

**COOPETITION ELEMENTS IN THE NETWORKS TO TOURISTIC
Circuits: Empirical Evidences of Caminhos do Frio Route (Brazil)**

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This study aimed to identify the elements that boost coopetition networks in the tourism circuit arrangements from the managers' viewpoint. Tourism circuit or routes is a type of event tourism whose strategic management is based on coopetition, especially when involving more than one city. This research is an exploratory qualitative-quantitative study in the Caminhos do Frio Cultural Tourism Route that covers nine towns in the state of Paraíba, Brazil. Data were collected through in-depth interviews and processed based on the Content Analysis technique supported by IRAMUTEQ software with the R software interface. Therefore, a multivariate statistical was allied for qualitative data using Descending Hierarchical Classification (DHC) methods, Correspondence Factor Analysis and Similarity Analysis performed from a Lexical Analysis. The results of the DHC indicated the formation of two classes and two subclasses that gathered 6 clusters. The hierarchy of elements starts from tourism legacies, coopetitors and their action, coopetitive vision, tourism attractiveness, strategic adjustment, and coopetitive advantages. On the other side, the analysis of centrality and similarity showed that the centroid point (c) is the tourism associations. Therefore, private initiative is the guiding axis of coopetition strategies; even in the case of Caminhos does Frio, where the public tourism offices are the main organizers in each city.

KEY WORDS: *coopetition, intercity cooperation, tourism interorganizational networks.*