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CHAPTER 5

INFLUENCE OF HOSPITALITY AND HOSPITAL HOTEL MANAGEMENT ON NURSING SERVICES: A CASE STUDY IN A PUBLIC HOSPITAL IN SÃO LUÍS - MA

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ABSTRACT

The practice of hospitality manifests itself in diverse forms and settings. When applied in social spaces, it tends to provide a positive experience for individuals involved in human relationships. The relevance of this application is evident in the introduction of hospitality techniques and services in hospitals. This research aimed to analyze the influence of hospitality and hospital hospitality on nursing services at a public hospital in São Luís, Maranhão. To this end, a single, exploratory, and descriptive case study was conducted, based on semi-structured interviews with nursing professionals at the hospital. Subsequently, the collected data were analyzed using content analysis. It was found that the interviewees had some limited understanding of relevant topics, especially regarding the concepts of hospitality and hospital hospitality. However, professionals relate these concepts to both tangible and intangible aspects. Regarding humanization, they demonstrate a perception aligned with the literature on the topic, although limited for healthcare professionals. When asked about the main services offered, it was observed that nursing professionals can go beyond their specific responsibilities, focusing not only on physical well-being but also on the patient's emotional and psychological needs, such as a warm welcome.

Keywords: Hospitality; Hospital hotel management; Humanization; Nursing.

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INTRODUCTION

Hospitality, as a social and cultural phenomenon, is an essential practice that permeates various spheres of human coexistence. Since ancient times, hospitality has been recognized as a fundamental virtue, marking the relationship between hosts and guests through gestures of welcome and generosity. This concept goes beyond a mere exchange of goods or services; it begins with a spontaneous act of giving—a gift that does not expect immediate return, but rather initiates a continuous cycle of offering and reciprocity. According to Camargo (2004), human contact in hospitality is established through a dynamic process of giving and receiving, where each act of reciprocation becomes a new gift, perpetuating an infinite cycle of interactions and exchanges.

The practice of hospitality manifests in diverse forms and is influenced by cultural, social, and economic factors, reflecting the values and traditions of different societies. A contemporary and relevant example of this application is the introduction of hospitality techniques and services in hospitals. This approach, as described by Godoi (2008), brings significant benefits not only in the social dimension but also in the physical, psychological, and emotional realms for patients, families, and staff. Implementing hospitality practices in hospital environments aims to humanize care, providing a more welcoming and comfortable atmosphere that contributes to the recovery and well-being of all involved.

Furthermore, hospital hotel management is a growing trend that seeks to transform the traditional institutional appearance of hospitals, adapting to new market realities through the introduction of new processes, services, and behaviors, as highlighted by Taraboulsi (2006). For this transformation to be effective, hotel management within a hospital must respect and adapt to hospital rules and functions.

Conversely, hospitality services should be understood as indicators of quality in the provision of welcoming services, based on operational and management principles that must be accepted and implemented by the entire hospital team, as pointed out by Boeger (2003).

Understanding hospitality from this broad and multidimensional perspective is crucial for deepening the study of human relationships and the social dynamics involved. Therefore, this scientific research aims to explore the different facets of hospitality, analyzing its importance and impact on social interactions and the construction of bonds between individuals and communities.

The interest in this research emerged from professional experience in a hospital unit. The hospitality sector was unknown until the moment of taking the hospital hotel management course, when the entire universe of this concept was introduced, and the relevance of hospitality in the patient care and stay process was recognized. This discovery sparked curiosity and a desire to delve deeper into research on the application of hospitality in the nursing sector of a public hospital in São Luís, MA.

Surveys on the topic were conducted using Google Scholar, SciELO, and the CAPES portal for journals, theses, and dissertations. The existence of research related to the subject was confirmed, notably

the study by Castro and Rodrigues (2021), which addresses hospitality from the perspective of analyzing the food and beverage sector of a public hospital in Ceará. Within the Hospitality Program at the Federal University of Maranhão (UFMA), research was conducted through the UFMA Hospitality Projects and Research Center (NuPPHo), confirming the existence of studies related to hospitality from various perspectives in private hospitals in São Luís.

However, the present research differs from others as it focuses on hospitality in the nursing sector of a public hospital in São Luís, MA. The study contributes to the development and construction of information and knowledge about how hospitality and hospital hotel management influence the provision of nursing services in the public sector. The research aims to analyze the influence of hospitality and hospital hotel management on nursing services in a public hospital in São Luís, Maranhão. It also seeks to understand nursing professionals' comprehension of the concepts of hospitality and hospital hotel management; investigate staff perceptions regarding the influence of hospitality on nursing services and hospital hotel management; and identify actions that reflect hospitality in the nursing services provided.

THEORETICAL FRAMEWORK

HOSPITALITY AND HOSPITAL HOTEL MANAGEMENT

Hospitality is a broad and multifaceted concept, whose evolution reflects changes in social and cultural practices over time. This section explores the history and conceptual foundations of hospitality, as well as its most relevant aspects, based on contributions from various authors such as Camargo (2015), Lashley and Morrison (2004), Gotman (2001), and Grinover (2007). It also presents the significant contribution of hospital hotel management to the quality of healthcare services. This approach seeks to improve the patient experience and, consequently, clinical outcomes. The section further addresses the evolution of hospital hotel management and highlights its most relevant aspects, drawing on works by Boeger (2017), Godoi (2008), and Taraboulsi (2009).

In the early civilizations, hospitality was limited to providing shelter and food to those away from their homes. This basic act of welcoming was essential for the survival and safety of travelers. Over time, hospitality evolved to encompass a wide range of services and structures, from hotels and inns to transportation and intangible services that promote physical and psychological well-being for guests (Dalpiaz et al., 2012).

The concept of hospitality is broad and varies according to different perspectives and contexts. According to Grinover (2007), hospitality is a specialized relationship between two actors: the one who receives and the one who is received. This relationship can occur in institutional, public, private, or familial contexts. Baptista (2002) defines hospitality as a set of services, attitudes, and structures in an

environment different from where the individual resides, aimed at providing well-being, comfort, safety, and quality reception.

Camargo (2004) describes hospitality as a set of unwritten laws that regulate the social ritual of welcoming. These rules still operate strongly in contemporary societies, establishing a contrast between hospitality and hostility. Hospitality, according to Camargo (2004), should be a positive attitude within any ethical code. Lashley and Morrison (2004) describe hospitality as the relationship built between host and guest, where emotional bonds are strengthened through the offering of food, drink, and accommodation.

Dias (2002) emphasizes that hospitality becomes a product, characterized as a service that provides physical and psychological comfort to the guest through interaction between strangers and physical and cultural structures. Praxedes (2004) defines hospitality as a human relationship based on reciprocal action between host and guest, depending on the values and principles of both.

Regardless of the time and space analyzed, hospitality holds the premise of the visitor's well-being and satisfaction (Costa, 2015). Hospitality is governed by ancestral unwritten rules, where the invitation to welcome initiates the ritual of socialization (Camargo, 2015). The violation of this ritual results in hostility, the opposite of hospitality. "Hospitality transforms strangers into acquaintances, enemies into friends, friends into best friends, outsiders into intimates, non-relatives into relatives" (LASHLEY; MORRISON, 2004, p.26).

In organizational environments, hospitality is evaluated by customer satisfaction, usually measured after payment for services received (Lashley and Morrison, 2004). In the hospital context, hospitality is closely linked to care, being essential for the patient's recovery and the satisfaction of their family members (Godoi, 2008). Boeger (2011) affirms that care is one of the clearest forms of practicing hospitality in healthcare institutions, improving service delivery. The relevant aspects of hospitality involve a complex network of social, cultural, and commercial interactions. According to Castelli (2003), demands in the healthcare field are inherently human, and the response to these demands fundamentally depends on the human elements involved in care. This concept emphasizes the centrality of the human being both in identifying needs and in providing healthcare services. Patients' needs are varied and complex, reflecting the diversity of human experiences and conditions. Therefore, the quality of healthcare service provision is intrinsically linked to the capacity, competence, and empathy of healthcare professionals. These professionals play a crucial role in interpreting and responding to patients' needs, offering care that goes beyond technical aspects and includes emotional and psychological support. Godoi (2008) suggests that the anguish and anxiety caused by prolonged hospitalizations can be alleviated through planned activities aimed at humanizing care and rescuing cultural values. The author further highlights that this interdisciplinary approach not only improves the patient experience but also

contributes to a more holistic approach to health, where care goes beyond medical treatment to encompass emotional and cultural well-being.

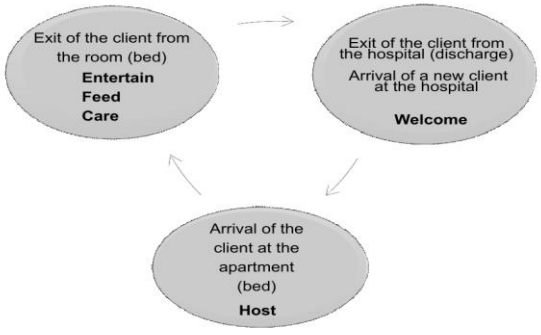
The origin of hospital hotel management is intrinsically linked to the growing concern with the quality of patient care. In recent years, hospitals worldwide have recognized the importance of offering more than just efficient medical care; the patient experience has become a critical component in healthcare service delivery. According to Boeger (2017), hospital hotel management emerges as a response to the need for humanization in hospital care, providing comfort and well-being to patients.

Historically, hospitals focused primarily on curing diseases, often neglecting patient comfort. However, with advances in medicine and increased competition in the healthcare sector, hospitals began adopting hospitality practices to differentiate themselves and attract patients. Godoi (2004) highlights that this evolution intensified in the early 21st century, with the integration of services such as quality food, welcoming environments, and personalized care—essential elements of hospital hotel management.

Thus, it is necessary to understand these new concepts. Boeger (2008, p.24) defines hospital hotel management as "the gathering of all support services which, combined with specific services, offer internal and external clients comfort, safety, and well-being during their hospitalization." Godoi (2008) defines it as "the introduction of hospitality techniques and services in hospitals with consequent social, physical, psychological, and emotional benefits for patients, families, and hospital staff." Boeger (2017) details that the evolution of hospital hotel management has come to incorporate advanced technologies and more efficient resource management, emphasizing the importance of sustainability and service personalization to better meet patient needs. Gonçalves and Ferreira (2013) understand that providing appropriate conditions during the patient's stay should not only focus on infrastructure but prioritize a humanized and welcoming service.

In this regard, Boeger (2011) describes three critical moments in the patient's hospital journey: admission, hospitalization, and discharge. Each of these moments is essential to ensure a positive patient experience. As shown in Figure 1:

Figure 1 - Patient Moments in the Hospital



Source: Boeger ,2011

As illustrated, all moments of the patient's hospital experience are important—from admission, which is the first contact with the hospital and where a warm and efficient reception is essential to reduce initial anxiety, to the hospitalization period, where the comfort of the environment, the quality of meals, and the attention of healthcare professionals are crucial for recovery. Boeger (2011) also points out that the discharge moment should be handled with care, ensuring that the patient receives all necessary guidance for continuing treatment at home.

From this perspective, Taraboulsi (2004) emphasizes that one of the pillars of hospital hotel management is the humanization of care. The author stresses that humanization involves treating the patient with dignity, respect, and empathy. This aspect is particularly relevant in hospital environments, where stress and anxiety are common. Humanization is not limited to medical treatment but extends to the physical environment and services offered. Comfortable rooms, pleasant décor, and nutritious meals are examples of how hospital hotel management can enhance the patient experience.

According to Godoi (2004), efficient resource management is a constant challenge in hospital hotel management. The author highlights that implementing this practice requires significant investments in infrastructure and training. However, the long-term benefits—such as patient satisfaction and reduced hospitalization time—justify these investments. Sustainability is also a relevant aspect, with the adoption of environmentally friendly practices and responsible management of natural resources contributing to hospitals' social and environmental responsibility.

Taraboulsi (2006) identifies key elements for the success of hospital hotel management. By focusing on hospitality services, hospitals not only improve the quality of care but also transform the hospital experience for patients and their families. The author lists several common hospitality services that can be adapted to the hospital environment, as shown in Table 1:

Table 1 – Hospitality Services Adaptable to Hospital Activities

Hotel	**Hospital**
Reception – Check-in/Check-out	Reception – Admission/Discharge
Concierge (social reception)	Information Desk
Food and beverages	Nutrition
Laundry	Hospital Laundry
Reservations	Scheduling/Programming

Source: Taraboulsi, 2006

Patient satisfaction is one of the main indicators of success in hospital hotel management. Taraboulsi (2009) points out that satisfied patients tend to have better clinical outcomes and adhere more faithfully to prescribed treatments. The perception of care and attention from healthcare professionals, combined with a welcoming environment, can reduce anxiety and stress, facilitating recovery.

Hotel management must respect and follow the norms and protocols established by the hospital. This includes aspects such as hygiene, safety, infection control, and public health regulations. Adapting hospitality practices to meet these requirements is essential to ensure that the introduction of hospitality elements does not compromise the safety and effectiveness of medical care. The future of hospital hotel management points toward greater integration of technologies, such as automation and artificial intelligence, to further enhance the patient experience. Additionally, service personalization, based on individual patient needs and preferences, is expected to become a common practice.

METHODOLOGY

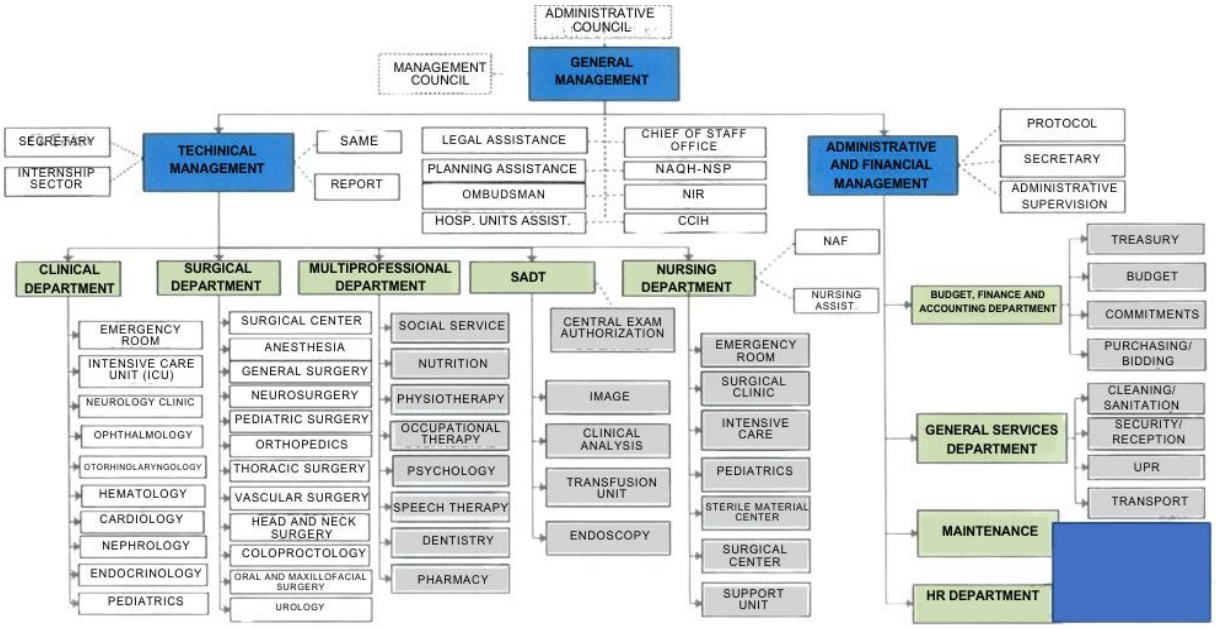
This research is characterized as a case study, given its features and the investigative needs it addresses. According to Vergara (2007), a case study is defined by the in-depth and detailed analysis of one or a few units, which may include a person, a family, a product, a company, a public agency, a community, or even a country. This type of study may be conducted in the field or not, depending on the researcher's objectives and methods.

A healthcare unit in the municipality of São Luís was selected for the study. The choice of this unit is justified by its significance within the municipal healthcare landscape of São Luís. Operating since 1972, the unit is currently one of the city's main healthcare institutions. After its founding in 1982, the hospital was donated by the Brazilian Red Cross to the Municipality of São Luís, becoming part of the municipal health network. According to the institution's official website, the hospital currently provides emergency and urgent care in the areas of general medicine, surgery, and pediatric orthopedics.

The characteristics of the research, as well as its nature, problem statement, and objectives, led to its classification as a qualitative study with an exploratory and descriptive approach. Gil (2019) notes that this type of research is essential in the initial stages of investigation, as it helps to define the problem more clearly and precisely. By exploring the topic in depth, researchers can identify relevant aspects that may not have been initially considered.

Currently, the healthcare institution under investigation has an average of 933 nursing technicians and 316 nurses. Below is the organizational chart of the research site, intended to provide a better understanding of the relevance of the research locus.

Figure 2 – Organizational Chart of the Public Health Unit



Source: Adapted from the website saoluis.ma.gov.br, 2024

To achieve the research objectives, four nursing professionals were interviewed: two nurses and two technicians. To understand the profile of each interviewee, questions were asked regarding their educational background, role within the healthcare unit, and length of service at the institution.

According to Vergara (2011), the population in a research study is defined as a set of elements that share specific characteristics to be investigated. These elements may include companies, products, individuals, among others. This definition underscores the importance of clearly identifying the group to be studied, as precision in defining the population is crucial for the validity and relevance of the research findings. By understanding the population's characteristics, researchers can develop appropriate methodologies and ensure that the data collected are representative and meaningful for the study's objectives.

The selection of interviewees was based on the availability of staff in the nursing sector of the chosen healthcare unit. The aim was to contribute to the research, which seeks to analyze the influence of hospitality and hospital hotel management on nursing services in a public hospital. Data were obtained from the institution's website, including organizational structure, staff numbers, services provided, roles, and additional information gathered on-site.

To generate positive results for the research, methodological tools were employed, considering that during the development of an academic study, potential limitations may arise. Thus, it was decided to follow an interview script, applying a questionnaire with open-ended questions. Gomes (2008) points out that interviews are verbal accounts that may present issues related to bias, information retrieval, and imprecise articulation.

Gomes' (2008) observation about interviews highlights the inherent limitations of this data collection method. By characterizing the interview as a verbal account susceptible to bias, difficulties in retrieving information, and imprecise articulation, the author emphasizes the need for caution when interpreting data obtained through this technique. Such limitations may compromise the validity and reliability of the collected information, requiring researchers to adopt strategies to mitigate these issues, such as data triangulation, careful question preparation, and interviewer training. This commentary is particularly relevant for qualitative studies, where interviews are a common tool, underscoring the importance of a critical and rigorous approach to data analysis.

Interviews allow for the collection of data related to various aspects of social life and offer flexibility, enabling the interviewer to clarify doubts and adapt to the circumstances in which the interview is conducted (Gil, 2008). The following procedures were adopted for conducting the interviews: preparation of a script with relevant questions, contact and scheduling with the responsible department. The interviews were conducted in person.

Table 2 - Interview Schedule

Interviewee Role	Interview Date	Duration
Nurse	25/07/2024	9min 24seg
Nursing Technician	01/08/2024	11min 17seg
Nurse	25/07/2024	8min 36seg
Nursing Technician	26/07/2024	5min 34seg

Source: Authors

The interviews conducted with healthcare professionals were audio-recorded using a mobile device and subsequently transcribed for the beginning of the analysis according to categorization.

RESULTS AND DISCUSSION

The semi-structured interviews provided a detailed perspective from professionals in the nursing sector. This approach enabled the exploration of nuances in the relationships between hospital hotel management and hospitality, considering essential aspects such as humanization in the services provided. The questions formulated during the interviews not only facilitated a deeper understanding of hospitality practices but also highlighted the particularities of hospital hotel management, humanization, and services—especially within the context of nursing services in a public hospital in São Luís, Maranhão.

Based on the survey conducted at the site, it was found that the majority of interviewees were female—two nurses and one nursing technician. Among male participants, there was one nursing technician. It was also observed that all professionals interviewed had completed higher education.

According to the data collected, all interviewees had been working at the institution for more than twenty (20) years.

The responses revealed that some participants directly associated hospital hotel management with accommodation and patient care, indicating a partial understanding of the concept as explained by Boeger (2017), who suggests that hospital hotel management arises in response to the growing need for humanization in hospital care, aiming to provide comfort and well-being to patients.

Boeger (2017) emphasizes the role of hospital hotel management as a fundamental strategy for improving patient experiences in healthcare settings. By focusing on comfort and well-being, hospital hotel management not only enhances the quality of care but also contributes to patients' emotional and physical recovery. This approach reflects a significant shift in how hospital care is delivered, valuing the human aspect and creating a welcoming environment that can positively impact the healing process.

A satisfactory understanding was observed among half of the interviewees. For two of them, hospital hotel management is seen as a support unit that aims to sustain other services offered by the hospital in the best possible way. These participants also demonstrated an understanding of the importance of hospital hotel services in ensuring the provision of humanized care. For the remaining interviewees, the understanding of hospital hotel management was more limited, with both referring only to aspects of hygiene and linen services.

Boeger (2008) highlights hospital hotel management as an essential component for creating an environment that goes beyond traditional medical care. By integrating support services with specific care, this approach seeks to ensure a more complete and satisfactory hospital experience. The emphasis on comfort, safety, and well-being not only improves the quality of care provided to patients but also meets the expectations of their families and the hospital staff, reinforcing the importance of a holistic approach to healthcare service delivery.

Taraboulsi (2009) underscores the importance of patient satisfaction as a determining factor for the success of medical treatments. The relationship between a welcoming environment and attentive care reinforces the idea that the patient's emotional well-being has a direct impact on physical recovery. This perspective emphasizes the need for a patient-centered healthcare approach, where the quality of interactions and the treatment environment play crucial roles in the effectiveness of medical care. From the results obtained, it is noted that all interviewees perceive hospital hotel management primarily through the provision of linen services. In other words, their perception is limited when compared to the significant scope of hospital hotel services. Overall, the responses collected reveal a limited understanding of the breadth of hospital hotel management as described by scholars.

Boeger (2017) argues that hospital hotel management goes beyond simply increasing comfort; it also plays a crucial role in patient safety. He highlights that clean and organized environments, along with

excellent service, help reduce the risk of infections and other health issues. Furthermore, the theorist emphasizes the importance of continuous training for healthcare professionals to ensure humanized and efficient care. Boeger's (2017) analysis underscores the multifunctionality of hospital hotel management, which not only promotes patient well-being but also significantly contributes to safety within the hospital environment. By emphasizing the importance of maintaining a clean and organized space, the author suggests that these factors are essential for infection prevention, which in turn improves clinical outcomes. The reference to ongoing professional development reinforces the need for a constant commitment to quality care, ensuring that humanization and safety practices are effectively implemented and maintained.

Hospital staff were asked about their understanding of the concept of hospitality. Overall, the responses indicated a limited grasp of the subject. Interviewees mentioned both intangible and tangible aspects, but not in a clear or structured manner. One staff member associated hospitality with the moment of welcoming the patient and the way their needs are met. Another extended the concept to include necessary support such as appropriate clothing and food.

Baptista (2002) emphasizes the multifaceted nature of hospitality, which goes beyond basic services to include attitudes and structures that together create a positive experience for the individual. By highlighting aspects such as well-being, comfort, and safety, hospitality is seen as a fundamental factor in creating welcoming and satisfying environments. This approach is especially relevant in hospital settings, where providing a sense of care and welcome can significantly impact recovery and overall patient well-being.

Regarding staff perceptions of the presence of hospitality in the hospital's daily routine, interviewees cited intangible aspects. One staff member perceived hospitality through the humanized care provided to patients. Another saw it through quality care, where the patient is viewed holistically. These perceptions align with theoretical explanations.

Derrida (1999) proposes the concept of "unconditional hospitality," in which the host must be willing to receive the other without imposing prior conditions or expectations. Derrida's (1999) proposal challenges traditional conceptions of hospitality, emphasizing the idea of welcoming the other with complete openness and without reservations.

This concept suggests a form of hospitality that transcends norms and conventions, requiring a genuine willingness to accept the other in their entirety, regardless of who they are. In practical contexts, such as healthcare environments, this approach can be seen as an ideal of reception, where care is offered unconditionally, prioritizing the patient's well-being and dignity above all else.

One interviewee mentioned that hospitality in the hospital's daily routine is reflected in patient receptiveness, while another explained that practicing hospitality is challenging due to the hospital's fast-

paced routine. The interviewee also emphasized the importance of building relationships to ensure quality care.

Praxedes (2004) defines hospitality as a human relationship based on reciprocity between host and guest, where the quality of the relationship depends on the values and principles shared by both. Praxedes' (2004) definition highlights the bidirectional nature of hospitality, emphasizing that the success of this interaction is linked to the values and principles of both parties. This suggests that hospitality is not merely about offering services or reception but involves mutual understanding and respect for each party's expectations and norms. In healthcare services, this view reinforces the importance of building relationships based on trust and mutual understanding, where the care provided reflects the patient's values and needs, creating a more harmonious and effective environment.

When asked about the concept of humanization, the staff presented intangible aspects, associating the theme with actions such as empathy and well-being. According to Ribeiro (2013), humanization in care should not be limited only to the patient, but must also include all those involved in the process of restoring health.

This perspective broadens the concept of humanization by considering that care should encompass not only the patient but also all professionals and family members involved in their recovery. One staff member, when explaining humanization, drew attention to interpersonal relationships among staff, which, according to the respondent, directly reflect on the patient's well-being.

This understanding aligns with Ribeiro (2013), who emphasizes the importance of a collaborative and inclusive healthcare environment, where each person—from the patient to the healthcare team—receives attention and support. This holistic approach contributes to a more effective and harmonious recovery process, promoting a sense of community and shared responsibility within the hospital setting.

One interviewee stated that the concept of humanization is related to love for what one does, while another extended the concept to meeting the patient's needs while considering their individuality. In this sense, a satisfactory understanding was identified among the staff, consistent with authors who discuss the topic. One particularly noteworthy explanation came from a staff member who emphasized the importance of putting oneself in the other's place for humanization to be effectively practiced in the hospital's daily routine.

Humanization is described as a collective and agreed-upon construction, based on the exchange of knowledge and networked work with multidisciplinary teams. This process includes identifying the needs, desires, and interests of those involved, and recognizing managers, workers, and users as active subjects and protagonists of health actions (Brasil, 2004).

The citation from Brasil (2004) underscores that humanization in healthcare is not an individual effort but a collaborative process involving the active participation of all stakeholders. By emphasizing

the exchange of knowledge and networked work, it highlights the importance of an integrated and multidisciplinary approach, where each professional and user is valued as an important agent in the care process.

Interviewees were asked about their perception of the presence of humanization in the hospital's daily routine. Godoi (2008) emphasizes the importance of humanization in the hospital environment as a means of alleviating negative feelings, creating a more welcoming and safe space for patients. Elements such as décor, meal quality, and psychological support are mentioned as key factors in transforming the hospital into a less intimidating and more comfortable place.

Staff presented vague perceptions regarding humanization in the hospital's routine. One interviewee highlighted immediate care provided by the hospital to the patient, meeting their needs without delay. Another perceived humanization in viewing the patient as a whole, as a being requiring care in various aspects.

In this regard, Rios (2009) emphasizes that humanization in healthcare not only improves the patient experience but also has a direct impact on quality indicators. In other words, by treating patients with empathy and attention, hospitals and clinics can provide more humane care and improve clinical and operational outcomes, creating a more efficient and safer healthcare environment. One staff member did not present a clear perception of humanization in the hospital's routine. Another mentioned reciprocity in relationships between professionals and patients, demonstrating mutual respect among those involved.

The responses collected align with Dias (2006), who sees humanization in recognizing the dignity and uniqueness of each patient. This approach emphasizes the importance of effective communication, empathy, respect, and consideration for the individual needs of patients and their families. By focusing on these aspects, humanization creates an environment where care is personalized, promoting more complete and meaningful service.

One interviewee mentioned the importance of the nursing staff being emotionally and spiritually well in order to transfer that well-being to patients, promoting healthy interaction. Gotman (2001) adds that hospitality involves more than simply offering services; it is about integrating the other into the community, creating a meaningful connection between host and guest. This interaction goes beyond mere reception, establishing a mutual relationship that strengthens social bonds and promotes a sense of belonging and inclusion.

In the hospital environment, the concept of welcoming is fundamental to ensuring not only the physical well-being of patients but also their emotional comfort. According to Boeger (2017, p. 54), "to welcome means to promote efficiency in a cozy, comfortable, and safe environment." This statement highlights the importance of creating a space that, in addition to being technically efficient, is also humanized and welcoming. In a hospital, this implies practices that go beyond medical care,

encompassing an approach that values care and empathy, clear communication, and respect for the patient's individuality, creating an environment that fosters recovery and trust in the treatment provided.

When asked about the services provided by the hospital's nursing sector, all staff unanimously mentioned their assigned duties, such as bedside bathing, patient transfers when necessary, escorting patients to exams, administering medications, supervising meals, among others.

Viera (2004) describes services as actions that, unlike tangible products, are characterized by their intangible nature, resulting in emotions and perceptions. According to this view, the value of a service is measured by the emotional impact it generates—whether satisfaction or dissatisfaction—highlighting the importance of the experiences and feelings that accompany service delivery.

When asked about the influence of hospital hotel management and hospitality on nursing service delivery, the interviewees were able to perceive the importance of both in the hospital's routine. One interviewee emphasized that without hotel services, it would not be possible to offer proper reception to the patient.

Grinover (2007) stresses the fundamental importance of initial reception in a hospitable environment. A warm welcome, symbolized by greetings and expressions of goodwill, is essential for creating a climate of comfort and safety, which is crucial for a positive experience for the visitor or patient. This principle is particularly relevant in hospital settings, where a welcoming environment can alleviate stress and anxiety, contributing to a smoother and more effective recovery.

One staff member pointed out that, in addition to positively contributing to the hospital environment's routine, the relationship between hotel management and hospitality is interdependent, as one implies the functioning of the other. In this sense, the presence of hospitality is reflected in the interaction between healthcare professionals and patients, while hotel services provide the necessary resources. Boeger (2008) highlights how hospital hotel management develops to meet the growing need to make hospital environments more welcoming and humanized.

By focusing on the comfort and well-being of patients, this approach goes beyond traditional medical treatment, recognizing the importance of an environment that promotes not only physical recovery but also emotional healing. This reflects a significant shift in hospital practices, where comprehensive patient care is central, contributing to a more positive experience during hospitalization. Boeger (2003) reinforces the idea that hospitality involves not only the act of hosting but also the quality of reception, characterized by freedom, kindness, and warmth in the way people are received.

Boeger's (2003) explanation broadens the understanding of hospitality, emphasizing that it goes beyond simply offering a space for lodging. It involves, above all, the way the host receives their guests, with an emphasis on kindness and the creation of a welcoming and receptive environment. This suggests that hospitality is an essential component in any context where the well-being and comfort of visitors or

patients are prioritized, being especially relevant in healthcare settings, where humanized care is fundamental to patient recovery and satisfaction.

CONCLUSION

Hospitality establishes its importance through its positive effects across various social spaces. In the context of a healthcare unit, these results become even more evident, considering the physical and consequently emotional vulnerability of the patient. In this regard, the practice of hospitality proves essential for a good and swift recovery, as well as for fostering a welcoming and humanized environment.

Thus, it is concluded that the presence of hospitality and hospital hotel management in nursing services has a significantly positive influence in the public hospital selected for this research. However, overall, after analyzing the results, a certain limitation was observed in the staff's understanding of relevant topics when questioned.

When asked about the concept of hospital hotel management, some respondents directly associated it with accommodation and patient care. Meanwhile, the other half viewed hospital hotel management as a support unit aimed at sustaining the other services offered by the hospital in the best possible way, demonstrating a broader understanding of the subject.

All interviewees perceived hospital hotel management primarily through the provision of linen services, indicating a limited perception of the topic. The respondents mentioned both tangible and intangible aspects, but not in a precise manner. Regarding their perception of hospitality in the day-to-day nursing services provided, the interviewees cited only intangible aspects, associating the practice with humanized care and meeting the patient's needs. One interviewee also described the practice of hospitality as challenging, given the hospital's intense pace.

As for their understanding of the concept of humanization, the staff presented intangible aspects, associating the theme with actions such as empathy and well-being. One staff member emphasized the importance of good interpersonal relationships among staff, as the outcome directly reflects on the patient's well-being.

Regarding their perception of humanization in the daily nursing services provided, the staff expressed views consistent with authors who discuss the topic, although limited considering these perceptions come from healthcare professionals. The interviewees mentioned immediate care for the patient, viewing the patient holistically as a being requiring care in various aspects, and reciprocity in relationships between professionals and patients, demonstrating mutual respect among those involved.

Concerning actions that reflect the presence of hospitality in the daily nursing service, most interviewees provided responses that deviated from the focus of the question, mentioning only physical

aspects. One staff member cited intangible aspects, such as welcoming the patient and informing family members about hospital rules and procedures—an essential practice.

Regarding the main services offered by nursing professionals at the institution, all interviewees unanimously mentioned their assigned duties, such as bedside bathing, escorting patients to exams, administering medications, among others. On this point, one staff member also highlighted intangible aspects, explaining that the services provided by the nursing staff can go beyond specific duties focused on physical well-being, aiming to meet the emotional and psychological needs of the patient, such as offering a warm welcome.

Through the interviews conducted with healthcare professionals at the public hospital, it is concluded that the general objective of the study was successfully achieved. In light of the findings, it is proposed that future research be conducted on hospitality in public hospitals. Specifically, it is recommended to investigate the implementation and effectiveness of training and development programs aimed at healthcare professionals and staff in such public institutions, with the goal of expanding knowledge and practical application of the concepts of hospitality and hospital hotel management.

It is also suggested to conduct research focused on the perception of hospitalized patients in public hospitals regarding the application of hospital hotel management concepts. Such a study could compare patient expectations with the reality offered, identifying areas for improvement and aspects that contribute to the sense of welcome and well-being during the hospital stay.

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