

COOPERATION NETWORKS AND RELATIONSHIP ON THE TOURISM SECTOR

Multiple Case Study in Small and Medium Size Hotels

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The high competitiveness of businesses environment are demanding that organizations operate in networks to become stronger and to achieve their objectives that hardly would be reached if they were isolated. The objective of this study was to analyze cooperation networks developed by tourism entrepreneurs and the cooperation established between tourist companies, government and sector associations located in Aracaju city, Brazil. Specifically it intended: to describe the profile of companies that operate in network in the tourist sector; to identify the ties developed by hospitality entrepreneurs and to verify how these ties influence to obtain business resources; to identify the existing cooperation among these companies; to verify the cooperation between these companies and the government and finally to analyze the cooperation between hospitality enterprises and the sector association. The research strategy adopted was of multiple cases study: six hotels of small and medium size located in Aracaju city had been analyzed. Semi structured personal interviews was adopted, applied with hotels owners. The results indicate that the most important stronger ties are family, friends and employees because they influenced to obtain financial resources and also provide emotional support. With regard to cooperation among tourist companies it was observed that this cooperation is still very incipient considering the competition among the hospitality enterprises.

KEY WORDS: *cooperation, networks relationship, tourism networks.*