

**Identify Potentials of Sri Lanka to Become a Tea Tourism
Destination**

With Special Reference to Nuwara Eliya and Badulla District

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Name of the candidate: R.M.P.D.K.Rajapaksha

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ABSTRACT

Today tourism industry is an emerging industry in global scenario. Tourism is one of major profit earning industry in Sri Lanka. With the development of tourism, niche tourism emerged as new concept. Tea is one of main resource that can promote as niche tourism segment in Sri Lanka. This study was a descriptive research and quantitative analysis is included. The research methods employed both qualitative and quantitative. Study recognized the potentials to promote Sri Lanka as a tea tourism destination with special reference to Badulla and Nuwara Eliya districts by investigating the tea tourists' attitudes, expectations and destination capabilities and local community involvement for tea tourism. Both demand and supply side of tea tourism one hundred and seventy three of potentials tea tourists and thirty eight community people who engaged with tourism related business were included in the sample while for the collection of data, structured questionnaire and semi structured interviews were adopted. As this is a new area of research in Sri Lankan context, the visitor profile of potential tea tourist and local community have been recognized. The numerous potentials have been identified which will be in capable of promoting tea tourism. To analyze the gathered data through interviews and questionnaires it was used data summarizing. Percentages were calculated to analyze the data of tourist and community. The numerous potentials have been identified which will be in capable of promoting tea tourism. Destination image building with the brand name of "Ceylon Tea", global promotional campaigns with the collaboration of Social Media Marketing tools as well introducing sustainable tourism experience packages has been recommended. By way of important findings, facilities, events and activities should develop to satisfy tourists and attract more tourists. There was lack of community involvement to tourism business and very less amount of people benefited from tea tourism.

Keywords: *Tourism, Destination Capabilities, Sri Lanka, niche tourism*