

THE PROCESS OF INNOVATION IN THE FIELD OF MEXICAN'S ACCOMMODATION

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The process of innovation in tourism service facilities has been poorly analyzed. This research proposes a conceptualization of this process from the evolutionary view of the firm, and three indicators for empirical assessment. In order to analyze the characteristics of business strategies, examines the relationship between market structure and innovation activity in enterprises of tourist accommodation and the probability of occurrence of the innovation process successfully. This methodological approach is a tool to study and evaluate policy proposals that foster innovation in the sector.

KEY WORDS: *tourism, innovation, services, indicators, valuation*