

THE INNOVATION OF PROCESSES

Differentiation in Tourist Services

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The innovation contributes to business success and increased competitive advantage, one of the concepts that have deserved more attention among researchers in the field of management. Innovation is not exclusive of tangible products or services and can naturally extend to the process itself, the organization or marketing. Although it is not easy to gather a universal concept for innovation, do not seem to be no doubt that its importance is such that allows the company to build on the foundations of this future development, regardless of past success. This work (work in progress) has as its central purpose the study of process innovation in the supply outlook for tourism, given its importance in achieving business success. The recognition of its value assumes it as a challenge, making it necessary to distinguish with product, marketing and organizational innovation, either in substance or in the organizational competencies. Will be presented in this work, a brief description (as well as evolution of the concept) as a way of contextualizing and, then, clarified the distinction between the concepts process innovation and innovation process. Search will bring together the key distinguishing features from the perspective of tourism as a means of achieving competitive advantage for business. We will also discuss implications for management and future studies.

KEY WORDS: *innovation, process innovation, tourism offer, competitive advantage.*