

**Effect of Digital Competence on Readiness for E-Business Operations:
Study based on Entrepreneurs in the Surfing Industry in the
Matara District, Sri Lanka**

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Abstract

This study aimed to analyze the effect of digital competence to readiness for E-Business. Quantitative methodology was used through the application of a survey amongst 50 Entrepreneurs. Moreover, the least squares structural equation modeling and other multivariate techniques were used to test the hypotheses. Globe moves fast towards digitalization, but businesses in Sri Lanka seem to take lesser benefits from the trend. Readiness for e-business can be increased by enhancing entrepreneurs' digital literacy. Surfing, though highly experiential service, can also be benefited by using the digital competence. The solutions suggested in this study are meant to serve as a guide for surfers and professionals involved in this sport in order to reduce the negative impacts of this circumstance. The recent pandemic situation is exceedingly delicate. Therefore, it is preferable to use new technologies to close the gap between the surfing industry and those who want to participate in it by providing virtual surfing experiences. The evidence from this study suggests that the engagement of the Digital competence effect 48% present in the E-business in surfing industry. The main finding was the lack of sufficient knowledge of digital competence in surfing entrepreneurs, as many have low levels of education. Introduction of programs that can improve their digital competence may improve their business.

Keywords: *Sri Lanka, Surfing industry, Tourism industry, Digital industry, Digital competence*