

ANALYSIS OF THE RESILIENT BEHAVIOR OF TOURISM MANAGERS

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With a view to contributing to the inclusion of resilience as a tool in the planning and management of tourism, based on the understanding of the recurrent need to expand the debate about tourism strategies, a research aiming to analyze the resilient behavior of public and private managers that operate in Brazilian tourism was undertaken. In order to do that, a qualitative research divided in 2 (two) stages was carried out; the first was the bibliographical and documentary research on the themes on screen; the second one consisted in mapping the determinant beliefs of the resilient behavior, aiming to understand the beliefs that determine the resilient behaviors of the actors that act in the tourism inductive destinations in the Brazilian northeast, applied through a questionnaire in online format through Quest_Resilience. It was observed that the look under the bias of resilience allows the avoidance of the reductionism in which the unprofessional and immediate actions in the management of tourism in Brazil underlies, generally raised from managerial preconceptions for a tourism by default sensitive perceptions to the disturbances of its contemporary system. In addition, it was understood that resilience is related to the ability of professionals who work in the tourism dynamics to cultivate the "strategic thinking", but attentive to new possibilities and behaviors, with a view to facing and overcoming challenges and situations of vulnerability or disturbances that directly affect tourism.

KEY WORDS: *tourism, resilience, resilient behavior, management in tourism.*