

TOURIST MARKETS IN UNSTABLE TIMES
From the Perspective of a Brazilian Tourist Operator

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This article analyzes the effects the lack of stability on both the international and domestic markets has on the travel and tourism sector in Brazil. Using a well known tourist operator as an example, the authors examine its evolution, its business strategy that made it possible to keep its leadership in the countries turbulent times and the present time policies that make it possible to stay in the market and widen its activities.

KEY WORDS: *tourist operator, Brazilian tourism, travel and tourism.*