

BUSINESS TRAVEL, SOCIAL NETWORKS AND ELECTRONIC BUSINESS

Notes from Manuel Castells Work

Tássio Ricelly Pinto de Farias

Facultad Evolución del Alto Oeste Potiguar

Apodi, Brasil

Jean Henrique Costa

Universidade del Estado de Rio Grande do Norte

Mossoró, Brasil

André Riani Costa Perinotto

Universidade Federal do Piauí - Parnaíba, Brasil

This bibliographic essay sought to mainly discuss how the internet has become an indispensable technical info-structure for global companies in post-Fordist competitiveness times through the works of the Spanish sociologist Manuel Castells. The aim is to discuss the new forms of social relations and the organizational form of net-based businesses, mainly using theoretical notes to discuss management of tourism and its survival in competitive economies. It sought to connect the advent of culture "overexposed" to the increasing use of social networking Web 2.0, in order to understand how some online tools have contributed to the extensive growth of tourism. It will see that, the utilization of certain platforms, linked to others social networking on the internet, it is growing and has become a structural factor for the competitiveness in tourism activity. Thus, as a result of these reflections, there is obtained that the progress of competition in the tourism industry has arranged to indulger several changes in corporate structures and forms of management of tourist destinations. What the notion of an info-structure elapses is that information became the capital technical structure of any possibility of economic enterprise in tourism. The Internet and its technical network resulted structural changes to the markets. The mass tourism pattern gives way to flexible and connected archetype of the new tourism economy.

KEY WORDS: *Manuel Castells, Internet, electronic business, touristic companies, competitiveness.*