Effects of Stakeholders in Knowledge Management in Hotel Industry in Guadalajara, Mexico

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EXECUTIVE SUMMARY

Knowledge Management (KM) refers to a range of practices used by organizations to identify, create, disseminate, and share knowledge, awareness and learning across the organization. It also applies to the way's organizations gather, manage, and use the knowledge that they acquire. Current studies show that knowledge management leaders look forward to analyzing the strategies of developing their knowledge, communication, and decision making in the hotel industry, bringing up a research culture about KM.

Key Words: Knowledge management, Competitiveness, Hotel industry