

ABSTRACT

Caravans have grown in popularity as a form of tourism across the world. Tourists choose caravans because of the independence and desire to experience nature they provide. Sri Lanka is known for its natural beauty as a tourism destination. Every country that enjoys caravans is a top tourist sources in Sri Lanka. Despite the fact that there is a resource and a foreign customer base, but Sri Lankans are unaware of it, and Sri Lankan caravan tourism does not exist as a business. Therefore such a background this study conducted find potentials and challenges of promote caravan tourism as a new revival of Sri Lanka tourism industry. According to the study there are two objectives fulfill through the study. They are, to identify the potentials of promoting caravan tourism as a new revival in Sri Lanka and to identify the challenges faced by caravan tourism operators in Sri Lanka. Researcher done this study using qualitative approach. Also researcher got primary data from ten respondents including four caravan operators and six industry experts conducting semi structured interview. Researcher choose that sample using purposive sampling method and used content analysis for data analysis. According to the first objective researcher find potentials under 4Ps product, price, place and promotion. Challenges are found under political, economic and socio-environment to fulfil the second objective of the study. Finally recommend some suggestion to promote caravan tourism as a new revival of Sri Lanka tourism industry.

Key words: Sri Lanka tourism, Caravan tourism, Promote, Potentials and challenges