

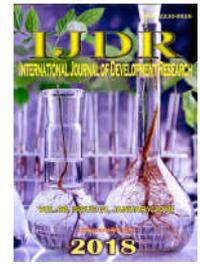


ISSN: 2230-9926

Available online at <http://www.journalijdr.com>

# IJDR

*International Journal of Development Research*  
Vol. 08, Issue, 01, pp.18401-18405, January, 2018



ORIGINAL RESEARCH ARTICLE

OPEN ACCESS

## HOSPITALITY: THE PERSPECTIVE OF THE USERS OF THE HOSPITAL CASSEMS IN RELATION TO THE HOSPITAL-HOTEL

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### ARTICLE INFO

#### Article History:

Received 15<sup>th</sup> October, 2017  
Received in revised form  
24<sup>th</sup> November, 2017  
Accepted 29<sup>th</sup> December, 2017  
Published online 31<sup>st</sup> January, 2018

#### Key Words:

Hospital-Hotel,  
Cassemes  
Services Quality in Services.

### ABSTRACT

The purpose of the manuscript was to evaluate the quality and satisfaction of the Cassemes clients (Caixa de Servencia de Servicos do Mato Grosso do Sul) in relation to the hospital-hotel. It is a quantitative study in which structured questionnaires were used to the relatives, friends and companions of the patients. The deductive method was used for the treatment and interpretation of the data obtained in the research. It is concluded that hospital hospitality is a sector within the dynamics of care in hospitals that has reached its goals in attending patients and accompanying persons, helping in the recovery of their patients as it offers them a more humanized care. This study reveals that there is an acceptance of patients and their accompanying persons in relation to services related to hospital hospitality, especially in relation to hospitality and care.

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**Citation:** Igor Domingos de Souza, Rodrigo HakiraMinohara, Débora Fittipaldi Gonçalves, Valdir Aragão do Nascimento, Luana Alves Ribeiro, 2018. "Hospitality: the perspective of the users of the hospital cassemes in relation to the hospital-hotel", *International Journal of Development Research*, 8, (01), 18401-18405.

### INTRODUCTION

Due to the lack of knowledge and few therapeutic resources, the first hospitals had as main objectives the care, the relief of the suffering and the consolation of the patients, since the professional competence and the hygiene of the hospital were sufficient (Mezzomo, 2010). This manuscript has as proposal to assess the level of satisfaction of users of CASSEMS (Caixa de Servencia de Servicos do MatoGrosso do Sul) in relation to the services provided by this hospital institution. In fact, hospital management must be reflected in the humanization measures aimed at the well-being of the patient and clients,

once it is a differential that offers quality standards, where it is possible to evidence their contribution to an integral treatment, allowing the redemption of the rights and values of each citizen. The hypothesis defended in this manuscript is that hospital hospitality has contributed to the improvement of the quality of life of the patients and their companions during the period of hospitalization. In a bibliographical survey involving papers that fit the theme discussed in this study, eight publications were found in the Lilacs database, 2640 in Scielo and two Pubmed publications. The descriptors used were Hospital Hospitality, Quality of Service and Perception of Users and accompanying persons. Hospitality in the hospital environment is one of the factors that contributes to the satisfaction of some of the human needs.

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Most of the time, the hospitalized patient is in a situation of great physical and emotional instability and therefore needs assistance and understanding, both of his relatives and of all the team that assists him. Therefore, it is considered important to the patient, a hospitable, pleasant and humanized environment, composed of a highly qualified professional team that contributes to their recovery and contentment (PAIVA, 2009). Based on the above considerations, it is important to know the opinion of the clients regarding the services they receive through Hospital Hospitality in which they are hospitalized. The research proposal in this article aims to collaborate with the improvement of the quality of services provided to patients. It is necessary to know what needs to be improved and which sectors need more attention, among other issues involving patients and accompanying persons.

The present study encompasses the theoretical field of scientific production on the hospital hotel sector, having as reference the Tourism category and its social transformations over the years; These transformations aim at better meeting the needs of patients. The objective of this manuscript was to evaluate the quality and satisfaction of the clients of Cassems regarding the hospital hospitality industry. The work was carried out in the premises of the Hospital of Cassems in the state of MatoGrosso do Sul, Brazil.

### Hospitality

The term hospitality comes from the Latin, *hospitalitate*, and is directly related to the act of hosting someone, that is, of receiving someone and giving shelter to this person. The concept of hospitality can be interpreted as a structural constituent of a certain service network whose purpose is to meet the tourist demand and the demand for leisure and events. These sectors deal directly with the lodging and gastronomy categories (Boeger, 2009). Hospitality in the private sector is a very competitive area. Several hospitals have adopted strategies to retain their clients / patients, as competition is present in almost the entire private hospital network. There is a greater demand for the best and most respected institutions that provide good quality of care to patients and their relatives and / accompanying persons. Although it is necessary to invest in infrastructure, it is necessary to be attentive to the dynamics of internal behavior among individuals within the institutions, since this dynamic is conducive to the accomplishment of a more humane service, such as the characteristics we call hospitality (RIBEIRO, 2013). However, we know that the hospital routine and the tensions inherent to the practice of the professions in these spaces are not the most favorable when it comes to maintaining a behavior always marked by tranquility. The hospital environment has a certain sadness, it has a thing of passage, farewell. Thus, in this hospital setting it is necessary to have a balance of professionals in action (Baggio, 2006).

Friendships are built among employees, family and friends of patients, are born spontaneously from conversations in the waiting room or even the reception of hospital departments. There are clients who extend their relations of friendship beyond the scope of hospitals, and there are employees who disconnect from the staff of the institutions to go to work with the patient (BATISTA, 2005). However, when the situation of a patient is terminal, bonds of human solidarity are established. Such bonds of solidarity arise in the face of the loss of loved ones of relatives and companions who now have them as

friends. Thus, some caregivers go to the funeral, burial, seventh mass day and still maintains a friendship with relatives of the deceased. In relation to hospital hotels, it is possible to note its intrinsic association with the tourism sector, which is closely related to the services offered in the usual hospitality segment, namely hospitality and infrastructure. Seen in these terms, it is relevant to qualify this infrastructure to foster the development of services. Hospitality companies need to invest in adequate facilities, comfort, accessibility, as well as worry about the hospitality offered to their clients (BOEGER, 2009). The association between Hospital-Hotel and tourism can be understood as part of the dynamics of hospitality, understood as the act of hosting; hosting and characteristic of what is hospitable. (ANDRADE, 2011). According to Andrade (2011, p. 29) "Hospitality is perceived when the patient becomes fragile in his physical, psychological and emotional state, is attended to in his needs, anxieties, doubts, questions and feels in an environment that makes him comfortable, quiet, welcomed and safe [...]".

Nowadays, the qualification of people has become the slogan of companies. In this way, the labor market looks for individuals that meet the profile expected for the services they provide. In fact, the recruitment of employees is a key factor, since such recruits are responsible for direct customer service. There is not, with few exceptions, the preoccupation to train people for some functions, especially those considered as non-strategic in the service process. Thus, sometimes the need for training of maids is neglected; cooks; janitors and other employees who do not deal directly with the public (FORNARI, 2006). However, at the same time as qualification of the candidates for service providers is required, there are problems with regard to remuneration for the qualification achieved by them. Some hotel entrepreneurs say they resent a shortage of qualified manpower, but when they find a candidate who fulfills their expectations, they generally refrain from hiring him in order to avoid burdening their payroll. Entrepreneurs opt for those without a professional qualification whose salary is much lower.

The level of specialization of hospital-hotel involves professionals with specific skills, and there are websites dedicated exclusively to the exchange of information on various aspects of the services provided. They are information that is notable for the methodological dynamics employed in data collection: interviews with clients and employees, technical opinion of specialists of all kinds: cooks; managers; behavioral psychologists; turismologists and architects. All of the above information serves to analyze from the point of view of quality, the services offered by the different establishments that carry out the hospitality. Hospitality is characterized by its non-physical presence; but is notable for the satisfaction of the client when asked about the service received (Silva; Ferreira, 2014).

Hospital-hotel brings with it an advantage of competitiveness in the hospital care market. Benefits are perceived through the realization of services structurally thought of as forms of auxiliary assistance that can promote the material and psychological well-being of the client / patients and their accompanying persons. "It follows the management model that contributes to the improvement of the hospital system in a broad sense, covering tangible and intangible aspects of care. It encompasses the commitment of managers and employees, both committed to hospitality" (Barbosa, et al., 2013, p. 588).

Care provided with quality and competence should be the ultimate objective of hospital managers, since attention and care for people affected by health problems can consequently bring safety and physical and psychological comfort in one of the most difficult moments for the human being, the pain and the fear of death. Besides the care, it is also through the better structuring of the physical environment of the hospital that the patient and his accompanying persons will feel welcomed by the institution. When the physical structure of the hospital looks like a hotel or the patient's own home, it loses the characteristic of traditional hospitals.

### Hospital hotel and Hospitality

According to Barbosa, Patricia and Dyniewics (2013), the institution of hospital hotels had its genesis thanks to a desire for uninterrupted search for excellence, whose premise is to harmonize the purposes intrinsic to the activities of a hospital with the current practice in hotels, the act and the concern of not neglecting the specific peculiarities of their clients. For some managers of private hospital institutions, the patient is a paying client. In this sense, keeping the patient in the dependencies of the hospitals is to guarantee the profit through their activity. Therefore, concern for the well-being of the patient and / or their family members and accompanying persons rests in the financial interest, not on alleged humanitarianism. Hospitality can be defined as the insertion of techniques, tools and hotel services in hospitals which aims at the physical, social, psychological and emotional well-being of patients, accompanying persons and collaborators (GODOI, 2008). Nevertheless, as stated in the paragraph above, the objective is also to meet a logic of competitiveness and competition in which quality is objectified, transformed into a commodity to be sold in the window of hospital services.

The birth of hospital hotels emerged as a response to the constant search for excellence in care, thus espousing the assumptions of hospital dynamics with the act of hosting, notably without neglecting the target audience for which it is intended. According to Boeger (2009: 24), hospital hospitality "[...] is the gathering of all support services, which, coupled with specific services, offer internal and external customers comfort, safety and well-being during their period of hospitalization [...]. Thus, hospital hospitality is part of the services of excellence offered by hospitals of private initiative, services to which few patients can have access, given the intrinsic economic value in the course and exchange inherent in the demand and supply of these products. Taraboulsi (2009, p 179) understands that "hospital hospitality is the art of offering efficient and replete services of alertness, joy, dedication and respect, which are the factors that generate satisfaction, the enchantment of the client and, mainly the humanization of care and the hospital environment ". For Taraboulsi, hospital hotel is part of the essence of a transformation of the logic of care in hospitals; a change that is effective through the elaboration and availability of services and processes that can meet the demands of the clientele without considering them only clients. Basically, hospital-hotel represents the union of the hospital administration with the hotel administration, that is, it links traditional medicine to hotel services (TARABOULSI, 2009). Although the concept of hospital hotels is not very widespread, in the last years it has gained even more adeptness. Being relatively new, the assumptions of the concept had its genesis in the middle of the year 2000, what would explain the ignorance of this concept

by the hospitals of the country. Currently, there is a significant increase in the interest of hospital managers in implanting the concept in their units, with a concern for customer comfort. In fact, this interest is motivated by competition between the various private institutions working in the health sphere (RIBEIRO, 2013). According to Silva and Ferreira (2014, p.5), "[...] the hospital scenario has been shown in constant discredit by all the population that needs health services[...]" The term hospital hotel is defined as "[...] a trend that has come to rid hospitals of 'hospital image' and which in essence has a proposal to adapt to the new reality of the market, modifying and introducing new processes, services and conduits." Under the circumstances, hospitals adapt to the new reality and are forced to devise strategies that are more humanized and focused on the needs of individuals or clients. Otherwise, neglecting the development of a more humanized service profile, hospitals will succumb to an increasingly competitive market (BOERGER, 2009). In this context, humanization becomes a business object. The most "humanized" care does not have as its basic concern the patient, but the maintenance of the profits earned from the health services provided.

The current situation shows much more than just the patient, also addressing the diverse interests of all users of the health sector that require different forms of assistance. In this dynamic of labor market demands and the provision of services, the interests of workers are raised to provide health services that seek survival and conditions worthy of the exercise of their functions and professions. The interests of those who represent State authorities, administrative bodies formally constituted in hospital management and in government, arise with their technical and programmatic purposes of health management (RIBEIRO, 2011). Regarding the emergence of hospital hospitality in Brazil, Godói (2008) states that his entry into Brazilian lands only took place in the last 15 years. It means that the hospitality industry only attracted the attention of the tourist and hospital sector from the North American experience in this area. In this context, Boeger (2009, 24) lists the following points: "One of the main factors is the patient himself, who began to question and feel the need for the hospital to offer him not only cure or treatment, but also security, comfort and, above all, your well-being, your family and your visitors. " The need for comfort and attention expressed by patients led the industry to transform hospitals, especially private ones into hotels. However, managers make the necessary changes to make the length of hospital stay a little less distressing and unpleasant for patients.

The act of assuming a new health model, such as new health care therapies, brings with it the urgent need to create new qualifications previously totally unrelated to the sphere of medical practices. In this context mentioned above, the new paradigm in question is symbolized in the incorporation of hospital hotels in the various establishments that have health as object, specifically those institutions considered more traditional. In fact, such organizations have as their central focus the search for forms of treatment; greater presence of family members in the daily life of hospitalized patients and the humanization of services aiming to favor the full recovery of patients (Godói, 2008). Humanization can be defined within the framework of health institutions as being of a "personal character", derived from experience on a small scale and susceptible to sensitization and sometimes non-repeatable. Thus, it focuses on doing the best for the client, not for profit.

"(CALEGARI, 2010, p.1).Boeger (2009), understands that humanization permeates, mainly due to the spontaneous behavior of employees, which is inextricably linked to the sensitivity and perception of these collaborators. On the other hand, Calegari (2010) disregards the fact that private health institutions only aim for profit. After all, they are companies that work with the health sector, so they are looking for profits. In fact, such companies only care about their customers to the extent that their performance can earn them more customers. On the other hand, concerns arise regarding the possibility of facing legal proceedings for malpractice, medical error and/or negligence. But hospitality "[...] is perceived when the patient becomes fragile in his physical, psychological and emotional state "(Andrade, 2011, p. 29).

Regardless of whether it is offered in a public or private institution, hospitality should be a rule in medical-hospital care, not an exception or a concession. Hospitality once treated as an instrument for attaining profit is transformed into commodity. This fact reflects in the form of treatment given to patients, often unconsciously entangled in the web of theatricality surrounding the care directed at them. Behaviors perceived by the client end up influencing your opinion about the establishment. The final evaluation of the services offered goes through several sectors within an organization. Although the establishment has good service conditions with regard to infrastructure, the customer may not want to return to using the services of any organization if he has been treated unsatisfactorily (Mezzomo, 2010). According to Mascarenhas and Souza (2015), the services present some basic characteristics such as simultaneity, intangibility and heterogeneity. In the case of simultaneity, the authors define them as those services consumed during the process of their production; intangibility refers to services that symbolize a non-physical, immaterial product - which, because of its ineffable nature, can not be stored, transported and known in their essence. The heterogeneity represents the variety of services and link with the human factor; which brings difficulties in the homogenization and in the construction of economic values.

In such circumstances, the hospital becomes a hotel company, whose purpose is not the patient, but the health client. In this way, hospitals that become companies extrapolate the category client / patient and aggregate their accompanying persons. In order to meet the demands presented to them, managers carry out the transformations imposed by the sector's competition guidelines, ranging from architectural issues to those of a functional administrative nature, such as care for training employees and other employees (TARABOULSI, 2009). Experts recognize that companies that postpone their adaptation to the scenario that is at stake, will be doomed, given the increasing appeal of the consumer public to improve care for themselves as well as for the accompanying persons.

Although the challenge of adapting to the new scenario has been a difficult task for some hospitals, they have achieved satisfactory results. In hospitals that have overcome their shortcomings and stay competitive, it is possible to see the treatment given to their patients, now treated as guests. With the exception of extreme cases, patients immediately perceive in the entrance hall of these institutions that something has changed about their hopes for the care they would receive during their hospital stay (Oliveira *et al.*, 2012).

In the private sector, the care that hospital managers perform to leave their institutions with a distinct appearance is noticeable. The managers opt for the creation of more intimate environments with aesthetic-architectural compositions less focused on the old structures of traditional hospitals (Mascarenhas, 2015). Starting from the architectural aesthetics of the new hospitals, clients, patients and companions are dazzled by the way they are treated by employees. This perception, verbalized more and more by the users of the hospital services, becomes representative of a significant and effective change that sells, welcomes well and gives another emphasis to the reality of a hospitalization (OLIVEIRA *et al.*, 2012).

### Final Considerations

The quality of the services offered and rendered by hospital hotel is one of the factors of differentiation when it comes to choosing the locality for hospitalization. This study carried out at the Cassems Hospital (located in Campo Grande, state of Mato Grosso do Sul, Brazil) shows through the data presented, the importance of services provided by hospital hotels in the process of patient recovery, as well as the satisfaction of their companions with regard to services performed. This study shows that such private hospital hospitality services should be extended to public health institutions in Brazil. In spite of the real effectiveness of this type of service, as well as the benefits that patients can receive in terms of their recovery, it is undeniable that is a business, an attraction strategy to retain clients / patients. In parts the concern is with the maintenance of the enterprise and with the profits obtained, and not with the client / patient

This research evidenced the acceptance of patients and their accompanying persons in relation to services related to hospital hotel, especially regarding hospitality and care. This acceptance can be verified in the results presented by the study. Thus, the importance of hospitality in hospitals is verified, since they act as a therapeutic measure to assist in the recovery of patients. This manuscript reveals that there is a shortage of research on the subject involving private or public institutions. The development of this study pointed out several avenues for complementary research that could be developed in the future. The results presented in this paper collaborated to advance the theme and can generate discussions relevant to the academy, as well as to hospital companies, and present suggestions for future research. Among the possibilities of research in relation to the hotel industry, it would be possible to investigate the relations between employees and other collaborators with the clients / patients. The relevance of such research lies in the fact that employees / employees are an important part of the client / hospital relationship.

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