



Capacidades dinámicas e innovación: origen de la competitividad en empresas de servicios turísticos en México [

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Analítica

Tourism companies face an uncertain outlook due to the COVID-19 pandemic, making it necessary to analyze new strategies that allow them to connect to the consumer and be competitive. The objective of this work is to determine the influence exerted by the dynamic capabilities: Marketing, innovative activity and knowledge management, on the business competitiveness of companies providing tourism services (hotels, restaurants and events) in Mérida and the South of Sonora in Mexico. The methodology is descriptive, correlational and explanatory, with a cross-sectional field design, applying a measurement instrument of 25 questions to 98 companies in Yucatan and Sonora, regions with similarities in meeting tourism; in addition, traditional multiple linear regressions were used for hypothesis testing. The findings to indicate marketing related to business competitiveness do not present significant statistical support; innovative activity positively affects marketing, and knowledge management affects business competitiveness, both statistically significant effects. It is concluded that it is necessary to achieve a synergy between the dynamic capacities through the adequate management of resources and capacities, knowledge management, or human resources, the latter being the most significant to achieve better business competitiveness in tourism companies

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