

ACCUMULATION PATH OF TECHNOLOGICAL COMPETENCIES AND LEARNING PROCESSES

Proposal of an Analytical Model for Travel Agencies and Tour Operators

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This article's main objective is to propose a model for identification of trajectories of technological capability accumulation for companies in the travel agency and tour operations market, and examine the impact of learning processes on these trajectories. To achieve this goal, we sought the literature of technological learning and innovation in organizations of industrialized and industrializing countries. In this literature, there is little research for services companies and few studies that address the travel agency industry. From this theory, two structures have been adapted for the companies in the tourism travel agencies: the framework of technological capabilities and learning processes. Based on the evidence in the literature, was that: (1) the proposed model may be appropriate to identify the trajectory of technological capabilities accumulation in this sector of travel agencies and tour operators, (2) the combination of different learning mechanisms can drive rapid evolution of this trajectory, and (3) beyond this range of actions, recurrence, operation and interaction between the different learning processes potentate the conversion of knowledge of individual systems and organizational routines, enabling a higher level competitiveness for these organizations.

KEY WORDS: *innovation, technological trajectories, learning processes, tourism, travel agencies.*