

**STUDY ON**  
**IMPACT OF ECOTOURISM PRACTICES**  
**ON CUSTOMER ATTRACTIVENESS IN TOURISM;**  
**WITH SPECIAL REFERENCE TO NUWARA-ELIYA**  
**DISTRICT**

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## ABSTRACT

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*Key words: Ecotourism, Customer attractiveness*

This research study on the impact of ecotourism practices on customer attractiveness in tourism; with special reference to Nuwara Eliya district is focusing on Sri Lankan ecotourism perspective in Nuwara Eliya district and identify impact of ecotourism practices, to cater on tourists and influence to tourist attractiveness. It focuses to emphasis naturally and culturally rich resources of country's potentiality to go beyond mass tourism and cater on niche tourism concept such as ecotourism.

Study sample include both tourists and hotels within Nuwara Eliya district special focus given for ecotourism practitioners. Use survey research method while use of both primary and secondary data sources, to draw conclusions about ecotourism practitioners and customer attractiveness through direct value creation function of profits and volumes.

Highly practicing eco activities within the Nuwara Eliya district are Nature trails, tea tourism, bird watching, cycling and mountain biking. Usage of eco-friendly products, organic farming, and recycling and energy conservation can be seen among the ecotourism practitioners. Hotels were able to build environmental awareness through sponsorships and promotions. Due to ecotourism creation of direct and indirect employment opportunities and financial benefits to local community and

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empower them. Review of six year data related to supplier perspective; hotels, tourists arrivals and profits from eco activities emphasis, ecotourism practitioners having slower, positive growth rates related to ecotourism market. While firms; Hotels not in a position to increase their profits from eco activities, and tourists arrivals for eco activities, beyond one fourth of their profits and customer arrivals. Lacking infrastructure and safety and quality ecotourism product availability limit the growth of ecotourism practices within the Nuwara Eliya district.

Understanding ecotourism markets and promoting the ecotourism concept and values with the helping hand of regulatory bodies, and offering quality, safety ecotourism products to tourists may make sustainable path for Sri Lankan tourism industry and socio economic development of the country.