

MANAGEMENT OF BUSINESS TRAVEL

The women representation in this area of work at Blumenau, Santa Catarina (SC), Brazil

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The objective of this study was to analyze the representations of woman managers of tourism businesses in Blumenau (SC), in order to verify the aspects that led to the conquest and the limits of power and decision of these women. The study method was qualitative and quantitative, involving a population of 12 woman managers of tourism businesses in the sector of travel agencies. The results showed that for the respondent characteristics, qualities and problems of gender rather than the prerogative of inequality or discrimination signal a path of little conflict. This shows that managers have decision-making power and that they focus their efforts to reconcile work and family. This effort to double shift is a major complaint to assume the role of managing the business. Most women say they have power and decision making in several subjects of management, besides ensuring that there is autonomy in this process.

KEY WORDS: *managing tourism enterprises, gender in tourism, gender representation.*