

Section: Tourism and Hotel and Restaurant Business

HISTORICAL CONTEXT OF THE EVOLUTION OF THE CONCEPT OF HOSPITALITY: THE STAGE OF COMMERCIALIZATION AND INSTITUTIONALIZATION

Chaika Tatiana

Ph.D in Economics, Associate Professor

ORCID: <https://orcid.org/0000-0002-7622-3193>

Department of Tourism and Hospitality Business,

National Technical University «Kharkiv Polytechnic Institute»

Hospitality industry is a sector of economy focused on providing accommodation, catering, leisure and specialized transport services. An essential feature of the hospitality industry is the desire to maximize the satisfaction of customers' (guests') needs, to create a comfortable atmosphere and positive emotional experience.

A brief retrospective review of the evolution of the concept of hospitality can help to understand its essence and current state.

It is reasonable to consider the stages of hospitality development in a historical context, through the prism of the development of human society. At the same time, however, we should not forget that the development of individual human communities may not be synchronized with each other in time.

In the first stage, hospitality was perceived as a socio-cultural norm, a moral and religious duty [1]. This is a very early stage in terms of human community development: there was no special infrastructure or professionals specialized in providing hospitality services. Travel was dangerous and rare, and hospitality was considered a sacred duty: any traveler had the right to ask for food and lodging from any local resident without expecting a refusal. Hospitality had no commercial basis; the payment for hospitality was the traveler's stories about the lands he had visited. In conditions of information isolation such stories were of great value. Thus, at the first stage, hospitality was an informal non-commercial network of mutual assistance, in which everyone could act alternately as a guest and as a host. Chronologically, the first phase of hospitality lasted until about 500 AD.

The second stage in the evolution of hospitality is commercialization and institutionalization.

Institutionalization of hospitality is a process of formation of stable social structures and formal rules regulating the process of providing accommodation, catering and related services. Institutionalization transforms hospitality from an informal practice into a system of social institutions integrated into the life of society.

An important element of this process is legitimization - recognition by society and the state of the importance of hospitality as a special sphere of activity.

Commercialization of hospitality means the transition from gratuitous forms of service provision to market relations, hospitality becomes a commodity. This process involves the emergence of professional service providers, the formation of pricing mechanisms, the development of a competitive environment and marketing strategies. Commercialization means turning hospitality into a source of income and an object of investment. Unlike traditional forms of hospitality based on the principles of reciprocity and social duty, commercial hospitality is oriented towards profit and monetization of service relations.

Commercialization and institutionalization of hospitality are closely linked: institutionalization provides the legal and organizational framework for sustainable commercialization, while commercialization creates demand for formal rules and structures (institutionalization).

However, it should be borne in mind that the commercialization and institutionalization of hospitality are not perfectly synchronous global processes; their timing and pace have varied significantly by region, type of service and socio-cultural context.

In the most ancient societies, the institutionalization of hospitality initially developed outside the commercial context, being connected mainly with religious and social norms. The sacred laws of hospitality, recorded as early as in Homeric poems and Old Testament texts, represented strict institutional norms, but completely excluded the commercial component [2]. Ancient temple guesthouses and medieval monastic hospices examples of institutionalization without significant commercialization, where formal rules coexisted with the principles of charity and social responsibility [3].

In parallel, commercial forms of hospitality developed in the trading centers of the ancient world - along the Silk Road, in Mediterranean ports, and in fairgrounds – which initially had no deep institutional basis [4]. The caravanserais of the Middle East and the Han guesthouses of China functioned on market principles, but their legal status and service standards remained informalized for a long time. Only gradually, as the scale of trade and travel grew, did commercial practices require institutionalization in the form of specific laws, standards and regulatory bodies.

The turning point was the Late Middle Ages (the historical period covering the XIV-XV centuries). The processes of commercialization and institutionalization began to actively interact and mutually reinforce each other. The development of cities, the expansion of trade relations and the growth of population mobility created conditions for the formation of a sustainable market for hospitality services. In response to this, the authorities of European cities began to develop regulatory systems - to establish rules of innkeeping, fix prices for services, and introduce licensing of activities. At the same time, professional associations of innkeepers and hotel keepers emerged, which developed industry standards and protected the commercial interests of their members.

Commercialization and institutionalization of hospitality is a stage in the evolution of the concept of hospitality, which reflects its transformation from a socio-cultural norm into a structured and economically oriented industry. Chronologically, the stage of institutionalization and commercialization of hospitality covers a very long period of time - from about 500 AD to the beginning of the XIX century.

References

1. Lashley C. Hospitality and hospitableness. *Research in Hospitality Management*. 2015. Volume 5. Issue 1. P. 1-7. <https://doi.org/10.1080/22243534.2015.11828322>
2. Camargo L. The laws of hospitality. *Brazilian Journal of Tourism Research*. 2021. Vol. 15 (2). <http://dx.doi.org/10.7784/rbtur.v15i2.2112>
3. O’Gorman K. The Essence of Hospitality From the Texts of Classical Antiquity: The Development of a Hermeneutical Helix to Identify the Origins and Philosophy of the Phenomenon of Hospitality. 2008. <https://doi.org/10.48730/4MDA-1203>
4. Wang Q. *Legendary Port of the Maritime Silk Routes: Zayton (Quanzhou)*. New York: Peter Lang. 2020. 286 p.