

## Chapter 10

# The Training of Intellectual Capital in the Tourism Sector Based on the Development of Professional Skills

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### **ABSTRACT**

*The objective of this chapter is to offer an approach to the generation of competitive advantage in the tourism industry based on the definition of intellectual capital and its relationship with professional competences in tourism, which is why the topic of educational competences in higher education is described, since professional skills are achieved through these. Subsequently, the exploration of the intellectual capital concept and the conception of tourism is presented. Finally, the relation of the thematic axes of this chapter is presented to incorporate the conclusion that describes that the educational competences in higher education applied by professionals in the tourism industry will result in the productivity and profitability of the organizations known as intellectual capital.*

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## **INTRODUCTION**

The dynamism in the tourism industry as well as the evolution and progress of science and the information and communication technologies have modified society from the social and economic approaches, therefore the development of concepts and theories that try to show a perspective of economic and financial management in the tourism sector and requires an advance of the theoretical postulates on which knowledge, educational competences, knowledge management, intellectual capital, among others, is based.

The training, production, adaptation, use and evaluation of new knowledge are a factor of increasing strategic management in the levels of competitiveness in organizations. The identification of intangible assets that must be directed to strengthen competitive advantage has led to the emergence of knowledge management and the measurement of intellectual capital. Currently, knowledge is a key element in the creation and generation of competitiveness and heritage in organizations. Human capital based on its competences and capabilities as an intangible resource of an organization has developed its importance to become the main generator of value. In this context, the central theme of this chapter is based on the conceptual confluence of professional skills and intellectual capital within the framework of the tourism industry.

In order to specify the thematic axes of the chapter, it is necessary to describe the perceptions of educational competences in higher education and intellectual capital in order to frame them in the professional training in tourism. As the tourism industry evolves, it tends to the effects of globalization and the innovation of tourism products; in addition, these changes impact the human capital of the industrial sector.

## **EDUCATIONAL COMPETENCE IN HIGHER EDUCATION**

Initially, the concept of educational competences will be described. Because of the polysemic nature of the word “competence”, this text will address the conceptualization -Peritia, aptitude, and suitability to do something or intervene in a given matter-. By virtue of which the Royal Spanish Academy (2018), considers different meanings for the word in question.

competence<sup>1</sup>

From lat. *competentia*; cf. *to compete*.

1. f. Dispute or contention between two or more people about something.
2. f. Opposition or rivalry between two or more people who aspire to obtain the same thing.

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