

## ANALYSIS OF LEISURE IN STRATEGIES PRODUCT OF BRAZILIAN RESORTS

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*The objective of this study was to analyze the leisure in Brazilian resorts in the perspective of organizational strategy, specifically with regard to leisure in product strategies. A combination of literature research and documentary was used. The documentary research was conducted at the site of nine resorts in Brazil. Focusing the context of the experience economy the study reveals the logic of leisure in hotel product, the meaning and how it is presented, planned and organized within organizations. It also examines the possibilities of experiences and leisure spaces, motivations and occasions of use of the products, consumer behavior and their affective reactions. The study concludes that although the definitions of leisure resort consider the primary product and organizing axis of the business, product strategies not say the same and that the possibilities for the development of leisure in the best resorts are multiple.*

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