

LEARNING BY PRACTICE IN THE TRAVEL AGENCIES MANAGERS' EDUCATION
A Case Study of the Cities Herval D'Oeste and Joaçaba – SC - Brazil

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The aim of this paper is to comprehend the role of experience in the training of event agencies managers. The experience of five managers from different agencies from Herval d'Oeste and Joaçaba, Santa Catarina's state, Brazil was analyzed. Qualitative interviews were conducted with semi-structured questions, which were asked to managers of the five agencies located in these cities. The interviews were transcribed and the data was analyzed using textual interpretation's analysis. The results suggest that respondents learn through experience in events held day by day, using mainly the processes of trial and error. Despite tourism is understood as being predominantly tacit, there is also the experience coming from formal education that is relevant for the development of the experience of these managers.

KEY WORDS: *events, organizational learning, experiential learning, organizational management.*