

COLLECTIVE LEARNING IN THE USE OF TECHNOLOGY AS PRACTICE IN TRAVEL AGENCIES

An Ethnomethodological Approach

Marcelo de Souza Bispo
Universidad Federal de Paraíba
João Pessoa – Brasil

Travel agencies are in a time of transition and rediscovery. This condition occurs specially the growing advancement of technologies available for organizational management and, more specifically, the use of information and communication technologies (ICTs) that require new knowledge and ways of learning that is not necessarily linked to methodologies that classrooms and formal training support. It is a process in which tacit and aesthetic solutions developed in the travel chain increasingly rely on the process of learning and Knowing in practice. Gherardi (2006) argues that knowledge is constructed from the practices, a process that associates knowing and doing. In this context the present paper was based on the following question: how does the learning process of using information and communication technologies occurs, particularly the Internet, as practice of work in travel agencies? The objective of the research reported in the paper seeks to understand the use of technologies as practice in travel agencies. The research was developed from the theoretical of practice-based studies and the assumptions of ethnomethodology. The paper presents as main results that the use of technology as a practice generates knowledge that can be termed as travel chain in which technologies influence the actions of customers, travel agencies and suppliers.

KEY WORDS: *collective learning, travel agencies, practices, ethnomethodology.*