



**POTENTIALS FOR AGRO TOURISM DEVELOPMENT  
(SPECIAL REFERENCE TO HAPUTHALE)**

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of Business  
Management in Hospitality Tourism & Events Management*

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## **ABSTRACT**

### **Potentials for Agro Tourism Development (Special Reference to Haputhale)**

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Agro tourism, perceived as an alternative to mass tourism, is a rapid growing segment of the tourism industry. Haputhale area has a number of farms with unique animals, plants, special natural surroundings and traditional way of farming, rural lifestyles and their cultures due to the lack of agro tourism awareness, Infrastructure facilities, government support and financial facility, development and promotion of this segment have been slow in Sri Lanka as well as Haputhale area.

At present, agro tourism is promoted by most of the countries in the world aiming at sustainable rural development. Thus the main aim of this research is to study the potential and possibility of application of agro tourism in Haputhale area. The objectives of the study are: Determine the potentials for agro tourism development in Haputhale area, Identifying the issues for develop agro tourism and to assuming the Potentials of tourist motivation for agro tourism. To achieve the objectives, in-depth interviews for farmers and questionnaire for tourists was used to gather primary data. Both qualitative and quantitative methodology have employed, to elicit information from the respondents for the study. The Statistical Product for Service Solutions (SPSS) and Minitab 15 was employed to aid in the analysis of data and discussion.

Results revealed that there are several possibilities for the implementation of agro tourism in Haputhale area. Out of the total population most of the have their own farm lands and other potentials which need to start agro tourism. Most of the farmers have basic knowledge and skills required for farming. Availability of family labor is at a significance level and it is also a positive infect for agro tourism .In present farmers use both traditional and new farming technologies for cultivation. Farmers who live in the area are simple and hospitable. This area has a unique agricultural landscape and the surrounding area has scenic beauty. However, there are few problems militate against the success of the agro tourism development. Provision of solutions for these main problems related to; infrastructure development, relevant training and education for the farmers, access to farm credit, will enhance the benefits of agro tourism as a sustainable rural development strategy.

Identifying target market is very essential to develop any sector or a business. Therefore through this research, finally I was able to identify potentials of tourist motivation for agro tourism using tourists' demographic factors and their tendency towards agro tourism in this area.

***Key words: Agro tourism, potentials, rural development, Haputhale***