

THE DYNAMICS OF COOPERATION AND COMPETITION BETWEEN HOTEL SECTOR FIRMS

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Interorganizational relationships study has prioritized cooperation as a behavior to be sought by firms as a way to better compete in the market and better face the competitive challenges. There has been an excessive emphasis on cooperation, which neglects the influence of competition, whether on cooperative relationships or on firm performance. In this sense, the present study aims to analyze the impact of coopetition, understood as the simultaneity of cooperative and competitive behaviors, on the performance of firms in the hotel sector. We analyzed information from 261 hotels located at 4 Brazilian tourist destinations, based on the Analysis of Structural Equations. The results show that the competition negatively influences the relationships between the hotels, besides negatively impacting the performance of the firms. Despite the arguments that coopetition is beneficial for companies, the results indicate that the simultaneity of behaviors did not present positive results. It was not possible to corroborate that the theoretical proposition that coopetition results in superior performance.

KEY WORDS: Relationships, competition, cooperation, hotels.