

**IMPACT OF ENTREPRENEURIAL COMPETENCIES
ON FINANCIAL PERFORMANCES OF OWNER
ENTREPRENEURS OF HOTEL AND TOURISM
INDUSTRY IN EASTERN PROVINCE, SRILANKA.**



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ABSTRACT

Hotels and Tourism Sector is one of the most important sectors within the Srilankan economy, as it contributes to various levels within the economy. Tourism Industry also provides employment, especially within rural areas, creating job opportunities for the educated and uneducated populations of the Srilankan labor force. The Tourism Industry also creates opportunities for domestic growth, employment expansion, and foreign exchange income. Taking these opportunities into consideration, a focus on expanding tourism Industry (i.e. growth, business integration and employment) is thus expected to contribute significantly towards growing the economy of Srilanka. This study aims to investigate the impact of Entrepreneurial competencies on financial performances of firm owner entrepreneurs in eastern province, srilanka. The main instrument of data collection was the questionnaires. Quantitative data was analyzed using both descriptive and inferential analysis. Data were collected through the ended questions and analysis of documents was analyzed qualitatively through content analysis. The sample for the study consisted of 100 organizations operating in Eastern province; selected through proportional Stratified Random Sampling method. The variable factored in the multivariate regression model, Analysis of Variance and Percentages. Collected data was analyzed using descriptive statistics and regression analysis in particular using the Statistical Package for Social Sciences (SPSS) software. The finding of this study entrepreneurial competency is at high level in financial performance of the firms, Impact of entrepreneurial competency on financial performance of the firms in Eastern province, Relationship between entrepreneurial competency and financial performance of the firms in Eastern province. According to the data, it was found that there is a positive relationship between entrepreneurial competency and financial performance of the firms in Eastern province.

Keywords: Entrepreneurial competency, Financial performance, Quantitative data

Table of Contents	
1.1 Background of the study.	1
1.2. Problem Statement	5
1.3 Research questions	7
1.4. Research Objectives	8
1.5 Significant of the study	8
1.6 The Scope of the Study	10
1.7 Limitations and Assumptions	10
1.7.1 Limitations	10
1.7.2 Assumptions	10
1.8 Organization of the Chapters	11
2.1 Introduction	12
2.1.1 Importance of Entrepreneur Characteristics	12
2.1.2 Definitions of Entrepreneur Characteristics	14
2.2 Types of entrepreneurs	15
2.3 Types of Entrepreneur Characteristics	17
2.3.1 Opportunity	17
2.3.2 Relationship	18
2.3.3 Commitment	18
2.3.4 Learning	19
2.4 Importance of Financial Performance	21
2.5 Importance of Hotels and Tourism industry	21
2.5.1 Financial Performance	24
2.6 Summary	25
3.1 Introduction	26
3.2 Conceptual Framework & Hypothesis Development	26
3.3 Hypotheses Development	27
3.4 Definition of Key Variables	28
3.4.1 Entrepreneurial Competencies	28
3.4.2 Opportunity Competency	28
3.4.3 Relationship Competency	29
3.4.4 Strategic Competency	29
3.4.5 Commitment Competency	29

3.4.6 Conceptual Competency	29
3.4.7 Organizing and Leading Competency	30
3.4.8 Learning Competency	30
3.4.9 Personal Competency	30
3.4.10 Financial Performance	30
3.4.11 Profitability	30
3.4.12 Return on Investment (ROI)	31
3.5 Operationalization	31
Table 3.1 Summary of Operationalization	31
3.6 Chapter Summary	35
4.1 Introduction	36
4.2 Unit of Analysis	36
4.3 Validity and Reliability	36
4.3.1 Validity	36
4.3.2	
iability	Rel
	37
4.4 Population and Sample Selection	37
4.5 Method of Data Collection	38
4.5.1 Questionnaire	38
4.6 Method of Data Analysis, Data presentation, and Data Evaluation	39
4.6.2 Bivariate Analysis	40
4.6.2.1 Correlation Analysis	40
4.6.2.2 Testing Hypothesis through Correlation Analysis	41
4.6.3.1 Regression Analysis	42
4.7 Chapter Summary	43
5.1 Introduction	44
5.2 Analysis of Reliability	44
5.3 Data Presentation and Analysis of Personal & Firm's Information	45
5.3.1 Distribution of Gender	45
5.3.2 Distribution of Age	46
5.3.3. Distribution of Hotel rating	46
5.3.4. Distribution of Age of Hotels	47

5.3.5. Distribution of Number of Employees working in the Hotel	48
5.3.6 Distribution of Stage of Hotel	48
5.4. Data Presentation and Analysis of Research Objectives	49
5.4.1 Mean and Standard Deviation of Entrepreneurial competencies and its Dimensions	49
5.4.1.3 Analytical	53
5.4.1.4 Innovative	55
5.4.1.5 Operational	56
5.4.1.6 Human Resource Management	57
5.4.1.7 Strategic	58
5.4.1.8 Commitment	60
5.4.1.9 Learning	61
5.4.1.10 Personnel Strength	62
5.4.2 Financial Performance	64
5.4.2.1. Mean and Standard Deviation of Financial performances and its Dimensions	64
5.5 Relationship between Entrepreneurial Competencies on Financial Performance in hotels and tourism industry	65
5.6 Impact of Entrepreneurial Competencies on Financial Performance in hotels and tourism industry.	69
5.7. Summary	74
6.1 Introduction	75
6.2. Discussion on personal and firm factors	75
6.2.1 Age level of Hotel Firm owners in Tourism Industry	75
6.2.2 Gender of small business owners	76
6.2.3 Marital status of Hotel firm owners	76
6.2.4. Number of Years in Hotel Business	76
6.2.5. Ratings of Hotels	76
6.2.6. Stage of Hotels	77
6.3. Discussion on research variables and objectives	77
6.3.1 Entrepreneurial Competencies	77
6.3.2. Opportunity	78
6.3.3. Relationship	78
6.3.4. Analytical	79
6.3.5. Innovative	79

6.3.6. Operational	79
6.3.7. Human	80
6.3.8. Strategic	80
6.3.9. Commitment	81
6.3.10. Learning	81
6.3.11. Personnel Strength	82
6.3.12 Financial performance.	82
6.11. Summary	89
7.1 Introduction	90
7.2 Conclusion	90
7.3 Recommendations	91
7.4. Limitations	92
7.5. Contributions and Implications	93
7.6. Suggestions for future studies	94
7.7 Summary	94