

THE IMPORTANCE OF GETTING INTERNATIONAL FOR HOTELS OF THE TOLUCA VALLEY, MÉXICO

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Countries are now very integrated and political, economic and social actors are facing a radical change; the production of goods is not as important as services, knowledge and innovation. Mexico is facing a new challenge, a transition that can be considered an opportunity or can represent a menace depending of the pressures of the local actors. Getting international may constitute a possible strategy for local enterprises to become part of a global market. However, there is no clear concept between theoreticians who signalize contradictory approaches. This paper reviews different internationalization perspectives in order to guide the Mexican hotel industry.

KEY WORDS: *globalization, internationalization, hotels, enterprises.*