

CO-COMPETITIVE BEHAVIORS IN A TOURIST CLUSTER IN MATO GROSSO PANTANAL, BRAZIL

Paulo Augusto Ramalho de Souza
Elisandra Marisa Zambra
José Augusto Rodrigues de Souza
Universidade Federal de Mato Grosso Cuiabá, Brasil
Maria do Carmo Romeiro
Universidade de São Caetano do Sul - Brasil

Coopetition is a new way of considering cooperative actions between companies with geographic proximity or acting in favor of a specific sector, in the midst of the competitiveness of the market in which they are inserted. The main objective of this research was to analyze the behavior of Coopetition between companies of the food and beverage sector that form a tourist cluster on the banks of the Cuiabá River, in the Pantanal of Mato Grosso, Brazil. For that, we discussed concepts and key elements about the phenomenon that has been disseminated by the researchers: Coopetition. As for the methodology, we opted for applied research with a qualitative, exploratory and explanatory approach. In the procedures adopted in the collection of data, the bibliographical survey and the technique of in-depth interviews with semi-structured script support were used. The interviews were carried out with the managers (actors) responsible for the companies of the tourist cluster and the data were treated with the technique of content analysis. Among the results were found elements that corroborate with the theory of Coopetition, trust, cooperation, competition and agreements among the merchants of the cluster.

KEY WORDS: *Coopetition, cooperation, agreements, confidence, tourism.*