

RELATIONAL CAPACITY AS A BUSINESS MOBILIZER FOR EVENT TOURISM

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The present study analyzes how relational capacity can generate business opportunities for the agents involved in event tourism. Qualitative research was applied by an exploratory strategy. Under the case study method, observation techniques, interviews with 15 tourism agents, and content and documentary analysis of the object of the study were performed: The Dance Festival of the city of Joinville (Brazil). The interviews revealed opportunities on several fronts, especially when considering the direct and indirect agents involved in the Festival's relational network, the results indicate that the interactions allow the mobility of their resources and capacities, in order to modify, amplify and change the existing bases, generating opportunities. The value of employing the use of strategic relational capacity and the construction of informal relationship networks as an enabler for events tourism strategies was confirmed.

KEYWORDS: *tourism of events, relational capacity, service management.*