

**IMPACT OF ENTREPRENEURIAL COMPETENCIES ON
FINANCIAL PERFORMANCE OF ENTREPRENEURS HOTEL
AND TOURISM INDUSTRY IN POLONNARUWA 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 polonnaruwa district. 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 polonnaruwa district; 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 Polonnaruwa district, Relationship between entrepreneurial competency and financial performance of the firms in Polonnaruwa district. According to the data, it was found that there is a positive relationship between entrepreneurial competency and financial performance of the firms in Polonnaruwa district.

Keywords: Entrepreneurial competency, Financial performance, Quantitative data

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