Abstract
The tourism industry contains many small and medium-sized enterprises (SMTEs). Furthermore, the tourism industry is often said to be less innovative than other industries and SMTEs' lack of motivation, knowledge and resources are often claimed to be the reasons why the industry is not very innovative. At the same time, though, rich and thick data on SMTEs and innovativeness is lacking. In order to contribute to the filling of this knowledge gap, this paper draws on a case company (a Danish caravan site) that has been innovative. The study reveals a series of reasons why this specific enterprise has been innovative and further, the paper suggests how these findings may transcend the case company.

Keywords
Entrepreneurship, innovation, hospitality, SMTEs, case study.