

HOTEL CHAINS INTERNACIONALIZATION

A Theoretical Review

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The market is very competitive and is increasingly globalized in all sectors of the economy. In tourism this reality is even more frequent. From this, this paper presents a theoretical discussion about the internationalization of hotel chains, based on a literature review on the topic. Some of the main theories of internationalization of companies are analyzed, as the theory of the life cycle of the product, red, sequential, Born global, eclectic model of Dunning and Upp Hall. It was possible to identify the use of these theories in the research related with the hospitality industry, particularly on the issue of hotel chains. Thus, the study contributed to a broader view of the possibilities of internationalization and how the hotel industry has behaved in this world trend market.

KEY WORDS: *tourism, hospitality, internationalization; hotel chains; Eclectic Paradigm of Dunning.*