

TOURISTS' ATTITUDES TOWARDS THE TEA TOURISM IN SRI LANKA; Case in Badulla district

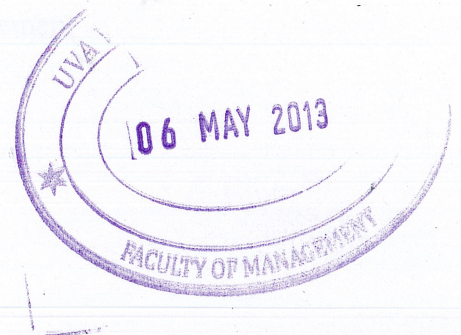
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Abstract

The usages of the possibilities that can be implemented to promote tea tourism in Badulla district seem to be underutilized. Since, Sri Lanka is driven towards a tourist destination, it is needed to utilize each and every potential in tourism in the country appropriately. Ceylon tea is very popular in the world and people who consume Ceylon tea are fond of observing how tea is produced and to know its manufacturing process. The Objectives of this study were to identify the potential tea tourists, tea tourists' attitudes towards Ceylon tea and tea tourism in Sri Lanka, differences between tea tourists and non tea tourists and constraints affected on tea tourism in Badulla district. Data was collected through a standard questionnaire and hundred (100) questionnaires were filled up. Collected data was analyzed using descriptive statistical methods, chi-square test analysis and ANOVA table analysis using software like, Minitab 14 and SPSS 16. Tea tourists are mainly between 21-30 years of age, those who are coming from mainly France and Germany and who have positive attitudes towards Ceylon tea. Tea tourists, possible tea tourists and non tea tourists differ significantly only in their knowledge regarding Ceylon tea showing 0.015 P-value in ANOVA table analysis. There is a significant association between 'Know about Ceylon tea before coming to Sri Lanka' and tourists' willingness for tea tourism in the future and it affects a tourist to be a tea tourist. Promotion of Ceylon tea and tea tourism has to be done in order to develop tea tourism in Sri Lanka. This study shows that tea tourism is a new niche tourism market and there is a potential in promoting it in Sri Lanka further more.

Key words – Tea tourism, Tea tourists, Ceylon tea