

BUSINESS STRATEGY IN TIMES OF CRISIS
A Study of the Hotel Sector in Belo Horizonte's Metropolitan Area – Brazil

*Valmir Emil Hoffmann
Daniel Pires Vieira
Edgar Reyes Junior
Marcos Simeão Rezende Melo
Universidade de Brasília - Brasil*

This paper discusses the competitive performance, the resources and how they are related to hotels in a tourism destination in a potential crises context. We determine what kind of resources firms use for their strategies which are important to their performance. The research is characterized as descriptive with the application of quantitative techniques like correspondence and Boolean Analysis. Results show that the superior performance is associated with the intensive application of resources like relationship with other organizations in the tourism production chain. Despite this result, we did not find the presence of cooperative or other organizational behaviors associated with it (such as trust and exchange of information). The results of the Boolean analysis corroborate this perspective and identify combinations of resources capable of generating superior performance.

KEY WORDS: *strategy, hotels, resources-based view, times of crisis.*