
Empowerment: A Competitiveness Key Factor in the Hospitality Industry in Guadalajara, Mexico.

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EXECUTIVE SUMMARY

This research aims to find the most representative variables that endorse empowerment in organizations of the hospitality industry; this element is considered by many authors as a key factor for competitiveness. This paper indicates that communication between workers and leadership is considered the most significant variable that endorses empowerment within organizations of the hospitality industry. This is important, especially, considering that lower level employees are in contact with the customers; therefore, it is vital for human resources to be empowered to provide an excellent service and increase competitiveness.

Keywords: Hospitality industry, Competitiveness, Empowerment, Leadership, Communication.