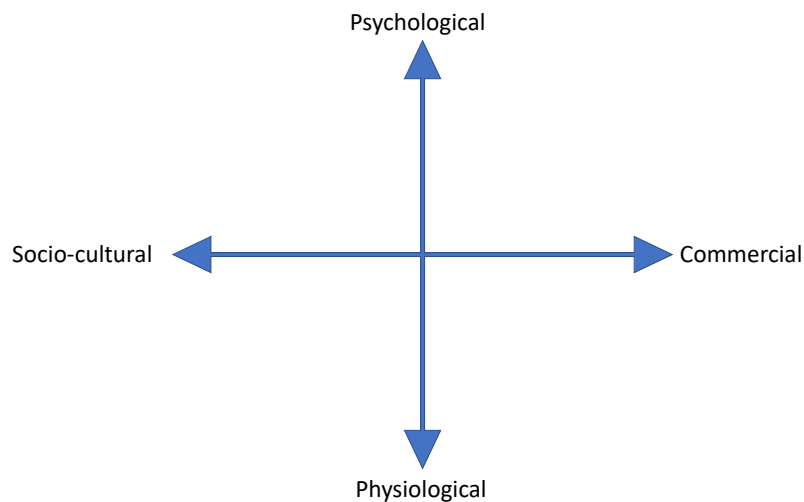


Conceptualizing Hospitality as a Human Science[§]

Definition of Hospitality:

Hospitality is a human science that studies and manages relationships for positive interactions to optimize the goals of an organization or community^Ω.

Two-Dimension Framework:



The definition and two-dimension framework are inclusive of four major schools of thoughts on hospitality drawn from multiple disciplines.

1. As a historical and anthropological concept
2. As a social exchange
3. As a commercial activity
4. As a metaphor

[§] Recommended citation: Cai, L. (2019). Conceptualizing hospitality as a human science. Available: <https://web.ics.purdue.edu/~liping/cai-hospitality-principles.pdf>

^Ω This definition was informed by the collective discussion at the strategic planning townhall of Purdue University's School of Hospitality and Tourism Management on May 2, 2019 in John Purdue Room, Marriott Hall, 900 West State Street, West Lafayette, Indiana 47906