This study aimed to analyze the skills needed by a hotel manager of the Via Costeira Tourist Pole from the managers perspective. For this purpose, an exploratory descriptive study with qualitative analytical approach was developed. The interviews were conducted with Human Resources and general hotels managers. Among the main results, it was realized that the skills priorities for a hotel manager is the Quality and Human Resource Management. Concerning the lack of training and difficulties found there was more focus in the field of other languages and operating functions. In terms of skills, attitudes and personality characteristics were presented as essential to enjoy the work in the area and the know how to communicate effectively.

KEY WORDS: competences, hotel manager, luxury hotels, qualitative research.