

DYNAMIC INTELLECTUAL CAPITAL IN ACCOMMODATION SECTOR OF THE CITY OF SAN MARTÍN DE LOS ANDES - PATAGONIA-ARGENTINA

*María Alejandra Gazzera
Lorena Lizi Lombardo
Universidad Nacional del Comahue
Neuquén, Argentina*

The present work is part of a broader research, and aims to identify and analyze key intangible assets of the hotel sector and strategic processes, which enable the transit of static intellectual capital to dynamic intellectual capital in San Martín de los Andes, the main center town of the province of Neuquén, Argentina. The Intellectual Capital, has traveled through three different stages, the first conceptualizes and identifies its components: human capital; structural capital and relational capital. The second focuses on the quantification of what is possessed (measurement). Finally, the third and last one is directed to the strategic management of its assets, called Dynamic Intellectual Capital. (Millán-García C. et al, 2017: 86). For the selection of key indicators, we used the measurement model of indicators of Hotel Intellectual Capital THER, validated and whose acronym stands for Technological, Human, Structural and Relational business, created by the research team. (Gazzera, M.A; Lombardo.L; et al, 2016: 133). The method corresponds to a non-experimental and descriptive study. The universe of study was hotel managers from category 3 to 5 stars, during the month of June 2018, in SMA. The results determined that 71% of the indicators of CI are in yellow alert, which to achieve the transition and management of static to dynamic intellectual capital, will require concrete actions in strategies and procedures

KEY WORDS: *Dynamic Intellectual Capital, model THER, accommodation sector, competitiveness.*