



## Competitividade e cooperação entre pequenas empresas de hospedagem [

2018

text (article)

Analítica

This paper aimed to map the cooperation relationships among hostels in Rio de Janeiro and the benefits of these actions, taking into account that the collaboration among bussiness can help to increase competitiveness, especially small companies such as the hostels studied. The survey was based on a structured questionnaire responded by 22 hostels managers and/or owners situated in neighborhoods of Copacabana and Ipanema in Rio de Janeiro. Data analysis included descriptive statistical tools and association measures. The results indicated that few cooperation actions are carried out by the hostels selected for the study. The main action identified is an indication of other hostels when the respondent had no vacancies. No association between size, time of operation, location and type of management was found with the cooperation actions carried out and their results. The main difficulty to cooperate is the lack of interest of the enterprises, revealing that there is less interest in establishing joint actions when the companies recognize a favorable conjunctural situation for them

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