

The Impact of Internal and External Challenges on the Service Quality in the Small and Medium Hospitality Enterprises.

Abstract

This study seeks to analyse the influential role of internal and external administrative challenges on the service quality in the small and medium hospitality enterprises (SMHEs) and to highlight the factors which owners or managers must consider for improving success in the SMHEs.

The study used the quantitative approach to achieve its goal. Data gathering technique for the study was a Semi-structured questionnaire which used to collect data from 170 small and medium-hotel and restaurant managers'. Data obtained were analyzed using SPSS version 21 and the results are discussed. The study found that negative returns of internal and external administrative challenges on the quality of service provided in the small and medium hospitality enterprises (SMHEs).