

EXIT, VOICE AND LOYALTY IN TOURISM PUBLIC POLICIES
Interaction between Tourism Businesses and the Local Public Sector

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Entrepreneurs are the ones that most interact with the public sector in public tourism policies. Hirschman's (1973) proposal on agent behavior, synthesized in three ways: exit (withdrawal, abandonment of the relationship), voice (political action, manifestation of his ideas) and loyalty (renounce his preference Commitment). Thus, this article aims to analyze the interaction between entrepreneurs and public sector in public tourism policies, through a study in the city of Curitiba (Brazil), based on the theory of voice, exit and loyalty proposed by Albert Hirschman (1973). Based on this theoretical reference and a methodology based on the grounded theory, the data were collected and analyzed. Twenty-six interviews were conducted with public and private agents related to tourism in Curitiba. As a result, the difficulty of dialogue between entrepreneurs and the bureaucracy was observed. It was observed that both agents need to listen more the voice of the other, besides a precaution in the use of the voice. It was identified that the exit is an unusual behavior, but the boycott is present. And the loyalty with the public sector by institutions with greater financial power, especially in large projects, stands out. It is concluded that in the interaction between entrepreneurs and the public sector, despite the loyalty predominate, it does not result in cooperation with a propositive voice of entrepreneurs and public sector to define and implement common strategic objectives.

KEY WORDS: *Tourism, public policy, Hirschman, interaction, businesses.*