

MANAGERIAL COMPETENCIES OF MANAGERS OF TOURIST RESTAURANTS

A study in the City of San Francisco of Campeche, Mexico

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This paper presents critical aspects related to the training of managers of restaurants located in the southeast of México. This research also aims to identify the competencies they use and those they need to acquire for contributing to the local and Mexico's economic development. It is a qualitative and field study based on four selected cases. Observation results, interviews and a literature review are included. The results indicate that there are differences between knowledge and competencies. The competencies that show greater complexity in their performance are in the area of human behavior such as effective relationship network formation, empathy, coaching, teamwork and personal development, among others. In this sense, managers must develop effective human relations both with restaurant workers and with key external environment people for achieving workers' integration and goals achievement.

KEYWORDS: *managerial competencies, restaurant managers, human behavior.*