

## TOURISM SMEs, SERVICE QUALITY AND DESTINATION COMPETITIVENESS

Edited by

## **Eleri Jones and Claire Haven-Tang**

Welsh School of Hospitality, Tourism and Leisure Management, University of Wales Institute, Cardiff, Cardiff, UK

## Contents

About the Authors	ΙX
Preface	
1 Tourism SMEs, Service Quality and Destination Competitiveness E. Jones and C. Haven-Tang	1
2 Integrated Tourism in Europe's Rural Destinations: Competition or Cooperation? T. Oliver and T. Jenkins	25
3 The Peripherality, Tourism and Competitiveness Mix: Contradictory or Confirmed? F. Williams and M. MacLeod	39
4 Policy Options for the Development of an Indigenous Tourism SME Sector in Kenya G. Manyara and E. Jones	59
5 Quality Issues for the Family Business D. Getz, J. Carlsen and A. Morrison	<b>7</b> 3
6 Capability-based Growth: the Case of UK Tourism SME M.M. Augustyn and J. Pheby	s 87

7	Producing Hospitality, Consuming Lifestyles: Lifestyle Entrepreneurship in Urban Scotland  M. Di Domenico	109
8	Modelling the Integration of Information and Communication Technologies in Small and Medium Hospitality Enterprises $H.C.\ Murphy$	123
9	Business Goals in the Small-scale Accommodation Sector in New Zealand C.M. Hall and K. Rusher	143
10	The Future of the Tourism and Hospitality Workforce Begins at Home C. Haven-Tang and D. Botterill	155
11	HRM Behaviour and Economic Performance: Small versus Large Tourism Enterprises AM. Hjalager	171
12	Insights into Skill Shortages and Skill Gaps in Tourism: a Study in Greater Manchester C. Lashley	183
13	A Typology of Approaches towards Training in the South-east Wales Hospitality Industry S. Moore	197
14	The Utilization of Human Resources in Tourism SMEs: a Comparison between Mexico and Central Florida A. Pizam and D.V. Tesone	213
15	Investment Support for Tourism SMEs: a Review of Theory and Practice S. Wanhill	227
16	Business Confidence in Wales: the Wales Tourism Business Monitor H. Smith	255
17	The Role of a National Tourism Organization in Developing a National Tourism Quality Scheme: the Case of Hungary Z. Behringer and T. Mester	269
18	Leadership and Coordination: a Strategy to Achieve Professionalism in the Welsh Tourism Industry D. James	285

19	Identifying and Exploiting Potentially Lucrative Niche Markets: the Case of Planned Impulse Travellers in Hong	
	Kong	295
	E. Chan and S. Wong	
20	Small and Medium-sized Libyan Tourism Enterprises and	
	the National Tourism Development Plan for Libya	313
	M. Jwaili, B. Thomas and E. Jones	
21	'A Virtual Huanying, Selamat Datang and Herzlich	
	Willkommen!' The Internet as a Cross-cultural Promotional	
	Tool for Tourism	325
	W.G. Arlt	
22	The Heterodoxy of Tourism SMEs	337
	C. Haven-Tang and E. Jones	
Ind	lav	357