Reflections on the Home Setting in Hospitality

Paul A. Lynch
Queen Margaret University College, UK

This article builds on an ongoing debate regarding the nature of hospitality management education by adopting a social scientific approach to the study of hospitality. It does so through focusing on the home setting. Major themes from studies on the private home are described and their relevance to understanding the traditional commercial home suggested. The themes relate to meanings of home, anthropomorphic home, behaviours in the home, home and gender, tyrannical and affectionate associations, home as virtual community, the home and hotel as antithetical concepts. Home is identified as an alternative benchmark to the hotel for the analysis of commercial homes. The commercial home is theorised as a distinctive dichotomous organisation owing to its fusion of the social, commercial and domestic domains. Emerging from the review, a challenging new research agenda for the traditional commercial home focusing on 'soft' concepts and dimensions is proposed.

In 1998, some United Kingdom hospitality researchers started to debate the concept of hospitality. This led to the influential text *In Search of Hospitality* (Lashley & Morrison, 2000), which offers a number of perspectives on dimensions of hospitality both from within and outside the subject area. Brotherton and Wood (2000) are helpful in crystallising what are essentially two broad perspectives on hospitality: a functional management perspective, and a social sciences perspective. The functional management perspective has been the dominant paradigm whereas the Lashley and Morrison (2000) text, overall, represents a social scientific perspective. A representation of the hospitality perspectives is proposed in Figure 1.

A consequence of the social science approach to hospitality is that it is the study of hospitality per se that becomes important rather than simply the study of hospitality for 'management' purposes. Such an approach to the study of hospitality might be perceived as challenging the *raison d'etre* of hospitality management education (Slattery, 2002, 2003), whereas others might see this as being profoundly liberating (Morrison & Mahoney, 2003; Mahoney, 2003) and ultimately deepen our understanding of hospitality and its management. This debate has been characterised as the 'tyranny of "relevance" '(Taylor and Edgar, 1996, p. 222; Lashley, 2004). In essence, to further understand hospitality, we must first cut free of the immediacy of managerial relevance.

Lashley distinguished between three 'independent and overlapping' domains in which hospitality activities occur: 'social', 'private' and 'commercial' (2000, p. 4). These domains are defined thus:

> Social — considers the social settings in which hospitality and acts of hospitableness take place

Correspondence
Paul A. Lynch, 40 Dudley Avenue, Edinburgh EH6 4PN, Scotland, UK. E-mail: p.a.lynch@blueyonder.co.uk

1

Functional → Perspective on → Functional
Management ← Hospitality → Management

Comparative
Extent of
Knowledge

Comparative
Paucity of
Knowledge

Social ← Perspective on → Social
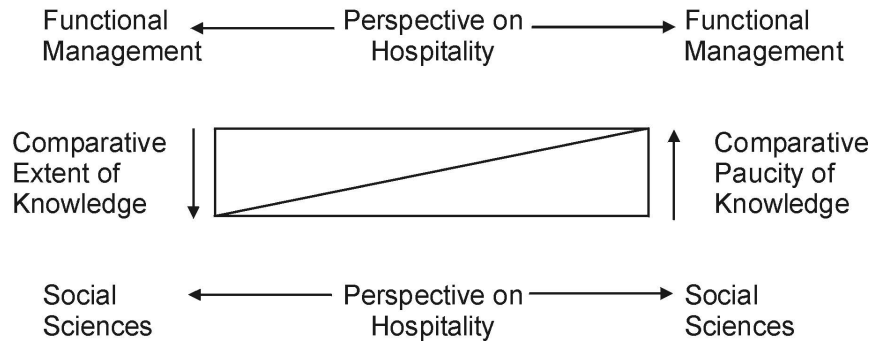Sciences ← Hospitality → Sciences

Figure 1

Perspectives on hospitality.

together with the impacts of social forces on the production and consumption of food/drink/ and accommodation.

Private — considers the range of issues associated with both the provision of the 'trinity' in the home as well as considering the impact of host and guest relationships.

Commercial — considers the provision of hospitality as an economic activity and includes both private and public sector activities (Lashley, 2000, p. 5).

Exploration of the social and private hospitality domains has been limited, as has hospitality such as small commercial accommodation, which straddles the private, social and commercial domains.

Lynch and MacWhannell (2000) synthesised literature on the private home and postulated three types of 'commercial home' accommodation according to characteristics of whether family live on the premises, whether public space is shared by visitors and the owner's family, degree of integration of visitor and family's activities, whether home is a created concept. Taking the concepts of commerciality and home setting, they postulated an elaboration of types of commercial homes to distinguish between 'traditional commercial homes', where the home concept exists, 'virtual reality commercial hospitality homes', where the home concept is a constructed commercial product, and 'backdrop commercial homes', where the

home has a contextual tourism-related function. Table 1 elaborates their ideas in the context of suggesting types of hospitality and tourism accommodation fitting such a typology. Such a categorisation highlights the predominance of commercial hospitality and tourism operations making use of the home concept and further reinforces the need to reflect on how such operations are conceptualised and the implications for hospitality provision and business support.

The aim of this paper is to further develop the ideas of Lynch and MacWhannell (2000) by firstly considering the significance of the traditional home setting in hospitality studies. Consideration is then given to literature on the private home, followed by an evaluation of its strengths, and reflections on its relevance to understanding hospitality. Morrison (2002) argued that small hospitality businesses should be recognised as 'a distinctive category'. If one accepts this argument, then the distinctive characteristics of such businesses need to be elaborated. Morrison (2002) identified such differences in relation to internal characteristics including owner motivations, profitability and resource issues, management issues, and external forces, including seasonal demand and peripherality. Notably, these are all 'hard' business issues and may be seen to reflect a hospi-

Table 1

Commercial Hospitality and Tourism Home Types

Categories of commercial homes	Examples of types of commercial homes
Traditional commercial homes	Bed and breakfasts
	Cultural homestays
	Farmhouse stays
	Guest houses
	Host families
	'Monarch of the Glen' properties
	Religious retreats
	Self-catering properties
	Small family-run hotels
	Writers' retreats
Virtual reality commercial homes	Boutique hotels
	Country house hotels
	Timeshares
	Townhouse hotels
'Backdrop' homes	Houses used as visitor attractions
	Houses used as film sets

tality management perspective. Reflecting a social science perspective, one characteristic of relevance to many small hospitality accommodation businesses is arguably that of the home setting. Another, which is only touched on here but has been identified with small commercial accommodation businesses, is gender (??Darke & Gurney, 2000; Kinnaird & Hall, 1994; Lynch, 1996; Lynch & MacWhannell, 2000).

This conceptually driven paper approaches this topic via a review and interpretation of relevant literature. Firstly, commercial home studies referring to the importance of the home dimension are highlighted. Secondly, principal themes in the private home literature are considered, extending the brief review by Lynch and MacWhannell, and contrasting the private home concept with the hotel concept in order to deepen understanding of the commercial home. This is followed by discussion of the relevance to hospitality of the themes emerging from the review.

Significance of Setting in Hospitality Studies

Studies of small commercial accommodation types have largely treated each one in isolation from others with the result that common features and characteristics of general relevance to a hospitality perspective are overlooked. The issue of home setting is a case in point and is highlighted below in relation to Stringer (1981), Lowe (1988), Pearce (1990) and Wood (1994).

Various authors have suggested the importance of the home setting in hospitality product construction. Stringer (1981, pp. 361–363) referred to the location of the bed and breakfast operation as guaranteeing a relatively high intensity of interaction between host and guest; in part, this may be a function of the size of such accommodation units. He observed that such use of the home for the provision of an economic service was relatively rare. Hosts and guests were identified as expecting the provision of a 'homely' atmosphere. He also suggested research into 'the 'home' as providing various

types of accommodation for work and commerce' (Stringer, 1981, p. 373).

Lowe (1988, p. 200), who studied small hotels in a rural area in Scotland, argued that despite the numerical preponderance of the small family hotel, 'there is a considerable degree of ignorance in terms of understanding what a small hotel means to the owner, his staff, the guests and his family'. Lowe (1988, p. 209) ascribed near-anthropomorphic status to the 'small hotel' which is run 'as a family first and a business second'. Lowe (1988, pp. 210–211) reported guests who 'considered the hotel to be almost a home from home' and had strong affective relationships with the hotel and an 'almost proprietorial interest'. He perceived the nature of the small hotel environment as dysfunctional from a family perspective, different from 'a well run normal family home of those not working in the hotel business' (Lowe, 1988, p. 211). He also saw the environment as being a prime determinant of the guest product, for example, he reported 'continually being rebuked in calling the dining room the restaurant' (Lowe, 1988, p. 218) and attributed this to the dining room having domestic connotations divorced from monetary transactions.

Pearce (1990) conducted an investigation of farmstay accommodation in New Zealand. He noted a similarity of his study of farm stays to that of Stringer (1981) being that of 'staying in another person's home' (Pearce, 1990, p. 340), suggestive of both conceptual and emotional similarities. The conceptual framework of analysis employed (i.e., Argyle, Furnham, & Graham, 1981) included environmental setting interpreted at two levels, in its regional and physical context, and the farm home itself. Pearce had relatively little to say about setting other than as a physical construct. However, he reported hosts as clearly identifying setting as having a key 'role in visitor management and satisfaction'; this apparent omission may reflect the definition

given of environmental setting, which emphasised the physical nature of units and their arrangement.

Wood (1994, p. 6) drew attention to how 'hotels have become increasingly "domesticated"'. Facilities in the hotel room were perceived to emulate a 'home away from home' (Wood, 1994, p. 10), a process of 'pseudo-domestication' (Wood, 1994, p. 14); Wood did not differentiate between types of hotels. Even though 'home' is a heavily laden term with many connotations, it was not defined as presumably falling out with the argument of Wood's paper.

All the above authors have highlighted in different ways the significance of the home setting in the construction of the small commercial accommodation product. Stringer most clearly signalled the importance of the home setting. Lowe focused on the family (home) business setting as a key determinant of the product. Pearce, through reporting his hosts' perspectives, identified its central importance. Wood identified emulation of the home concept. It is significant that across different accommodation types, the authors identified, directly or indirectly, this common characteristic of the home. The perspectives of Stringer, Lowe and Pearce fit into the traditional home concept whereas the Wood perspective fits into the virtual reality commercial home type.

Given the preponderance of small commercial accommodation enterprises, consideration of the significance of the term 'home' or the nature of 'domestication' has been surprisingly neglected from hospitality and tourism academic studies. In particular, in a hospitality context, what type of home exists? This question cannot yet be answered empirically. However, exploration of the literature on the private home can offer some insights. To date, the hospitality home has been identified as either dysfunctional or offering pseudo-domestication.

Home Literature

Until recently (Darke & Gurney, 2000; ??Lynch, 2000; Lynch & MacWhannell, 2000), private home literature was entirely missing from an analysis of hospitality and tourism employment situations despite a large proportion of such enterprises being located in home settings. Uncritical acceptance of Goffman (1959) and his powerful dramaturgical metaphor, which subjugated setting to a geographical backdrop for actors' performances may in part account for this omission. Goffman studied a small hotel in the Shetland Isles and proposed a number of concepts as part of his dramaturgical metaphor, including front and back regions, which mark in territorial terms different types of behaviour. The metaphor has been highly influential in hospitality and tourism analyses, for instance, MacCannell (1973), Hochschild (1983), or Crang (1997). However, in terms of understanding small commercial accommodation businesses, an alternative and equally powerful conceptual lens is that of the private home. Four main themes emerge from the private home literature: meanings of home, anthropomorphic home, home behaviours, and home and gender. In addition, the ideas of Douglas (1991) relating to affectionate and tyrannical perceptions of the home, home as a virtual community requiring synchrony and order, the antithetical private home and hotel, are of particular interest and discussed separately.

Meanings of Home

A wide array of literature exists about the home and its significance (Franklin's study as cited in Madigan & Munro, 1991; Marcus, 1995; Rybczynski, 1988; Sixsmith & Sixsmith, 1991; Telfer, 1995; Whatmore, 1991). The literature highlights how meanings of, and feelings towards, the home evolve in line with social expectations, technology changes and so on. Likewise, one can envisage the study of hospitality space as therefore concerned with a temporally specific perspective, and this is worthy of recognition.

Darke (1996, p. 69) reviewed literature on the meaning of the home and its contents, highlighting differences between individuals in their relationship to the home with gender as most important, but other variables such as age, life history, income level and personality as significant. Gender differences were found to be distinctive in Gurney's study (as cited in Darke, 1996), with men identifying tenure as important, and most women identifying meaning of the home associated with life events and the emotions that accompany them. For most women the home is identified as a container for life and its relationships with loved ones, and these provide its dominant meaning. Therefore, the home is perceived as a temporal, cultural, personal and emotional construct. Commercial homes should perhaps be viewed and explored similarly rather than simply as economically driven entities. Indeed, being viewed in this way might help with understanding 'business' motivations and behaviours.

The home-as-haven is identified as particularly important for those who face hostility in the public sphere, for example, women members of ethnic minority communities, disabled women or lesbians (Darke, 1996, p. 70), as home can be one of the very few places to truly be oneself and affirm one's identity. This has some resonance with small commercial accommodation businesses where hosting in the home is generally perceived as a gendered occupation, and as an example of how employment opportunities isolate women spatially in work through occupational segregation (Kinnaird & Hall, 1994). In addition, small accommodation businesses have been associated with geographical peripherality (Morrison, Baum, & Andrew, 2001). Whether on grounds of geographical peripherality or gender-related spatial exclusion, there is an argument for identifying commercial home enterprises generally as socially margin-

alised. Botterill (2000) has argued the need for a critical theory approach to the study of tourism businesses, and this has certainly been missing so far in the study of commercial homes.

Anthropomorphic Home

The home literature focuses on the setting as an almost distinct and living entity, that is, it brings the background into the foreground. The literature highlights the home as having meaning(s) in the eyes of the householders beyond that of a functional unit. It becomes an entity with *whom* (sic) a discourse is entered into. The home reflects the householder's personality as well as communicating social expectations. Marcus (1995) studied people's relationships with their home. She identified the home as fulfilling many needs, including as a place of self-expression. She draws attention to the psychological importance of the home, how the individual's psychological development is tied up with meaningful emotional relationships, positive or negative, with significant physical environments such as the home. Thus, homes and their contents are identified as a mirror of self, as providing strong statements about the householders. Gurney (1996) identified five different types of ideologies about private home ownership. Darke and Gurney (2000, p. 89) suggested such a typology might be helpful in differentiating householder attitudes to hospitality and their expectations of guests. The five types are pragmatists, petty tycoons, conflictual owners, extrinsic owners and lexicowners. Of these, the extrinsic owner is identified as closest to the commercial hospitality event, and is identified particularly with the better quality bed-and-breakfast establishments. For this type of owner, the home is a means of expression where the guest is indispensable to admire the results.

The concept of a commercial host personality is of interest, but of greater note is that all types identified above are founded on the nature of the relationship with the home. This is an unexplored area in hospitality and meriting investigation. One can envisage practical applications in terms of suitability for commercial hosting through completion of a hosting personality assessment questionnaire. Or, communication of information on host personality assisting guests selecting commercial homes given the central importance of the host in the small accommodation experience (Tucker & Lynch, in press). The idea of the home reflecting the householder's personality might suggest guests in commercial homes are types of forensic psychological profilers.

Home Behaviours

A number of studies have been conducted from an architectural perspective concerned with the use of buildings, as much as their spatial design. Bernard (1991) reported findings concerning changes in lifestyles and their consequences on the way homes are used. The author argued it is harder today to differentiate people on the basis of social class. Whilst there was similar behaviour regarding the receiving of guests in the living room or dining room, 'marked differences appear in the way guests have access to other areas of the home' (Bernard, 1991, p. 198). An occupational difference was found, with people in farming occupations less likely to receive guests in the living or dining room (Bernard, 1991, p. 198), and less likely to open their private space to family and friends. Differences were identified regarding the degree of accessibility of the household space according to guest versus family status, occupation, education, and age (in respect of guests only). Bernard observed, 'The older the person, the more impregnated he or she is with principles and reception decorum of the former times.' He adds, 'the wish to preserve one's privacy is stronger when

the private area of one's home clearly reveals the sedimentary strata of memories and habits (1991, p. 199).

Class differences in sociability were identified by sociologists, such as Paradeise's study (as cited in Bernard, 1991), who contrasted the ritualistic character of the modes of sociability among the working class with a more open or more spontaneous character found among the upper and intellectual classes.

Bernard concluded:

> Aspirations to abolish the limits of private space reflect the mentality of members of the upper class, whose socio-cultural identity is strongly and sufficiently well established so that they fear no infringement from families and friends. Among the middle or popular classes there is a tendency to be more cautious and more dependent on the opinion of others (1991, p. 200).

Bernard (1991, p. 201) also found that there was a clear homogenisation in domestic practices but that there were marked differences in 'implicit attitudes and explicit behaviours' concerned with everyday life in the home.

Bernard's (1991) study provides explanations for 'performance behaviour' associated with the 'identity politics' (in the terminology of Crang, 1997) of the 'actors'. Interestingly, gender does not seem to have been explored. The class differences identified may also be a function of available space, rather than simply education. Further, Bernard's suggestions of a link between accessibility and age based on 'sedimentary strata of memories and habits', and his indication of the evolutionary nature of behaviour, values and attitudes to decorum are of interest. It seems to be assumed that the layout of the dwelling unit appears to bear a relationship to understanding the behaviour taking place within; this does not appear to be given much recognition in studies on hospitality/tourism settings with the exception of Whyte (1948).

Use of space is therefore evolutionary. Public and private space may be perceived as temporal constructs. Private space may be considered a culturally specific concept. For instance, for Louis XIV there was no such thing as private space. Attitudes towards private space in commercial homes show similar evolution, as can be seen in comparing Walton's (1978) accounts of the evolution of Blackpool boarding houses from the mid-19th century to the 1970s, together with more contemporaneous accounts (e.g., Bryson, 1996; Medwed, 2000). There is no reason to assume that in all cultures the concept of private space prevails. It seems only appropriate that hospitality academics should be exploring such issues if our understanding of hospitality is to be extended. Practical application is apparent through training and development interventions with hosts focusing on their values, beliefs and attitudes towards space, privacy and guest behaviours.

Home and Gender

Rybczynski (1988, pp. 160–161) pointed to gender differences in the idea of the home: the masculine idea of the home is primarily sedentary, that is, the home as a retreat from the cares of the world, a place to be at ease; the feminine idea is dynamic, to do with ease, but also with work. Tannen's study (as cited in Marcus, 1995) identified gender differences in preferred home location with females preferring locations closer to city centres than male partners, owing to their more restricted mobility. Gurstein's study (as cited in Marcus, 1995) confirmed previous studies where women are working at home in order to be closer to their children, to maintain family responsibilities and to have more control over their work; but unfortunately then finding that work life can take precedence over home life both spatially and temporally. The importance of the home as a utility has been pointed out by Morrison et al. (2001) and the home literature helps to deepen such a perspective.

Illustrative of a gender/feminist perspective, is Darke (1996) whose concep-

tual chapter focused on the significance of the home, why the home is important for women, understanding the way feelings about the home are tempered by the work of running a home, and of impression management in relation to the home. Darke (1996, p. 61) stated that women do not share public space equally with men and that women therefore need space to 'be ourselves' and asks whether 'the home is a zone where we *do* belong and are in control'. Woman's relationship to the home is identified as having three components: a worksite, a source of judgements by others about the presentation of the home and its occupants, and a haven from an alienating world (Darke, 1996, p. 62). The balance between the three aspects is mediated by different domestic arrangements and forms of living, and is illustrated by examples drawn from the family life cycle. Darke argued that the control a woman householder can exercise in the three areas, while not total, is greater than in most other spheres of life. Di Domenici (2003) and Morrison et al. (2001) have drawn attention to the importance of lifestyle entrepreneurs. It is important that we should fully understand such concepts if the study of commercial homes is to be advanced. The literature here adds to such perspectives by suggesting insights into the 'entrepreneur' lifestyle and mindset.

Therefore, further dimensions of importance associated with the host's gender are identified through the literature concerning the concept of the home: property location, control over work and the effect of work on the spatial and temporal elements of home life. The issues of female host control and empowerment are perhaps significant as contributing to positive perceptions in relation to hosting. Gender differences affecting the construction of the small commercial accommodation product are suggested. All of these issues

seem highly worthy of exploration in a hospitality context.

Douglas

A significant contribution from the home literature relevant to this discussion is that of Douglas (1991) who reflected on the tyranny of the home in contrast to the affectionate images associated with the home. Douglas highlighted how affectionate associations are related to the regularity of doings and that this regularity is one of the distinguishing features of the home. The home itself is described thus:

> … a home is not only a space, it also has some structure in time; and because it is for people who are living in that time and space, it has aesthetic and moral dimensions (Douglas, 1991, p. 289).

Douglas (1991, p. 290) also described the home as 'the reflection of ideas'. Hence, the concept of emotional engagement makes sense and suggests there may be an opportunity for such emotional engagement in commercial settings too. In so doing, Douglas also suggests there is 'a regulation of vision and perception' (Douglas, 1991, p. 293) that may have relevance to understanding small commercial accommodation businesses in terms of the presentation of the home.

Douglas (1991, p. 290) addressed the issue of spatial organisation in a manner resonant of Goffman (1959) where homes are organised on a 'front–back axis' and sometimes along four axes, 'back–front, up–down, two sides, and inside–outside'. Other ideas of relevance are the home as possessing a capacity for both memory and anticipation through the artefacts present. This is contrasted with the hotel, which offers a more limited service as seen in the capacity for storage: 'What makes storage different in a home is the scope of the intentions. A home has a much more comprehensive expectation of service' (Douglas, 1991, p. 295).

The above quotation is important as suggesting that visual markers, for example, artefacts, storage, may exist which contribute to the sense of a home. Other than storage, a key differentiation is the idea of the home as a 'virtual community' (Douglas, 1991, p. 297) that requires 'synchrony and order' (Douglas, 1991, p. 300) to ensure that the home acts as 'a collective good' (Douglas, 1991, p. 297). Synchrony ensures balance, fair access to goods, and it imposes obligations (types of social control) such as the right to information, for example, the timings of going out and in. It imposes obligations of order, for example, attending meals at agreed times. It also exerts order (tyranny) over speech, tastes, greed, over food one person dislikes and behaviour. Such tyranny can be taken too far as this extract from the poem 'Birmingham' by Roger McGough based on an experience of staying in a British bed and breakfast vividly depicts:

At 10. o'clock the Kommodante

(a thin spinster, prim as shrapnel)

balls me out of bed. 'Get up

or I'll fetch the police. Got guests

arriving at midday. Businessmen.

This rooms to be cleaned and ready.'

(McGough, 1994, p. 23)

Thus social control can have both positive and negative effects and the attribution of being positive or negative is a question of perspective. For instance, social control in a commercial home may be perceived as positive from a host perspective but negative from a guest perspective! Likewise, young people may perceive the home as a form of tyranny, but the parents, the householders and imposers of social control may perceive such control as necessary to ensure the efficient running of the home.

According to Douglas (1991, p. 298), this type of home has 'massive redun-dancies' and is contrasted to a commercial organisation as its justification is in its continuance. Perhaps here is a key difference underlying the meaning of hospitableness? Thus, the hotel acts as the contrast, the virtual market in contrast to the virtual community.

> The idea of the hotel is a perfect opposite of the home, not only because it uses market principles for its transactions, but because it allows it (sic) clients to buy privacy as a right of exclusion. This offends doubly the principle of the home whose rules and separations provide some limited privacy for each member (Douglas, 1991, pp. 304–305).

This suggests two opposing ideologies (home vs. hotel) will need to be reconciled within the commercial operation in the private home that characterises the complexity of the commercial home sector. Procedures in the home are intended to give control over space, which in a hotel is purchased as a right. Sebba and Churchman (1986, p. 7) argued that the amount of control an inhabitant has over a particular area is a major explanatory factor of his/her attitude to it. Douglas suggested coordination in the home is achieved in three ways: coordinated work is on a functional basis, coordinated access to the fixed resources is by rotation, and distributions of movables by synchrony (Douglas, 1991, p. 300).

This control though, it is suggested, is easily subverted and may not be respected by all. Thus control is constantly in flux. The survival of the home is related to it attending to the needs of its members. Such a perspective provides an explanation of a host's irritation at prolonged bathroom usage (Stringer, 1981), explains negotiation over the order of going to bed. Further dimensions are suggested by Douglas, including order over space tempered by ranking, for example, who sits where according to family birth order as a reflection of status in the household. Thus, the home becomes the 'gift economy' (Douglas, 1991, p. 302),

Table 2

Affectionate Versus Tyrannical Home Perspectives

Affectionate	Tyranny
Regularity of doings	Obligations of order, e.g., attending meal times
Regularity as distinguishing characteristic	Order (tyranny) over speech, taste, greed
Structure in time, has aesthetic and moral qualities	
Regulation of vision and presentation	

(Adapted from Douglas, 1991)

founded on nonapparent exchanges that require reciprocity. Thus, it makes sense to ask what, other than the financial, do small commercial accommodation hosts obtain from guests?

Table 2 summarises the dimensions of affection and tyranny, which may operate side by side in commercial homes. The idea of inherent hospitality dichotomies in the provision of hospitality has been suggested by Lashley and Morrison (2003). The British television program *Fawlty Towers*, set in a small family-run hotel, has immortalised an exaggerated perspective of some of the associated behaviours. Literature on the private home helps to bridge a gap in understanding the source of such dichotomies. Similarly, Table 3 seeks to capture and further develop the argument of Douglas through setting down the conceptual contrasts between the private home and the hotel. The table helps to further develop the hospitality dichotomies of Lashley and Morrison. It suggests that the traditional commercial home must somehow reconcile two opposing ideologies, commercial goals and home goals. By drawing attention to such a distinctive dichotomous hospitality organisation, it highlights the importance of sensitive interventions by external agencies, for example, regarding quality assurance or training and development.

Conclusions and Research Agenda

This paper has focused on the private home literature and suggested its relevance to understanding the traditional commercial home. Exploration of the relevance of the private home literature to understanding the virtual reality commercial home or 'backdrop' homes has not taken place. One might speculate whether virtual reality commercial homes and 'backdrop' commercial homes are concerned with emulating only the physical dimensions of private home or seek to copy other more complex facets. Such consideration would be worthy in its own right but is beyond the scope of this article.

The review has moved understanding of the commercial home beyond it being simply either dysfunctional or offering pseudo-domestication. The literature on the private home helps to counterbalance the prevalent hotel benchmark paradigm that has characterised many studies on the commercial home. The study of the home setting in commercial homes is valuable in its own right. Home is identified as not only a physical construct but also a temporal, social, cultural, personal and emotional construct with aesthetic and moral dimensions. Home space is identified as evolutionary, and public and private space are temporally and culturally bound concepts. Such perspectives might helpfully inform studies of the traditional commercial home and therefore shed light on a fascinating social phenomenon. In this context, one can theorise the commercial home as being a distinctive dichotomous organisation owing to its fusion of the social, commercial and domestic domains. Exploration of guest and host perceptions of concepts and

Table 3

Private Home Versus Hotel

Private home	Hotel
Virtual community	Virtual market
Synchronous	Asynchronous
Gift economy	Calculable activity
Massive redundancies	Efficiency
Justification in its continuance	Justification in commercial goals
Opposite of commercial organisation	Opposite of private home
Limited privacy	Purchased privacy

(Adaptation of Douglas, 1991)

dimensions of anthropomorphic home, affection and tyranny, contrasting features of the home and the hotel, as well as the dichotomies of hospitality would be beneficial. Investigation into the service implications of commercial home artefacts as possessing the capacity for memory and anticipation would be worthwhile. Although the private home is itself a significant conceptual benchmark for the commercial home, it is the distinctive nature of the commercial home that needs empirical elaboration.

Research is required into owner–manager/householders' meanings and significance of their commercial home. How is the owner–manager/householder home concept affected by receiving paying guests? This would lead on to furthering understanding of associated behaviours of hospitableness versus hospitality based on volume and frequency of commercial guests. Understanding the nature of the host engagement with the commercial home would be helpful in devising appropriate support policies where the potential for causing more harm than good through inappropriate interventions is high. Associated with this is the potential for exploring the commercial home host personality type based on their relationship with the commercial home. Such studies have the potential to research in a sensitive and appropriate manner a significant component of the commercial hospitality sector. Attention

has been drawn to the importance of values, attitudes and beliefs towards behaviours in the home. Research into commercial homes (Di Domenici, 2003; Tzschentke, 2004) has similarly suggested the importance of such factors. There seems to be considerable potential for developing an action research training and development program for commercial home owners focused on exploration of host values, attitudes and beliefs towards space, privacy and 'acceptable' guest behaviours.

In addition, the analysis points towards the importance of the study of commercial homes as types of socially marginalised and gendered organisations. This is potentially important in its own right and at a time when the political agenda in many developed countries is concerned with developing a socially inclusive society.

The emerging research agenda elaborated here is summarised in Table 4.

The nature of the research agenda developed is largely very different from a more functional management approach and arguably makes a significant jump forward in the way the commercial home is perceived through a focus on 'soft' as opposed to 'hard' business issues. Potentially, it offers considerable insight into the commercial home. Such a hospitality social science approach is both intellectually liberating and ultimately highly relevant to hospitality

Table 4

Research Agenda

Commercial home as a temporal, social, cultural, and emotional construct with aesthetic and moral dimensions

Owner-manager/householders' meanings and significance of their commercial home

Commercial home personality type based on their relationship with the commercial home

Host engagement with the commercial home – a reflection of ideas?

Exploration of guest and host perceptions of concepts and dimensions of affection and tyranny, the home and the hotel, and hospitality dichotomies in the commercial home

Service implications of commercial home artefacts as possessing a capacity for memory and anticipation

Quality improvements through training focused on host values, attitudes and beliefs towards behaviours in the commercial home

Commercial homes as gendered organisations

Commercial homes as socially marginalised organisations

---

management. This should appeal to all hospitality scholars, including the eponymous tyrants of relevance.

Acknowledgments

References

Argyle, M.A., Furnham, A., & Graham, J. (1981). *Social situations*. Cambridge, UK: Cambridge University Press.

Bernard, Y. (1991). Evolution of lifestyles and dwelling practices in France. *The Journal of Architectural and Planning Research*, *8*(3), 192–201.

Botterill, T.D. (2000). Social scientific ways of knowing hospitality. In C. Lashley & A. Morrison (Eds.), *In search of hospitality: Theoretical perspectives and debates* (pp.177–197). Oxford, UK: Butterworth-Heinemann.

Brotherton, B. ,& Wood, R. (2000). Hospitality and hospitality management. In C. Lashley & A. Morrison (Eds.), *In search of hospitality: Theoretical perspectives and debates* (pp.134–156). Oxford, UK: Butterworth-Heinemann.

Bryson, B. (1996). *Notes from a small island*. London: Black Swan.

Crang, P. (1997). Performing the tourism product. In C. Rojek & J. Urry (Eds.), *Touring cultures: Transformations of travel and theory* (pp. 137–154). London: Routledge.

Darke, J. (1996). The Englishwoman's castle, or, don't you just love being in control? In C. Booth, J. Darke, J., & Yeandle, S. (Eds.), *Changing places: Women's lives in the city* (pp. 61–71). London: Paul Chapman.

Darke, J. & Gurney, C. (2000). Putting up? Gender, hospitality and performance. In C. Lashley & A. Morrison (Eds.), *In search of hospitality: Theoretical perspectives and debates* (pp. 77–99). Oxford, UK: Butterworth-Heinemann.

Di Domenici, M.L. (2003). *'Lifestyle entrepreneurs' in the hospitality sector: Guest house owner-occupiers*. Unpublished doctoral dissertation, University of Strathclyde, Glasgow, UK.

Douglas, M. (1991). The idea of a home: A kind of space. *Social Research*, *59*(1), 287–307.

Goffman, E. (1959). *The presentation of self in everyday life*. Middlesex, UK: Penguin.

Gurney, C. (1996). *Meanings of home and home ownership myths, histories and experiences*. Unpublished doctoral dissertation, University of Bristol, UK.

Hochschild, A.R. (1983). *The managed heart: Commercialisation of human feeling*. London: University of California Press.

Kinnaird, V., & Hall, D. (1994). *Tourism: A gender analysis*. Chichester, UK: Wiley.

Lashley, C. (2000). Towards a theoretical understanding. In C. Lashley & A. Morrison (Eds.) *In search of hospitality: Theoretical perspectives and debates* (pp. 1–17). Oxford, UK: Butterworth-Heinemann.

Lashley, C. (2004). Escaping the tyranny of relevance: Some reflections on hospitality management education. In C. Cooper, C. Arcadia, D. Solnet, & M. Whitford (Eds.), *Proceedings of CAUTHE 2004* (pp. 414–424). Brisbane, Australia: University of Queensland.

Lashley, C., & Morrison, A. (2000). *In search of hospitality: Theoretical perspectives and debates*. Oxford, UK: Butterworth-Heinemann.

Lashley, C., & Morrison, A. (2003). Hospitality as 'commercial friendship'. *The Hospitality Review*, *5*(4), 31–36.

Lowe, A. (1988). Small hotel survival: An inductive approach. *International Journal of Hospitality Management*, *7*(3), 197–223.

Lynch, P.A. (1996). The Cinderella of hospitality management research: Studying bed and breakfasts, *International Journal of Contemporary Hospitality Management*, *8*(5), 38–40.

??Lynch, P.A., & MacWhannell, D. (2000). Home and commercialised hospitality. In C. Lashley & A. Morrison (Eds.), *In search of hospitality: Theoretical perspectives and debates* (pp. ??-??). Oxford, UK: Butterworth-Heinemann.

MacCannell, D. (1973). Staged authenticity: Arrangements of social space in tourist settings. *American Journal of Sociology*, *79*(3), 589–603.

Madigan, R., & Munro, M. (1991). Gender, house and 'home': Social meanings and domestic architecture in Britain. *The Journal of Architectural and Planning Research*, *8*(2), 116–132.

Mahoney, B. (2003). Social and domestic forces in commercial hospitality. *The Hospitality Review*, *5*(4), 37–41.

Marcus, C.C. (1995). *House as a mirror of self*. Berkley, CA: Conari Press.

McGough, R. (1994). *Selected poems 1967–1987*. London: Jonathan Cape.

Medwed, M. (2000). *Host family*. London: Victor Gollancz.

Morrison, A. (2002). Small hospitality businesses: Enduring or endangered? *The Journal Of Hospitality and Tourism Management*, *9*, 1–11.

Morrison, A.J., Baum, T., & Andrew, R. (2001). The lifestyle economics of small tourism businesses. *Journal of Travel and Tourism Research*, *1*(June), 16–25.

Morrison, A., & Mahoney, B. (2003). The liberation of hospitality management education. *International Journal of Contemporary Hospitality Management*, *15*(1), 38–44.

Pearce, P.L. (1990). Farm tourism in New Zealand: A social situation analysis. *Annals of Tourism Research*, *17*(3), 335–352.

Rybczynski, W. (1988). *Home*. London: William Heinemann.

Sebba, R., & Churchman, A. (1986). The uniqueness of the home. *Architecture and Behaviour*, *3*(1), 7–24.

Sixsmith, A.J., & Sixsmith, J.A. (1991). Transitions in home experiences in later life. *The Journal of Architecture and Planning*, *8*(3), 181–191.

Slattery, P. (2002). Finding the hospitality industry. *Journal of Hospitality, Leisure, Sport and Tourism Education*, *1*(1), 19–28.

Slattery, P. (2003). Finding the hospitality industry (Slattery's reply to Brotherton). *Journal of Hospitality, Leisure, Sport and Tourism Education*, *2*(1), 119–120.

Stringer, P.F. (1981). Hosts and guests: The bed-and-breakfast phenomenon. *Annals of Tourism Research*, *8*(3), 357–376.

Taylor, S., & Edgar, D. (1996). Hospitality research: The emperor's new clothes? *International Journal of Hospitality Management*, *15*, 211–247.

Telfer, E. (1995). *Food for thought: Philosophy and food*. London: Routledge.

Tucker, H., & Lynch, P.A. (In press). Host-guest dating: The potential of improving the customer experience through host-guest psychographic matching. *Journal of Quality Assurance in Hospitality and Tourism*.

Tzschentke, N. (2004). *Environmental management practices in the independent accommodation sector: A motivational perspective*. Unpublished doctoral dissertation, Queen Margaret University College, Edinburgh, UK.

Walton, J.K. (1978). *The Blackpool landlady: A social history*. Manchester, UK: Manchester University Press.

Whatmore, S. (1991). *Farming women: Gender, work and family enterprise*. Basingstoke, UK: MacMillan.

Whyte, W.H. (1948). *Human relations in the restaurant industry and communications in the food service industry*. Ithaca, New York: School of Hotel Administration, Cornell University.

Wood, R.C. (1994). Hotel culture and social control. *Annals of Tourism Research*, *21*(1), 65–80.