

Constraints for Promotion of Tea Tourism in Sri Lanka

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Abstract

Tea tourism is novel concept to the Sri Lanka, which is operating at infancy stage far below than it real capacity. Tea tourism is the most significant industrial diversification opportunity for this both product and service industries to insure the sustainable development of the Sri Lanka economy. But stakeholders, specially Regional Plantation Companies (RPCs) do not give much interest on this divestment strategy. Tea plantation sector in Sri Lanka at present struggles to earn profit and sustainability of the sector with managing high cost of production and other unique problems of the sector, while increasing land efficiency and labour productivity. Although industry has given attention for value addition to final product and marketing process, but it may not address the problem faced by tea plantation sector. Because the revenue from value additions generally accrue to the value adding party, is often a third party and it is not to the producer. Under this situation tea tourism is significant diversification option for plantation sector. This study has been conducted to identify the constraints behind tea tourism promotion in Sri Lanka. Primary and secondary data were collected from the relevant parties and 21 RPCs were taken as the sample. Data were analyzed by using Descriptive statistic model. Results were emphasized poor financial position, lack of product variation, lack of infrastructure facility and lack security and minimum standard to be provided in tourism as major constraints. Other than that inherent attitudinal condition has been severely affected to undermine this diversification strategy. The outcome of this investigation clearly has been stressed out the necessity of government intervention and national policy for such type of industrial diversification to make sure the industrial sustainability and ultimately to achieve the sustainable development in Sri Lanka through economic growth.