



**ENTREPRENEURIAL ORIENTATION AND
ORGANIZATIONAL PERFORMANCES**

**(WITH SPECIAL REFERENCE TO TOURIST HOTEL AND HOSPITALITY
INDUSTRY IN AMPARA DISTRICT)**

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**Entrepreneurial Orientation and Organizational Performance in hospitality and
hotel industry in Ampara district**

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Abstract

Entrepreneurs play a vital role to drive the organizational performance with correct path and considered as main root of the successful organization. In Sri Lanka service sector is main partaker for its economy specifically hotel and hospitality sector including Ampara district tourism. Nowadays the tourist arrivals are increasing significantly to east coast, and influences on arrivals are determined by tourist destination places and the ability of hospitality. The study aim at observing the relationship exist between organizational performance and entrepreneurial orientation and to evaluate four major entrepreneurial orientation dimensions such as innovation, risk taking, competitive aggressiveness and autonomy. As an assessment of the organizational performance the Annual Average Profit Growth Rate was taken. The study based on the primary data gathered from owner or manager of the small and medium tourist hotels who represent 30% of total population in the district. Questionnaires were used to collect primary data where as published articles and journals used as source of collecting secondary data. Questionnaires consist of questions evaluating different fact such as organizational information, existing degree that the firms maintain the entrepreneurial orientation and organizational performances. Both descriptive and inferential statistical analysis methods were adopted to analyze data. Ultimate results show that there is a strong positive

relationship between EO and Organizational Performance. In addition, each EO dimensions which were taken for study impacts to the OP positively, and specifically innovation is hugely leads the OP rather than other rest of the dimensions. The above findings were in line with previous studies and supported with literature. Moreover, the study finding reveal indicates about management capabilities, the current requirements for further performances, lack of technology and relevant guidelines for the stakeholders. Further, valuable recommendation and remedy were provided to effective managers of the organization to future prospective. These findings emphasize the importance of developing EO among the owners of small- and medium- sized service businesses.

Keywords: Entrepreneurial Orientation, Organizational Performance, Tourist Hotels.