



Exploring the Growth Opportunities for SMEs in Hotel Industry: A Study on Effect of Managerial Skills on the Growth of Hotel Based SMEs in Bangalore City

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ABSTRACT

The purpose of this research was to explore the various opportunities available for the growth of SMEs in Hotel Industry and to investigate the effect of managerial skills on growth of hotel based SMEs in Bangalore city of India. There are limited studies on how managerial skills, influencing growth of MSEs particularly in the hotel sector. Most of the studies have concentrated on other areas, therefore, this study was an endeavour to fill the gap, particularly for those Hotel SMEs operating in Bangalore. From, the results, it was found that 70% of the respondents agreed that managerial skills stimulate enterprise growth. However, many other people don't consider them, they substantially contribute to SME growth. Thus, managerial skills have a strong, positive and significant influence on the growth of SMEs. It was recommended that, there is a need to organise for Hotel SMEs not only in Bangalore, but across the country to impart the required management skills so as to enhance growth in the sector.

KEYWORDS: SME, Hotels and restaurants, Managerial skills, Hospitality industry.

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