

## INNOVATIVE CULTURE OF A TOURISM SCHOOL IN CHILE

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*In the present article the culture and innovative environment of the School of Tourism of the Universidad de La Serena (Chile) is analyzed under the model of the culture of innovation of Rao and Weintraub. Specifically, 100 surveys were applied to a sample of students, which determined a moderate innovation quotient, characterized by a higher valuation of the emotional blocks over the rational ones. Interviews were also carried out with academics from the School, identifying the thematic that, in their opinion, they should promote for the consolidation of the innovative culture. The study revealed that there is a positive evaluation regarding the factors: values and climate, which promote creativity and continuous learning, students not recognized in an innovative school that efficiently manages initiatives with development potential. The results conclude, first, the utility of the index of the culture of innovation of Rao and Weintraub to diagnose the culture of innovation of a School of Tourism. Second, the importance of generating a culture and an innovative environment based on both emotional and rational elements. And, third, the establishment of the innovative culture requires strategic planning, focused on active and collaborative learning.*

**KEY WORDS:** *innovation, educational innovation, innovation model, culture of innovation.*