

RELATIONSHIP NETWORKS AND THE INTERNATIONALIZATION PROCESS AT HOME OF SERVICE COMPANIES

The Case of Recanto Park Hotel at the city Foz do Iguaçu (BR)

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One of the theoretical aspects of Internationalization still not much explored and the Internationalization in Home (IeC). The process of internationalization diffused mainly in the Education segment, mainly to explain the internationalization of Higher Education Institutions (IES), as an alternative approach for the internationalization of companies, especially service providers. The object of study of Hotel Recanto Park located in a tourist city of Brazil. The theoretical constructs used were clarified, from now on, on two fronts: (a) Internationalization at Home; (b) As Relationship Networks. In view of this proposition, the following research objective was established: to analyze how networks of relationships influence the internationalization process in Hotel Casa do Recanto Park. An approach to qualitative and case study strategy. As collections were carried out means of: (a) documents; (b) semi-structured interviews; (c) observation. The research findings are divided into three moments. Firstly, the possibility of internationalization at Home of soft service organizations, in which the client composes their production process, stands out. Secondly, the role of networks of relationships and relevant, above all, in relations with institutions and organizations, such as tourism agencies, guides and taxi drivers. In adaptation, advantage and exploration, there is a proposal of installation, as well as a process of traditional internationalization, in addition to being largely influenced by ex post factors. AVE - the internationalization of service companies.

KEY WORDS: *Internationalization at Home, relationship networks, internationalization of service companies, tourism, hotel.*