Abstract
This article aims to analyze the structure of the hotel industry in the city of Toluca México, using the scheme of Michael Porter’s five forces, which identifies the degree of competitiveness. Furthermore, this analysis was accompanied by the calculation of the Herfindahl-Hirschman Index (HHI) that measured the degree of industry concentration. In this research, the emphasis was on the role of intangible resources, in particular the brand as a competitive advantage for industry participants. From the results, highlights that the degree of rivalry among competitors in this sector is very high, which coincides with the value of HHI indicates that this is a highly concentrated industry, where intangible resources such as brand, represent a clear advantage for participants who possess it.

Keywords
Industry structure, business hotels, intangible resources (brand), competitive advantage, Herfindahl-Hirschman index.