**ABSTRACT**

The paper focuses on the analysis of the organizations in the tourism sector, in particular, the travel agencies in the state of Queretaro, México, through a modern and flexible perspective that comes from the Information and Communications Technologies (ICT) and it reviews how these agencies have expanded as organizations and what have been the effects on their processes. The investigation is based on a qualitative study that allows to realize the lack of awareness of the owners and companies’ managers on the influence of technology in their businesses. They are aware of the two main advantages that they have in order to compete with online businesses: first, the information they provide first hand to their customers and secondly, the safety it gives to their clients by purchasing at an established agency. On the other hand, they are not aware of the low financial investment (such as in the use of social networking) and the high acceptance of technology by consumers. As a result it is of extreme importance to provide training that allows the opportunity for change, which is increasingly necessary due to the overwhelming competition from online agencies.