

The Management Of Small Tourism And Hospitality Firms

by Rhodri Thomas

Management of small tourism and hospitality firms. - CAB Direct 1 (2011), Proceedings Int. Conference Tourism & Management Studies 2011: Full Papers Cooperation Networks; Tourism; Hospitality Sector; Small Firms The future of small firms in the hospitality industry: International . Key Words: Lifestyle Businesses, Lifestyle entrepreneurs, Micro-firms, Small hotels. The hotel market. To this end, resort management have adopted an array of strategies to increase Small and Micro-business in Hospitality and Tourism. The future of small firms in the hospitality industry The Management of Small Tourism and Hospitality Firms - Rhodri . Mar 16, 1999 . There has been a paucity of research into the marketing practices and approaches of small tourism and hospitality firms, until the 1990s.

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