

CONTRIBUTIONS OF KNOWLEDGE MANAGEMENT FOR TOURISM SERVICES

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Considering the evolution of technology in the actual globalize world the differential is sought by the tourism businesses in the knowledge accumulated by people who make up its management. The resource knowledge becomes the main asset for organizations to increase their revenue while maintaining competitiveness. The article aims to relate the topic of knowledge management as a competitive differentiator for the services of tourist destinations. Therefore, a literature review was performed and interviews were conducted with employees of a travel and tourism destination at Foz does Iguaçu, Brazil. The results indicate the contribution of knowledge management for companies in the tourist areas: strategic management, consumer knowledge, practices of knowledge management in hotels, organizational learning, and stimulus for the sharing, individual and organizational learning. Knowledge Management is presented as a useful tool for innovation, helping to ensure the success of the company.

KEY WORDS: *knowledge management, tourism, travel agencies.*