

THE EXCELLENCE MANAGEMENT IN THE BRAZILIAN HOSPITALITY
The Influence of Criteria Leadership and Strategy on the Performance Results

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The Excellence Management in the Brazilian Hospitality: The Influence of Criteria Leadership and Strategy on the Performance Results The social, political and economic changes, as a result of globalization, meant that tourism activity has increased significantly in recent years. Thus, the importance of management in the tourism sector plays a fundamental role in the development of the market, bearing in mind the changes that have taken place in tourist behavior, and the growth in competitiveness between destinations. Within tourism, hospitality has stood out as the main generator of jobs. With the entry of the international hotel networks, the competition has become much stiffer, and the search for excellence has become a fundamental issue for survival in the market. The objective of this paper is to analyze the influence of leadership and strategy criteria in the final performance result of the hotels located in Brazil. The research uses a qualitative and quantitative approach, performed through the analysis of information obtained in applying electronic questionnaires, in 52 hotel networks. The results achieved are quite optimistic in terms of the excellence in service delivery. However, there were relevant information that may assist chains study objects in improving their services and increase competitiveness.

KEY WORDS: *tourism, hotel networks, excellence, leadership, strategy, Brazil.*