



**IDENTIFYING THE POTENTIALS FOR TEA TOURISM IN NUWARA  
ELIYA DISTRICT**

**FROM CLIENTS' AND OPERATORS' PERSPECTIVES**

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of Business  
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## ABSTARCT

Tea is a major beverage in any hospitality organization moreover it is rapidly becoming a growing niche tourism market. As a result, demand for the satisfaction of tea related tourism services increased and catering to such requirements became a popular way of income generation. There is tendency towards learning tea aspects experiencing health benefits of tea plant. Many countries which are possessed with tea related resources are making great efforts to brand those destinations related tea tourism. This expresses the capability of Nuwara Eliya, the tea home of Sri Lanka as a tea tourism destination This research focused on identifying the potentials of tea tourism in Nuwara Eliya district from both tourist and supplier point of view. The profile of visitors, tourists' expectations and attitudes on tea tourism, tourists' views on strengths of Nuwara Eliya as a tea tourism destination and the destination capabilities of Nuwara Eliya from suppliers' perspective were taken into consideration to identify the potentials of tea tourism. All the findings demonstrate that there is a huge raw potential for promoting tea tourism as a beneficial niche market in Nuwara Eliya. Sixty of foreign tourists were given questionnaires and five tea tourism establishments have been interviewed to achieve the objectives. As this is a new area of research in Sri Lankan context the personal and visitor profile of potential tea tourist as well has been recognized. This study was based on places provide tea tourism experience located in Nuwara Eliya that account for highest availability of tourists according to the indications of Sri Lanka Tourist Board and according to the evidence gathered through an initial investigation. The numerous potentials have been identified which will be in capable of promoting tea tourism.

**Key Words:** *Tea Tourism, Destination Capabilities, Tourists' Attitudes, Tourists' Expectations*