

RESORT, LEISURE AND ORGANIZATION

Strategic Relations

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Considering the need to review leisure in hotel enterprises, this study is focused on management strategies. The objective of this research was to conduct a literature review of the Brazilian studies on leisure resorts in the perspective of organizational strategy in order to identify how it is understood, processed and developed in these enterprises. The study shows the complexity of organizational and business environment in which resorts and consequently the leisure are immersed. The study demonstrates the complexity of business and organizational environments in which they are immersed in the resorts and therefore leisure. The social and economic situation, the consumer market, investors, the nature of the business, the management of each organization and strategic alliances showed an intricate web of relationships that have a decisive influence on participation in leisure organizational strategies of enterprises.

KEY WORDS: *leisure, resort, strategy, organization.*