## ABSTRACT

Natural resources of Sri Lanka offer the numerous opportunities for the development and growth of travel and tourism activities which is considered as the largest economic generator worldwide. Garden visiting and garden tourism is an important niche tourism segment in travel and tourism industry. Botanical Garden Tourism (BGT) stands as a special interest tourism blooming as a new travel trend. In this context, this study is mainly focused on the aim of identifying potentials to promote Botanical Garden Tourism in Sri Lanka. This is an exploratory study which was conducted by using qualitative method and the data consisted of primary data. Primary data were gathered from 20 numbers of Destination Management Organizations (DMOs) as a sample by using in – depth interviews through semi structured questions. The content analysis method was used to analyze qualitative data and the purposive sampling technique was used as sampling method in order to get the detailed information. Abundant potentials and issues / challenges have been identified to promote botanical garden tourism in Sri Lanka. The findings of the study indicated attraction, activities, accessibility, amenities and accommodation as the key destination attributes of the promotion of botanical gardens in Sri Lanka. Besides, the lack of government contribution was identified as a major issue to promote botanical garden tourism in Sri Lanka. Prominent findings highlighted the significant potentials to promote botanical garden tourism in Sri Lanka to provide positive benefits for the travel and tourism industry, the general public and the well-being of communities. Furthermore, based on the salient findings, study advocates to promote botanical garden tourism can be promoted by implementing a proper destinati on marketing program, innovating botanical garden tours by the tour operators, integrate with other niche tourism markets to gain a competitive advantage.



**Keywords:** Garden Tourism, Botanical Garden Tourism, BGT Potentials, Tourism Growth