

Considerations about time and space regarding hospitality development

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ABSTRACT: This paper intends to present a short reflection on the issues of time and space using thematic in which the information and quality of communication in hospitality have their basis. Our research on these subjects is mainly based on a literature review, focusing on authenticity's correlation with the usefulness of heritage and data in hospitality. We focus on technology use in tourism communication systems, referring to virtual reality, big and small data analytics, and metaverse reality. A positive perspective on the use of technology guides us to understand it as a part of sustainable human development, concerning the educational process, integrating helpful means for comprehension of realities in all their complexity.

Keywords: Authenticity, Time, Space, Usefulness, Hospitality

1 INTRODUCTION

Time and space are concepts subject to different interpretations in several dimensions. This brief incursion on these topics reflects on questions of a diverse philosophical nature. Our purpose is to understand the logic of the post-humanist era coming in the near future. We attend, essentially, the present moment, where the amount of information limits the consumer's capabilities of selective analysis for quality communication.

Our challenge in writing this paper, in times where data limits and expands the capabilities of making the right choices, focuses on the quality of the use of metadata, namely concerning its absolute reliability, on the part of managers of hotel units, as well as users of tourist products.

The theme of authenticity of communication guides our research.

2 BRIEF CONSIDERATIONS OF SPACE-TIME

Not intending to include in our discourse the holistic approach, namely in different scientific areas about time and space that parameterize our activity, from neuroscience to psychology and physics, we can focus on those concepts that commonly serve as elements of interpretation.

To reflect on time, we have the concepts of simultaneity, succession, and duration of events in the spatial axis where individuals develop their activities that we can classify as profane, and the disruptive moments created with intent can be seen as marks of

remembrance, where emotional and sensitive sublimations charge symbolic means.

Travel, which implies a dislocation, and the immersion in destinations for touristic purposes, can be seen as (Pereira Neto, A., 2014) an abandonment of a profane axis of quotidian time and space, marked by the anonymity the grant of experiences in a different space and time- the sacred, where freedom can be experienced.

Due to Einstein's relativity theory, space-time visualization transcends our perception. All the issues that concern determinism and aleatory and continuous are still open to investigation and imaginary freedom of thought. Simultaneity is a notion that cannot be true to the identification or time-space; to the participants immersed in these dimensions, each one can have its parameters, its markers of identity.

By this, the notion of being identified by space-time markers is in the symbolic dominion, in all its richness of meanings. The notion of existence can be seen as an essential refuge for believing.

Diversity comes out as, maybe, the true reality. Its comprehension transcends belief. The primordial exorcism of time control, by magic and belief, relies upon an intangible sphere of marginal concepts. The space-time that depends on between the margins of profane and sacred, reasoning we all can comprehend, beyond abstractional thought, in a nearby space-time, with artificial intelligence.

The number of classifications in modern and post-modern societies exceeds the order of the norms of physical determinism. The scales are seen due to ignorance (Popper, K., 1996). True nature is yet to be

understood in all that was suppressed by exceeding the economy of gestures and the emotional state that, subsequently, is yet to be discovered.

Thus, the process of choice is embedded in anguish. Manichaeism reigns in a world where the economy of time prevails. Technological advances, symbolically, accelerate the process of creativity, putting it outside of total human intelligibility. For this one, the final product will be what really matters.

As symbolic meanings are significant system-generated, thus not being pre-existing to the individual or the group, all this logic embeds the process of constant symbolic construction. The use of space by the user and the consequent enjoyment of the goods that it includes create in themselves the images and the style of those who enjoy them.

Recreational experiences by the reinvention of time and space with technological support enrich the quality of life, generating a dynamic dialectical system in which the imagery recreation builds into reality.

In this logic of reasoning, the culture appears as something that has its constitution in almost artistic - or creations - placed on a surreal plane. Today's society bears a loss of sense of reality. Nostalgia for veritable sensations is present in the use of the daily space.

If the tourist phenomenon seems to dilute traditional culture concerning the host populations or agents responsible for welcoming those who come from outside, this phenomenon devalues the genuine belief of the participant/performer of the ritual.

The consumerist phenomenon will establish, in our part, these beliefs through the challenge of the search for individual satisfaction and distinction in the human mass, so characteristically plural and sometimes indistinct.

In this challenge of seeking satisfaction, which transcends simple, functional activities, the individual is enchanted by the social. Authenticity is never thus directly experienced, and although the experience exists, one can no longer say what the proper understanding is.

The search for emotions is transposed to the real world many times through virtual realities, operating this search in the private or individual sphere.

In the cultural approach to space, we can refer to the importance of proxemic studies, which addresses the whole set of relationship issues between individuals in space, focusing on the public, personal, and intimate spheres (Hall, E.T, 1990). The methodologies proposed in this work are still critical today, although the means for analysis are different due to technological advances.

In the present, we commonly understand social time as the time of physics, as a space parameter. Time mediates the actions of desire and its fulfillment. Furthermore, the impossibility of its realization is the dream of each one.

The media, promoting the places of destination for the consumer/tourist, use a particular set of images associated with emotions and objects practically

forbidden every day. In this way, they update in a daily context, through consumption rites, the initial myths that took place in an almost paradisiacal nature, moments before the fixation of culture in the profane/terrestrial space.

The time devoted to consumption or recreation is, in its essence, inscribed in the individual's body through all an immediate ambiguity, provided by the multifunctionality of the offers and the consequent plurality of possible choices. In the reading of the signs inscribed in the bodies of others, each one can make their own choices of relationships and habits or lifestyles.

Sensorial interpretations, namely visual and acoustic, implicitly related to emotions are also symbolic. By this logic, time and space are superfluous elements (Ernst, W. 2015).

There are no connections in terms of space and time for players in a virtual environment. The freedom to initiate a link to a virtual space, in gamification, to choose their body movement to imprint their attitude and disconnect virtually also prevails for them (Anderson, S. L. R.,2019).

Transposing the movement embodied in reality to the virtual and its use is still based on the individual perspective.

It is precisely in these choices, in its contextual interpretations, and in this following of trends, based on modal frequencies and fashions of specific space and time, that a whole novelty emerges, gaining the status of attractions, in the tourism system.

3 TOWARDS THE METAVERSE

The immersion in a technologically based reality, where trade is made, in several uses of space-times, and where emotions still lead to consumption choices, organizes knowledge in an assortment of freedom of options that can transcend the time of social-cultural dynamics.

However, the importance of individual freedom of choice to connect and disconnect technology, and media-based knowledge (Kaun, A.2021), is seen as a civic virtue (Baykurt, B., & Raetzsch, C. 2020). Free will belief is a positive way to face digital culture and accept AI narratives. In a way, there is common knowledge that the consumer has a role in AI semantics and its process of learning.

Communication happens, and knowledge gets its augmentation into an infinite space-time. Thus, in posthuman mystics, accepting existence can endure as part of believing in the sacred. For Christian believers, the posthumanism mystic can embrace different spaces, humans, machines, and avatars in a creative communion of attractive evolution (Bolger, 2021). Liminal space-time between this sphere and the profane tends to be blurred.

However, the humanist era is not yet accomplished. Data quality must be a concern in all the possible

connections concerning forms of information on tangible and intangible heritage (Pereira Neto, Ana & Runa, A., 2022), vehiculated for touristic purposes.

With technology reducing time for hospitality management decisions and for the tourists as consumers, we can say that time is concentrated on what seems to be the basic or essential in information or data. Like the theatrical narrative and literature, the time of the narrated events is concentrated to capture the audience's attention.

Informed daily decisions are fundamental in saving time and financial resources. Nowadays, successful entrepreneurship mainly relies on big data analysis converted into business insights. However, it is not only the capture of attention that matters for decision making in hospitality management but, essentially, to transform data monitorization into helpful knowledge. This way, facilitating media customers' posts monitoring is beneficial to valorize their opinions on the service use, whether positive or negative.

In the enormous reality where massive data relies, big data is not yet intelligible to joint hospitality managers. Human time for integrating the cultural dynamics accelerated technology is out of reach in decision-making management time.

They are more commonly accommodated with small data use, using helpful tools such as channel manager or excel. The information purge is selected for finance, revenue management, data tools, and data sources. However, the reliability of data analytics still passes through the filter of human knowledge.

Educational function by interaction, using these means is not possible yet in other contexts, such as live stream audiences (Ross, A. S., & Logi, L., 2021). These interact almost simultaneously; Thus, the ludic ways of engagement seem to be considered a good investment in time expenditure through this kind of interaction.

The excellent use of time with technology as a means of information for leisure or economic issues is seen as applicable whenever the consumer makes decisions based on the information quality (Størup, J. O., & Lieberoth, A. 2022). Vicious use of time can be seen not as a benefit in terms of quality of information but a loss itself. These issues concerning novelties' time uses seem like a recurrence in the dynamics of culture itself.

Self-discipline and control of time in work and leisure, in the everyday use of the digital nomad's concept, despite all the ideas of freedom associated with it, burden responsibility and anguish concurrently (Cook, D. 2020). The uses of time working in marvelous places, associated with leisure practices that are a mix of tourism and residential vacationing, are an encounter that seems not to fulfill the need for discovery and, at the same time, seclusion.

The sense of belonging to a community seems essential for breaking that feeling of anguish to the

solo digital nomad traveler. Productivity is still in the profane axis where work happens, but sacred liberation is proximal by only switching off the computer button. All this can be a fact that we face the humanist era, which explains the sense of consciousness (Murray, J. H. (2020), being in real-world or virtual ones, and freedom of choice. Virtual reality includes brain perception and sensual information, non-dissociated with interpretational cultural codes.

However, the sense of living reality by virtual mediation is still disruptive in terms of physical immediacy. The crossing of the borders of profane and sacred are still conscious. For guests' and hosts' purposes, professional mediation, in terms of data interpretation and knowledge, is still needed in the hospitality system.

Providing hype emotional immediacy experiences immerse customers in a real phantasy world. Interaction occurs in the disruptive axis of time and space identification for recreational purposes.

For educational purposes in the tourism system, concerning heritage knowledge, virtual realities still face disruption matters in the context significance. The tourist symbolic intelligibility is, in a way, controlled by the informative limit of the product.

Virtual worlds can be instrumental, namely as products, if there is a belief in the results. However, these systems can be deceptive, concerning authenticity, to the user (Huggett, J. 2020). The total immersive reality and the natural feeling of being present in other times and space is a reality yet to come.

In virtual reality products, time profitability also limits the consumer's experience utility. Time and spatial use of information, through this kind of technology, encapsulates disjunctions. To believe or not to believe in this kind of information is a consumer's dilemma concerning the learning processes.

In this kind of reality, interaction exaggeration also has an alluring effect for many of those who want more thrill in less time. Based on local memory, the authenticity necessary for intangible and tangible heritage does not always seem attractive to product manufacturers. The expenditure of time and resources on all the necessary procedures makes its viability extremely unfeasible.

However, the facilitation of reinvention happens with the tourist's freedom of choice on conjugations of signs they like most.

The tendency to annihilate gaps in communication systems and differences seems to be a kind of utopia to become real in a metaverse reality, out of time and real space. A share foundation of knowledge, and reflections on challenges for future practices, focusing on data, are nowadays in the discussion, especially in whatever concerns its production, visualization, and use (Nash, K., Trott, V., & Allen, W. 2022).

More immersive ways to share real experiences in a shared virtual world where all senses are really

helpful for informed choices. Being inside the experiences and having better use of time is at the same time alluring to users, but it can also be a factor of the distraction of self-identity construction byways of thought based on reflection.

4 FINAL NOTES

In the present day in which we are emerging, the construction of empathy through personal connections is relevant for the practical construction of negotiations and management concerning the tourism/hospitality system.

We may question whether the intelligibility of spaces, through the symbolic readings, that the senses serve as mediators of interpretation will change considerably over time with the advancement of technologies.

For those too immersed in technological work, a disruptive search for nature also seems pertinent. The imponderability of factors related to the senses and their direct individual interpretation, such as emotional intelligence, still prevails and can be considered a factor of resistance to the decision based on the logic of the technology in use.

The valorization of the individual, or the singular, seems to be still the current scenario of communication based on empathy. In the post-humanist era, the ideal scenario centers on collective empathy in future time and space.

Time and space and the underlying logic related to the economics of their use still prevail in the business world. The valuation of businesses and people requires and will require in the future mediation through continuous learning processes in a cultural dynamic of aggregation of differences accelerated by technology. In this way, the already announced the advent of the metaverse reality will be accomplished.

One of the future challenges for the manager will increasingly be multicultural negotiation, and its success will continue to be based on the ability to manage information. The big difference will probably be an increase in business due to the time savings used in making reliable decisions.

Knowing how to use immersive technologies processes related to creativity will be at a level for more sustainable development through better time use.

However, there will always need time to adjust to all the dynamics of the cultural change process. Each culture has its rhythm of enculturation.

Thus, we believe that the overestimation of the expected results in a time and space of an announced future, with the use of products associated with immersive technologies, will be satisfactory for those who see in diversity and authenticity the guarantee of the quality of the tourist product.

It remains for us to question whether leadership in the future will be emotional and wait for the results.

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