



**AN ATTITUDE ASSESSMENT OF THE TOURIST
AND THE SERVICE PROVIDERS TO PROMOTE
TEA TOURISM**

**(Special Reference to Tea Tourism Establishments in
Nuwara-Eliya District)**

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ABSTRACT

Tourism is one of the economic pillars of Sri Lanka as it is small island with more attractive destinations. Many aspects of tourism are being developed with the advancements in knowledge in tourism and technology. Tea tourism is one of the niche tourisms which can be a main profit-making sector when it is promoted. This study is conducted to analyze the attitudes of tea tourists and service providers towards the promotion of tea tourism in Nuwara Eliya district and to analyze the impact of tea tourists and service providers in promoting tea tourism. This was done by the questionnaire survey method, for that, 200 of tea tourists and 21 of service providers are selected and requested to fill the questionnaires. Samples were chosen from seven tea tourism establishments in Nuwara Eliya district. Individual descriptive analysis was done to analyze the demographic factors. Results revealed that, there is a significant relationship between the awareness of tea tourists on tea tourism and tourist's satisfactory level of visit ($P < 0.05$), there is a significant relationship between the accessibility and tourist's satisfactory level of visit ($P < 0.05$) and there is a significant relationship between the attraction and tourist's satisfactory level of visit ($P < 0.05$) Also there is a moderate positive linear relationship was observed between the awareness and tourist's satisfactory level of visits according to the Pearson correlation values. Therefore, promoting the parameters under each potentiality: Awareness, Accessibility and attraction can directly increase the satisfactory level of tea tourists, thus increase tea tourist arrivals in Nuwara Eliya district.

Key words

Tea tourism, Tea tourists, Tourist's attitude, Tourist's attraction, Awareness, Sri Lanka