

ENTREPRENEURIAL LEARNING IN SUSTAINABLE ENTREPRENEURSHIP

THE CASE OF TOURISM SECTOR IN BRAZILIAN SERRADO

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The purpose of this article is to understand how entrepreneurial learning happens in new ventures located in tourist areas. The research methodology used was of qualitative nature, with studies of multiple case and data collected through semi-structured interviews. Five cases of enterprises located in two tourist areas of the State of Goiás, Brazil, were analyzed. As a framework of analysis, we used the model of entrepreneurial learning proposed by Rae (2004), who includes three types of learning: learning through personal and social education, learning by experience in the context and learning by negotiated ventures. The results indicate that learning through personal and social education occurs through different experiences developed by entrepreneurs. The entrepreneurial learning occurs through the development of improvements in the process adapting the new organizational demands, learning from customer demands by identifying their needs and interests, traveling and knowing other markets. The learning through negotiated ventures happens, amongst others, by inserting the individual in external networks relationships.

KEY WORDS: *entrepreneurial learning, tourist developments, sustainable entrepreneurship.*