

**STRATEGIC ANALYSIS OF THE BEHAVIOUR OF ORGANIZATIONS THAT PROVIDE
HOUSING SERVICES IN THE TOURISM INDUSTRY
A Case Study: the Conurbation Border of Peace**

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This article tries to identify the strategic behavior of organizations in the field of tourism of the conurbation Fronteira da Paz. To reach these goals, a qualitative, descriptive and exploratory research was performed. Data was collected by using interviews with open questions presented to directors of organizations, while variables were constructed using studies of Grangsjo (2003), Wang & Krakover (2007) and Marchi (2006). As far as the relations with the companies behavior it can be concluded that they do not reach significant levels of trust within the same sector, resulting in sporadic and short relations driven, in part, by bonds of friendship and that they only occur when it is not possible to obtain more compensation.

KEY WORDS: *tourism, competitiveness, coopetitiveness, Fronteira da Paz, strategic behavior, cooperation.*