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THE ROLE OF ENTREPRENEURIAL AND COMPETENCIES ON THE SUCCESS OF THE SELLER IN TOURISM: A CASE STUDY OF NINOLA PUNCE, PERLS.

CHAPTER 1

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CHAPTER 3

CONCLUSION

THANK YOU

THE ENTREPRENEURIAL MANAGER: COURSE OVERVIEW, 2015 WINTER TERM
The Role of Entrepreneurial and Competencies on the Success of the SMEs in Tourism Area: The Case Study of Kuala Perlis, Perlis.
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THE ROLE OF ENTREPRENEURIAL AND COMPETENCIES ON THE SUCCESS OF THE SMES IN TOURISM AREA: THE CASE STUDY OF KUALA PERLIS, PERLIS.
PRESENTATION OUTLINE

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(SMEs) in Malaysia
Entrepreneurial competencies and business success
Small Medium Tourism Enterprises
Education and training
CHAPTER 2

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(SMEs) in Malaysia

Entrepreneurial competencies and business success

Small Medium Tourism Enterprises

Education and training
CHAPTER 1

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INTRODUCTION

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- Sector is expected to continue on sustained growth path and expand further in future.
- The tourism sector is a generator of foreign exchange.
- SMEs make up 99.2% of all businesses in Malaysia, contributing 34% of total employment and some 31% to GDP.

OBJECTIVES

1. The extent to which entrepreneurial attributes influence business success.
2. The extent to which education and training influence business success.
3. To examine the extent to which tourism area influence business success.

PROBLEM STATEMENT

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- Entrepreneurs of SMEs should choose the strategic and competitive areas for location of their business in order to sustain competitive in the market.
- To determine whether environmental of the business in tourism area can influence the success of the SMEs.

RESEARCH QUESTIONS

1. To what extent do entrepreneurial attributes lead to business success of the SMEs?
2. To what extent do education and training influence the development of business?
3. To what extent does the tourism area influence business success in the SMEs?
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- Sector are expected to continue on sustained growth path and expand further in future.
- The tourism sector as a generator of foreign exchange.
- SMEs make up 99.2% of all business in Malaysia, contributing 56.4% of total employment and some 31% to GDP.
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• Entrepreneur of SMEs should choose the strategic and competitive areas for location of their business in order to sustain competitive in the market.

• To determine whether environmental of the business at tourism area can influence on the success of the SMEs.