



**A Study on Factors Affecting the Performance of  
SMEs  
(With Special Reference to Women-Owned Tourism  
SMES in Galle District)**

This dissertation is submitted as a partial fulfilment of the  
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## ABSTRACT

Small and Medium Enterprises (SMEs) contribute to the socio-economic growth of a country by generating employment, income and poverty alleviation. The tourism industry is a fast-growing industry in the world and most of the businesses related to the industry are SMEs. Today, women's business participation has increased worldwide. Entrepreneurship among women is very important for a country like Sri Lanka hence; women constitute more than half of the population. This study examines the factors affecting the performance of SMEs with special reference to women-owned tourism SMEs in Galle District. The study empirically tested five factors affecting the performance of women-owned tourism SMEs, namely Individual Characteristics, Motivation and Goals, Resources, Entrepreneurial Orientation and Environment Factors. Thus the study based on the objectives: to develop the profile of the successful women entrepreneur, to examine the determinants of the performance of women-owned tourism SMEs and finally to identify the most influencing factor for the performance of women-owned tourism SMEs. Questionnaires were distributed by using purposive sampling technique to collect primary data from 100 women entrepreneurs of tourism SMEs in Galle District. The data were analyzed by using descriptive statistics, correlation coefficient and multiple linear regression. This study identifies four challenges faced by women entrepreneurs in a descriptively. The study concludes that the entrepreneur's personal qualities directly influence to be a successful entrepreneur and there is a positive relationship between enterprise performance and its' determinants. The results also emphasize that the five factors are positively affecting the performance of the women-owned tourism SMEs. The study has recommended to women entrepreneurs, tourism SMEs, policymaker and other interest parties to consider these facts when developing the strategies and policies for tourism SMEs and women entrepreneurs.

**Key words:** *Women Entrepreneurs, Tourism SMEs, Performance Factors, Enterprise Performance*