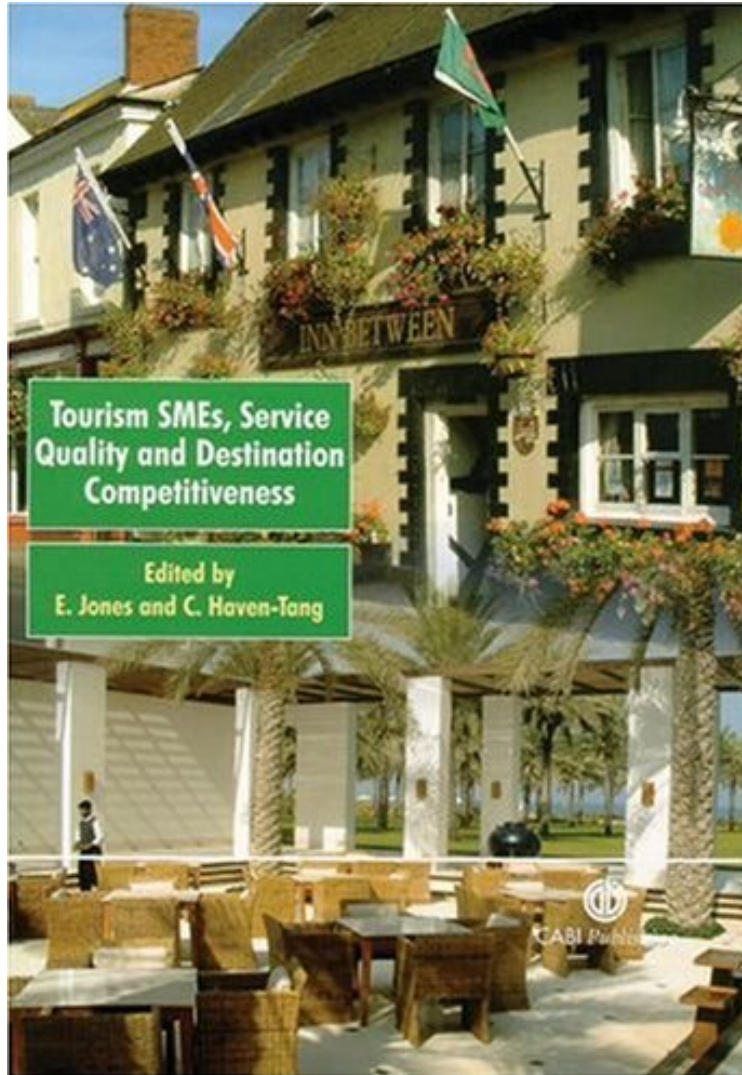


# Tourism SMES, Service Quality and Destination Competitiveness

*Eleri Jones, Claire Haven-Tang*

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This book focuses in on the dominant role of SMEs (small and medium-sized enterprises) in the tourism and hospitality industry. It explores their impact on consumer perceptions of a destination, drawing on examples of small hotels, guesthouses, cafes and restaurants. It also highlights the challenges faced by SMEs to promote destination

business growth - with discussion of competitiveness, quality and standards. With its entity-relationship model of a destination, this edited collection of international papers fully explores the dynamics SMEs. Case studies from around the world also puts SMEs research into a global context.

About the Author Edited by E Jones and C Haven of University of Wales Institute, Cardiff, UK