

**EXPLORING THE POTENTIALS, ISSUES, & CHALLENGES FOR
COMMUNITY BASED TEA TOURISM DEVELOPMENT**

WITH REFERENCE TO HANTHANA MOUNTAINS

*This dissertation is submitted as a partial fulfillment of the degree bachelor of Business
Management in Hospitality, Tourism and Events Management*



Faculty of Management

Uva Wellassa University

UWU/HTE/09/0012

2013

Abstract

Community Based Tea Tourism Development: With Reference to Hanthana Mountains

UWU/HTE/09/0012

Jayasooriya. S. S. W

The Community based tourism could be one way of creating a more sustainable tourism industry. Community based tourism brings numerous benefits to the wider community by increasing the standard of living in rural areas, which helps in reducing migration to urban areas. Other businesses that provide ancillary tourism services such as cafes, restaurants, taxis, shops, groceries also benefit from this concept. The study begins with an assessment of potential tea tourism products that could be developed in the community of Hanthana and the neighboring communities. Along with this assessment, barriers and opportunities to community-based tourism development were examined at the community level, Causes for the less attractions as tea tourism destination, role of stake holder to develop tea tourism in the Hanthana and identify planning process to develop the tea tourism of the area. To conduct the research the methodology that followed interviews and an assessment tool to identify tea tourism potentials within the Hanthana area. According to the findings, Hanthana is the most suitable place to promote the tea

tourism in Sri Lanka but still the area is not promote destination among the tourists and this approach was developed to how further community-based tea tourism should progress in the community of Hanthana and the surrounding area using transport service of the area with the tea tourism promotional activities such as plucking tea leaves and nature walks. Moreover, awareness programs and training programs should be implemented within the area to improve the local participation on tea tourism activities. This approach will ensure that community based tourism will become viable and sustainable in the community of Hanthana and will assist in the economic development of the community near in future. The recommendation would be to explore stakeholders' perception on community based tourism and gain participation of the community to build sustainable tourism destination in the future and how the sustainable tourism can be implementing within the area with the eco tourism. Another point to consider for future research is the community based eco tourism near forest reservations.