel as resident in the city?	Proud, happy and grateful (nature contributes to it)	A, B and C	Positive
Q3.2	Do you feel like being part of the tourism in the city?	Positive	A and C	Positive
		Only as workers, not as citizens	A, B and C	Negative
Q3.3	What touristic places in the city do you use to visit?	The visited location has free access to and close contact with nature	A, B and C	Neutral
Q3.4	What do you understand by hospitality?	Welcoming, tenderness, satisfaction in hosting, make a home for the other, comfort and respect	A, B and C	Positive
		Campos do Jordão is not hospitable	A	Negative
		Campos do Jordão is just hospitable because of its human resources	B	Positive
		Campos do Jordão is partially hospitable, it also depends on the tourist	C	Neutral

By analyzing Table 3, and the group of non-structured questions (Q1.1 to Q1.4), it is possible to highlight either the financial aspect of tourism and the need for the local population to adapt to the high season, or the satisfaction in hosting tourists and in helping tourists to find themselves in the city. As for the structured questions (Q2.1 to Q2.4), money and profit were highlighted, mainly in the separation of day trippers and tourists, since the difference lay in the connectivity and respect tourists gave to the city and its residents. It is also clear

that there is not enough welcome given to residents, and this statement was substantiated by the lack of infrastructure in the neighborhood they live in.

With respect to the last group of questions, the generic ones (Q3.1 to Q3.4), it is possible to say that pride defines the feeling of living in Campos do Jordão. However, residents see themselves only as workers, rather than as citizens. The relationship with touristic places in the city is limited to those places providing free access to their facilities, which are mainly those that have closer contact to nature. Overall, hospitality is based on welcoming actions and on providing good services, but there was no agreement between the participants about hospitality in Campos do Jordão.

It is also possible to identify the suggestions summarized in Table 4 by taking into account these factors, based on the perspective of developing further research, and following the guidelines of Costa (2006).

Table 4 : Suggestions recorded during the focus groups

Suggestion	FG
Perception of tourism	
The defective infrastructure affects any welcoming and receptive action	A, B and C
The relationship with tourism, outside the labor relationship, only takes place when the citizens act as tourists, rather than as hosts	A, B and C
Perception of tourists	
Day trippers are predators	A and B
One-day tourism demands organization to generate respect among all the parties involved	A, B and C
Tourists help the process of learning to love the city	B and C
Perception of the high season	
The high season brings chaos to residents (but not to workers)	A and C
Workers in Campos do Jordão are only concerned with working in the high season (June, July and August)	B
Temporary workers do not make ties with their employers and do not feel responsible towards them or towards tourists; they do not know the intensity of working in the high season and do not like working in Capivari	A and B
Perception of Campos do Jordão's image	
The city needs a new image and it must use the new meaning of glamour for the city: nature (not nightlife, urban attractions and expensive/luxuary items as previously applied)	A and C
The image spread abroad about the city is a camouflage that is not actually experienced	B and C
Perception of the relationship between residents and the city	
There is a need to teach residents to enjoy the city and to make a new relationship with it by understanding tourism and its impacts (direct and indirect ones)	B and C
Residents in Campos do Jordão see themselves first as workers and then as resident/citizens	A, B and C
The local resident in Campos do Jordão does not see himself/herself as a resident, does not feel that he/she belongs to the city, and does not enjoy the city spaces	A, B and C

These answers came up at several moments during the interaction activities; they were not directly connected to any of the set questions, but were a spontaneous outcome from the groups. These points evidenced the need to deepen the analysis in order to reach a proper understanding of the reality through essential reasoning about hospitality based on the belonging and welcoming dimensions.

The suggestions were divided into five categories: perceptions of tourism, of tourists, of the high season, of the city image, and of the relationship between residents and the city. The first three categories have a direct effect on the welcoming process that is essential for an effective hospitality relationship. The last two affect the sense of belonging, which we argue here is the preliminary stage of welcoming in places facing mass tourism, since previous experiences affect future ones, particularly when past meetings were marked by conflict, hostility and inhospitableness.

Overall, the suggestions show the need to reorganize tourism in the city. The current tourism process brings chaos and disrespect to the city. On the other hand, day trippers do not respect the spaces or the people; however, there is no structure for informing these people that this behavior is not welcome. When it comes to labor issues, the so-called “extras” (temporary employees) are not committed to their companies and do not handle the pace imposed by the high season. The current city image – Brazilian Switzerland, glamour – is seen as obsolete, and as not representing the city. The participants suggested that it should be reformulated, and that the city must use what tourists are seeking: nature. However, in order to achieve this reformulation, the whole community, which does not know the city and does not use its spaces, must participate. The community is not placing itself in the position of a host, but only in the position of a service provider.

According to Zaidan and Kovacs (2017), the erosion of the local identity and the failure by tourists to respect local customs and moral values are factors that impair welcoming actions by residents and the establishment of relationships. Also, the community lacks a sense of belonging to its place of residence. The absence of this sense of belonging is closely related to territory, and the citizens are not enabled to understand themselves as subjects who build their own lives, produce their own history and make their space real by building/producing it.

Taking into consideration the theoretical development and the data collected from the focus groups, it has been possible to study tourism in Campos do Jordão and the process necessary to reorganize it and to rescue its hospitality in this mass tourist space. It is important to assume that local residents have an essential role to play in this process, in terms of both tourism and hospitality. However, residents feel the impact of tourism (be it positive or negative), and develop attitudes that can affect the search for sustainable and equitable tourism for all those involved.

5. Conclusion

In a competitive world such as that of tourism, losing the singularity of welcoming in a given community leads to a loss of competitiveness in comparison to other touristic locations, and demands an effective reaction to avoid cases of inhospitality and hostility. Hospitality is decisive from the beginning to the end of the touristic process – it creates the emergence and maintenance, or, in other words, the consequent success, of any space that one wants

to call touristic, but it can also account for its failure. This is exactly what sets this study apart, as it sets itself the objective of understanding how hospitality relationships take place, based on how host communities in touristic cities perceive the belonging and welcoming dimensions, with the city of Campos do Jordão (SP, Brazil) being the object of study. The premises of phenomenology and integrative methods, based on qualitative techniques, set the study's methodological design.

It is argued that hospitality relationships have the potential to be the competitive differentiator of a tourist destination, as well as having the capacity to develop memorable experiences for all those involved, resulting in a more favorable tourism practice for both the tourist and the resident. In this paper we refer to residents by their role as hosts, using the classification of host-resident.

It is a common belief that, in order to build sustainable tourism, it is not only attractions and infrastructure that must be taken into account, but also hosts and residents, since they will be the first to welcome people arriving in town. However, taking into account the distancing from their role as hosts resulting from years of social alienation, previous relationships – influenced by mass tourism – have left negative marks, such as irritability and distress, as described in gatherings of residents and hosts. This alienation has led to residents being isolated in specific zones, which has developed as they restrict themselves from going to certain places that are seen as “for tourists” – it has set a distance between the residents and the city. Therefore, before talking about welcoming, it is essential to talk about belonging and about the process for rescuing the sense that the city belongs to all.

It is important to note that the current study goes a step further in theories that support hospitality from the perspective of the gift. For authors such as Pitt-Rivers (1977/2012), Mauss (1924-1925/2017), Binet-Montandon (2004) and Grassi (2011), welcoming is the first step in establishing relationships and possible bonds. However, when we analyze relationships in cities such as the one in this study, welcoming becomes non-existent, since visitors arrive bearing a pre-defined image: that of everyday disruptors. In order to open up a relationship, it is necessary to show residents that they are essential to local tourism, especially in their role as hosts, which requires a revival of the feeling of belonging – both to the place and to the tourism carried out in their city.

Such a sense of belonging will only be possible if it becomes perceivable through a process of education – formal and/or informal. Accordingly, changing means planning tourism, discussing how this sector affects the local community, acknowledging and understanding its impacts – both positive and negative, developing partnerships with the private sector in order to acknowledge the city as a place to be shared and experienced by all, and enjoying and using the actions the city has already taken.

The results show that there is a need to rethink tourism, something that has been expressed in research carried out after the Covid-19 pandemic such as that of Richards (2020) and Beni (2020). This rethinking involves the relationships established in tourist spaces and the dimension of belonging. This research shows that residents value their place of residence, but that many spaces are not frequented by them because they consider them to be spaces

for tourists. For Callai (2004), Santos and Lima (2020), and Freitas (2008), it is the feeling of belonging that explains the emotional connection with the space, and explains why residents value and preserve it, as well as acting as citizens responsible for creating positive memories for visitors, assuming their role as host. It is also worth reinforcing the participants' feeling that a relationship of hospitality may develop with visitors but that this strongly depends on the tourists' behavior. For Osman et al. (2014), Cetin and Bilgihan (2015), and Paese (2018), among others, a positive experience has a symbolic, emotional benefit, which ends up influencing other established relationships, since the feeling of positivity affects previous contacts, and thus opens up a space for welcoming.

This research is expected to help in planning and managing the best way to understand the impacts of tourism on local communities, and residents' perceptions of these impacts, in order to allow more effective actions to involve residents in processes to reorganize local tourism. It is also expected that local governments, and other actors involved in the touristic sector, can understand the relevance of planning tourism based on short-, mid- and long-term actions and contribute to public actions and education projects – formal and/or informal – directed towards tourism and encompassing local businesses in the process by acknowledging and valuing their manpower.

It is important to highlight that the current research has some limitations that need to be considered in a complete view. First, the investigation was focused on one single city, whose prevailing tourism is domestic, with a heavy use of so-called "second homes" as well as one-day tourism (day trippers) by groups who arrive in the city for a 24 hour visit. It is also worth noting that the research was carried out during the Covid-19 pandemic, and that this may have influenced some of the evaluations of tourism and tourists.

For future studies, it is essential for research with the local community to become regular practice, and research carried out with tourists must also be designed. Understanding the expectations and wishes of the main actors in tourism is the first step to understanding hospitality in touristic spaces on the basis of the social perspective rather than just the managerial one. However, it is essential to state that treating the local community only as a receiver, rather than a host, will prevent an effective hospitality relationship from becoming possible, since it will be a barrier to the concrete experience of memorable moments. It is also possible to add the need to develop research to understand the profile of people engaged in the tourism business (their origins, places of residence, and fields of investment), as well as their expectations about the future of this sector.

Notes

¹ Marcel Mauss published "Essay on the Gift" in the journal *L'Année Sociologique* in 1924-1925. It was only translated into Portuguese in 1974 as "Ensaio sobre a Dádiva: Forma e razão da troca das sociedades arcaicas". The 2017 edition is used as the most up-to-date, and only this edition will be cited

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