

Attitude Assessment of Tea Tourist and the Service Providers to Promote Tea Tourism (Special Reference to Tea Tourism Establishments in Nuwara-Eliya District)

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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 analyse the attitudes of tea tourists and service providers towards the promotion of tea tourism in Nuwara Eliya district and to analyse 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 were 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 analyse the demographic factors. Results revealed that, there is a significant relationship between the awareness and tourists' satisfactory level of the visit ($p < 0.05$), there is a significant relationship between the accessibility and tourists' satisfactory level of the visit ($p < 0.05$) and there is a significant relationship between the attraction and tourists' satisfactory level of the visit ($p < 0.05$) also there is a moderate positive linear relationship was observed between the awareness and tourists' satisfactory level of the visit according to the Pearson correlation value. 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.

Keywords: Tea tourism, Tea tourist, Tourists' attitude, Sri Lanaka