

Innovative capacity of companies in tourism sector in La Libertad Region

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Abstract

A company is innovative if it adopts and / or generates product, process, management or market innovations. The Innovative Capacity is the “ability to innovate” and depends on a set of internal components and factors, the environment and the sector where the company is located. In the tourist service establishments in the La Libertad Region, the topic has been scarcely analyzed, in this article it will be approached from the focus of the organization as an innovation actor, so the objective of the study was to know the innovative capacity of companies in the tourism sector in the La Libertad Region in the year 2017.

87 people participated in the research among owners, managers and administrators of the companies affiliated with the Association of Hotels, Restaurants and Allied, to whom the survey called "Test of business innovation", developed and validated by the Catalan Institute of Technology - was applied ICT, which rates innovation capacity with the categories of excellent, good, insufficient or very low.

The results allowed us to know that 53% of the companies had an insufficient capacity for innovation, 43% had a very low capacity for innovation and only 5% had a good capacity for innovation, in relation to the need for a system or model of innovation, it is very important for 67%, important for 26% and unimportant for 7% of respondents. It is inferred that companies in the tourism sector in the La Libertad Region do not have guidelines, guidelines or policies that are aimed at developing their innovative capacity.

Keywords: Innovative capacity of companies, tourism sector.

Introduction

All around us is changing. The changes are varied and occur in different areas of our lives, etc. Companies are no exception, a company is considered innovative if it adopts and/or generates product, process, management or market innovations. Innovative Capacity is associated with something new and/or improved that contributes to creating value for the company, it is the "ability to innovate" (Neely & Hii, 1999, p. 7) and depends on a set of components and internal factors, but also

depends on the general environment in which the company operates (Papa Constantinou, 1997) and the sector in which the company is inserted. Innovation in tourism service companies has been scarcely analyzed, taking into account that in current times innovative capacity is considered one of the distinctive competencies of companies (Jardon & Martos, 2010), in this article it will be approached from the approach of the subject organization as an actor of innovation.

A country's competitiveness depends on the ability of its companies to innovate and improve (Porter, 1991). Creating is the basic principle of professional and business development, creativity and innovation are the key to success. Knowledge, discipline and work will always give you a competitive advantage, but innovation will make it unattainable for your competitors. A society without innovative organizations does not develop and is condemned to backwardness and poverty (Schumpeter J., 1978), and its scarcity is a characteristic of developing countries (Matos, 2007).

Pardo C. (2019) points out that currently the development of the tourism industry is measured by the level of innovation that has been generated in this sector, since every day consumers are different, have greater access to technology, expect quality and a different experience in the services they acquire and, in many cases, they are shared on social networks and platforms, this is essential to acquire a tourist service. Innovation processes in tourism are usually specific and should generate a positive effect that is measured by the success in that market and by the satisfaction of the needs of customers and users, this is suitable for organizations and management bodies of the tourism industry in the different regions, as well as for local authorities and the solutions are positive for local populations that offer tourism services in a sustainable way.

Innovation is an essential issue for tourism, in the last decade innovations have managed to change this industry showing a development different from other sectors. There are several factors and trends that increase this competitive pressure, including aspects such as the globalization of markets, the emergence of new competitors or the rapid evolution of technologies. Consequently, companies cannot remain static, but must direct their efforts to continuously improve and renew their products, services and processes to compete properly. In that sense, innovation becomes a mandatory requirement not only for growth but also for business survival.

To develop innovation in a sustained manner is required in a system that is capable of producing innovation in a permanent and sustained articulated way over time, but in our context, in the tourism sector we do not find an innovation-

oriented culture, it is manifested in the absence of indicators such as how many new products or services we have created, how much we have saved by improving our processes, how many licenses or patents we have registered, how much we spend on R&D, how many innovation projects carried out (finished) we have, how many new ideas we have received, among others. The scarcity of innovative organizations is a characteristic of developing countries and a society without them is restricted in its development and growth.

For the above and considering that innovation is a fundamental critical factor for the creation of value; this research work has been carried out whose purpose has been to know the innovative capacity of the companies of the tourism sector in the Region La Libertad, in that sense, the study problem has the following statement:

What is the innovation capacity of companies in the tourism sector in the La Libertad Region?

Methodology

A cross-sectional and descriptive observational study was conducted. The research design used was a single-box. An analysis of primary data from a study carried out in 2017 was carried out, which measured the innovative capacity in tourism service companies affiliated to the Association of Hotels, Restaurants and Related - "AHORA", of La Libertad, with a population of 119 people. The sample in which the study was carried out consisted of 87 people: owners, managers and administrators of service companies in the tourism sector at the time of the study. This population was chosen because, having close realities, they share similarities with other populations of entrepreneurs in the tourism sector, from other guilds and other main cities of the country.

A simple random probabilistic sampling was used and at the time of the study, the participants met the requirement of being of legal age, that they were in full use of their mental faculties and that they voluntarily responded to the applied survey.

The survey called "ICT Business Innovation Test" was used. Which is a technique for diagnosing the company's innovation capacity developed and validated by the Catalan Institute

of Technology – ICT. (<http://www.ictonline.es/comu/index.htm>). This instrument considers the following dimensions: Innovation strategy, the implementation of the innovation strategy, innovation value, innovation in the value chain and innovation results. After answering the questions posed in these dimensions, we proceeded to qualify the Innovation Capacity with the following categories:

Excellent, good, insufficient or very low.

Our main variable was the innovative capacity, which was obtained from the score achieved in the survey, considering the classification of good with a score of 11 to 15, excellent with a score of 16 to 20, insufficient with a score of 6 to 10 and very low with a score of 1 to 5.

The Excel program for MS Windows (license for use on the computer for analysis) was used for the past of data from the surveys, likewise, after this the analysis of the data was carried out using descriptive statistics.

Results

Of the 87 respondents, according to the category of companies in the tourism sector, 54% correspond to hotels, 29% to restaurants and 17% to related businesses. According to size, 54% are micro-enterprises, 36% are small enterprises, 9% are medium-sized enterprises and only 1% are large enterprises.

As for entrepreneurial capacity, the results are shown in the table and figure 1.

Table 1. Assessment of the innovative capacity of companies in the tourism sector.

Innovative capacity	fi	%
Excellent	0	0%
Good	4	5%
Insufficient	46	53%
Very low	37	43%
Total	87	100%

Figure 1 shows the innovative capacity of companies in the tourism sector being very low

for 43%, insufficient for 53% and good only for 5% of companies.

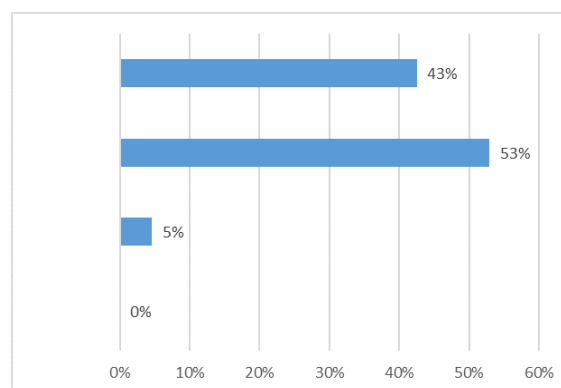


Figure 1. Evaluation of the innovative capacity of companies in the tourism sector.

As for the importance of an innovation model or system for your company, the results are shown in table 2 and figure 2. Figure 2 and table 2 shows the opinion of entrepreneurs regarding the innovation system or model for their company, this being very important for 67%, important for 26% and unimportant for 7% of entrepreneurs.

Table 2. Opinion on the importance of the innovation system or model for your company.

Innovation system	fi	%
Very important	58	67%
Important	23	26%
Unimportant	6	7%
Nothing important	0	0%
Total	87	100%

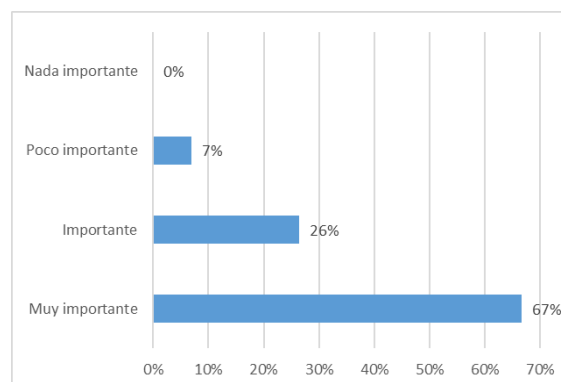


Figure 2. Opinion on the importance of the innovation system or model for your company.

Discussion

The results have allowed us to corroborate that the innovative capacity of companies in the tourism sector is insufficient for 53%, very low for 43% and good only for 5% of companies. Along these lines, Rodríguez T.F. and Brown G. F. (2012) indicate that the innovation process in tourist service establishments has been scarcely analyzed and from this he proposes a conceptualization of this process from the evolutionary vision of the firm and three indicated for its empirical assessment. , so the evaluation of the characteristics of these can be carried out with the construction of three indices: one that is associated with technological assimilation (IAIT), another associated with the generation of organizational innovations (IGIO) and one more that measures integrally to the innovation process (IET).

Rodríguez T.F. and Brown G. F. (2012)), also Recognizes that the innovation process is complex and requires different stages. Thus, in the service sector, the assimilation of innovations implies not only the equipment itself, but the ability to select the innovations that will allow obtaining competitive advantages, training among the members of the organization, the transformation of the acquired domain of technological innovations and finally the R & D activities for the design of new tourism products. The authors show that the successful innovation process is concentrated in the group of large companies, of the best categories and that can finance the acquisition and use of innovations because they have a greater financial capacity product of their best economic performance indices. The Challenge of the State is to design a public policy that allows microenterprises to increase their economic performance indicators and access the innovations available in the market. These findings suggest that the policy of encouraging innovations should be reconsidered. in the national tourism sector, the Research shows that these types of measures have had a very small effect on the sector, mainly because three out of four of the establishments in the sector are micro-enterprises operating at economic subsistence levels.

Ossa, (2010), points out that the increase in product innovation in the MSMEs of the entrepreneurship fund of the food sector of the city of Manizales requires the generation of

innovative skills on the part of employees, which means the qualification of human resources in the company. Likewise, that MSMEs require the generation of participatory strategic planning processes that allow the involvement of all employees in order to generate new ideas that encourage innovation in terms of products From this perspective I consider that the service companies of the tourism sector of La Libertad require strategic alliances in order to successfully face this great challenge, with state entities, non-governmental and civil society organizations, universities and other stakeholders that could contribute to the qualification of human resources and the generation of innovative skills by employees.

Mollo (2008), highlights the importance of generating entrepreneurial and innovative skills in new professionals. In the same vein, Romero Alonso, R., (2006), indicates..." The discovery, through the workshops, of the principles associated with creativity and innovation is projected as a potential for change that may have scopes not fully dimensioned in this experience, it is presented as an important field of exploration in the training of teachers and possibilities to expand discoveries".

Huapaya (2013), concludes that the existence of public and private organizations that encourage the development of skills, generate an innovative culture in the country: either in schools, universities and organizations. The Technological Innovation Centers – CITEs, promoted by PRODUCE, encourage the development of innovations, creating bridges of knowledge, exchange of information and experiences for new, small and medium-sized companies. With the 17 CITEs nationwide, Peruvian companies obtain added value, both in scientific research and in productive improvements. Companies related to knowledge centers, such as CITEs, have a way to access complementary capacities for R&D that they usually lack, through the interrelation with the center and with the other companies involved. Through technical, technological and research transfer, it encourages small and medium-sized enterprises, finally innovative development of the Mypes, will be based on the relationship of the variables Trust, Collaboration and Associativity.

It is also important that in the training of professionals at the university and technical

higher level, innovative skills are considered within their professional profiles, this considering the findings made by Claros G. and Llaja L., (2015) in the sense that: "the level of creativity and entrepreneurship reached by the students of the Administration career in the semester 2015-10 is medium, therefore, it is necessary to review the subjects and contents related to creativity, entrepreneurship and innovation", the above reinforces what was proposed by Márquez (2002), who indicates that "... it requires a program that promotes and drives entrepreneurial and innovative activity in young students ... , which is complemented by the subjects aimed at developing the skills related to entrepreneurship and innovation, of the students, since these have manifested themselves at a fairly low level".

The results highlight the need for companies in the tourism sector to have an innovation system or model, this considering that for 67% of respondents it is very important and for 26% the innovation system or model is important (Table 2 and Figure 2), in that line we highlight what was proposed by Franco (2017), who developed an innovation model as a process aimed at organizing and directing the available resources, both human and technical and economic. Another aspect is the management of innovation as such, in this regard (Robert, 1996) defines it as "the organization and direction of resources, both human and economic, in order to increase the creation of new knowledge, the generation of technical ideas that allow obtaining new products, processes and services or improving existing ones and the transfer of those same ideas to the manufacturing phases, distribution and use".

Urcia (2014), pointed out that technological deficiencies in production, administration, logistics, among others; are the main problem faced by companies in the La Libertad Region. In this line, Huapaya (2013) showed as a result that in Peru there is more a tendency to an entrepreneurial culture than an innovative one. To improve the innovative capacity in companies in the tourism sector, a series of competences are required, which must be developed in an integral way, that is, to consider simultaneously the approach of innovation, of knowledge technology and obviously of a strategy to achieve the best results. From the above it can be inferred that the companies of

the tourism sector of the Libertad Region, do not have guidelines, guidelines or policies that are oriented to develop their innovative capacity, for which reason the establishment of alliances between companies or institutions of the private and public sector in order to create synergies that contribute to organizational learning and the development of innovative, technological and organizational capacities of companies.

Conclusions

The innovative capacity of companies in the tourism sector of the La Libertad Region is insufficient for 53%, very low for 43% and good only for 5% of respondents. A system or model of innovation and its management for companies in the tourism sector of the La Libertad Region is very important for 67%, important for 26% and unimportant for 7% of entrepreneurs. Companies in the tourism sector of the La Libertad Region – 2017, do not have or lack guidelines, guidelines or policies that are aimed at developing their innovative capacity.

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