

**A Study of Factors Affecting the Business Success of Tourism Related
Small and Medium Enterprises (SMEs) in Sri Lanka
(With Special Reference to Central Province)**

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The tourism related SMEs are facing various challenges to survive in the market and they should have the ability to adapt to the changes in the modern world including Sri Lanka. Therefore, the objectives of this study are to identify the profile of Tourism related SME business operators, to determine the relationship between the business success factors and the business success and to identify the most influential factor which significantly affects the business success of Tourism related SMEs. Primary data collected by the author from 75 Tourism related SME business operators selected using convenience sampling method in Central Province is the main source of data. Quantitative data analysis method was deployed. Eight hypotheses were developed and the findings reflect that, positive relationship between business success factors and the business success except government support which shows the negative relationship and the most significant factor for the business success was SME business characteristics.

Keywords: *Business Success, SMEs, Sri Lanka, Success Factors, Tourism*

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