

COMPETITIVE INTELLIGENCE NETWORK APPLIED TO BRAZILIAN HOTELS

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The competitive intelligence applied to the Brazilian hotel chains. Increasing competition in the market tourism and hospitality is a major concern for managers. The competitive forces as well as the similarity of equipment and services provided by enterprises may pose threats, especially to businesses that don't monitor the external environment (competitive) and internal search of competitive advantages and greater safety in decision making. This article aims to analyze the main tools used by Competitive Intelligence large chains located in southeastern Brazil, which represent 26,3% of the population universe. This study was exploratory with a qualitative and quantitative, we used a structured questionnaire with Likert 5-point and multiple-choice, which subsidized the gathering of data and information obtained from 31 managers and entrepreneurs of large hotels size (200 or more UH) according to the classification given by Duarte (2005) and Tuch (1999). For data analysis, statistical methods were used in order to make inferences to the population universe. The results show that the managers have little knowledge of the subject - IC and IC tools and the information is used with low frequency in order to obtain intelligence in order to assist the process of decision making.

KEY WORDS: *Competitive intelligence, management of hotel chains, decision-making, Brazil.*