



TOURISM, HOSPITALITY AND GASTRONOMY

Universidade do Vale do Itajaí (UNIVALI) / Programa de Pós-Graduação em Turismo e Hotelaria da UNIVALI

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Área: Ciências Sociais e Aplicadas

Linhas de Pesquisa: Gastronomy and Culture; Hospitality of the Physical Space; Hospitality and Wellness; Hospitality, Heritage and Culture

Breve descrição das atividades de pesquisa

Collectivization and collaboration are categories essentially studied as a social dimension in urban contexts, despite the spatial dimension of rural realities. Given this reality of scientific studies, the research goal was to demonstrate collectivization for collaboration in rural lodgings spaces as a research object. The research is a qualitative and descriptive study in view of space as a communicating empirical object. Bibliography and search in primary and secondary data sources, in loco spatial reading, and photographs of the spaces of the research object as support for spatial reading constituted the research procedures and instruments. First, collected data was approached by Semiotic of Peirce, followed by Benjamin Montage Theory.

Impacto das pesquisas desenvolvidas para a sociedade e ciência

The semiotic and the montage theory presented themselves as unusual as methodological approaches for the Hospitality industry; the rural lodging space was an innovative attribute of approach for studies in the Hospitality area; rural lodging spaces revealed possibilities of political actions of collaborative, direct democracy for the empowerment of rural communities in Brazil. Collectivization and collaboration have been explained as urban phenomena. Therefore, the description of rural lodging spaces could legitimize other spaces that are not urban public spaces as support for collectivization and collaboration. The results gave meaning to rural lodging spaces, understood as communicators of collectivization for collaboration in the Brazilian rural territory.