

# **A Qualitative Approach to Explore the Promotional Behavior of an Entrepreneur: With Special Reference to Tourism Sector**

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SMEs are known to be strong economies' heart, as well as being the backbone of development in economics. World Tourism Organization states that tourism as an important contributor to the economic recovery of many countries and creating jobs with an intercorrelation with SMEs by playing an interacted role with each other as an important strategic sector for promoting growth and social development of a country. In a highly competitive arena, marketing is an essential tool to attract tourists for an SMTE. But some scholars have questioned whether entrepreneurs have an intention to adopt marketing practices within SMEs. Therefore, this research is to explore a new theoretical knowledge regarding promotional behavior of tourism entrepreneurs within the Sri Lankan context. Snowball sampling used to select the sample of 20 Micro Small and Medium Tourism Entrepreneurs from the population of Micro Small and Medium Tourism Entrepreneurs in Badulla District. Based on a qualitative approach, thematic analysis was used to generalize the findings through interview transcriptions and observations. Study results on tourism SME shops are following implicit and simple marketing method to retain profitably and study has explored that entrepreneur's experience, feasibility, and personal traits impact on marketing adaptation in SMTE. This study provides theoretical and practical implications for the entrepreneurship field in marketing perspective. Build a common brand can increase the reputation and trustworthiness, conduct conferences to share education and technology, encourage entrepreneurs to discover innovative promotional strategies and finally, develop a forum to appreciate the entrepreneur's contribution to the promotional adaptation and innovations can be developed as recommendations for the government and entrepreneurs to maximize the wealth by efficiently adopting promotional strategies in SMTEs as well as uplifting the existing theories of promotional strategies.

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