

MISSION STATEMENT

Analysis of the Main Elements Proposed by Pearce II (1982) Present in the Missions of Santa Catarina (Brazil) Hotels

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The mission statement is one of the main documents of philosophy and its fundamental definition to guide, stimulate and guide the search for opportunities, with the objective of strengthening the commitment and track record of the organization. Thus, this paper aims to identify and analyze the elements proposed by Pearce II (1982) present in the missions of Santa Catarina hotel companies linked to the SC-ABIH (Brazilian Association of Hotels of Santa Catarina). To achieve this goal, we carried out a descriptive research with quantitative approach and content analysis. The list of hotels evaluated was removed from the website ABIH-SC, totaling 217 hotel companies. Most have address electronic, but the sample was composed of 20 hotels that have reported in it its mission. Set up the model of Pearce II (1982) as an index of effective mission and subsequently were selected elements in missions collected. The results suggest that no sample company has a mission effective, in other words, hotels catarinenses do the mission by matching its structure or influence the sector in which they are inserted. The indications show that the surveyed companies use mission statement more as a marketing tool than as a strategic management tool.

KEY WORDS: mission statement, elements, hotels, Santa Catarina.