

ANALYSIS OF THE DISTRIBUTION STRUCTURE OF MICRO AND SMALL ACCOMMODATION IN THE PERIPHERAL DESTINATION OF URUBICI, SANTA CATARINA, BRASIL

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This study aims to analyze the distribution channels used by micro and small accommodation in the peripheral region of Urubici in the state of Santa Catarina, Brazil. This is an exploratory and descriptive study with mixed methods approach. methodological procedures included a compilation and description of official data and information that allowed frame the city of Urubici as peripheral region in the state of Santa Catarina, and know the main strengths and weaknesses of the destination. Primary data were collected, with the technique of in-depth personal interviews with 19 accommodation managers/ owner, aiming to identify the structure of distribution channels in this sector. The semi-structured interviews with a sequence of open and closed questions were analyzed with the techniques of content analysis and descriptive statistics. The results show that the accommodation sample distribution structure tends to be simple and based predominantly on direct sales, with emphasis on the use of internet and indication (word of mouth) as the main sources of attracting customers. It is also emphasized the need for deeper understanding in relating the characteristics of the size of companies and the peripherality attributes that impact the distribution structure.

KEY WORDS: tourism, distribution channel, peripheral destination, micro and small business, mixed methods, Urubici/SC.