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Potentials to implementation of Agro-Tourism Businesses as a new concept of Sri Lankan Economy

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Abstract

Sri Lanka's economy has long been anchored by its agrarian sector, which serves as a key driver of growth. Additionally, the country's tourism industry has emerged as a significant contributor to its GDP. The convergence of these two distinct yet quintessentially Sri Lankan industries presents an opportunity to launch a new venture known as "Agro-tourism businesses". The primary objective of this study is to assess the feasibility of agro-tourism as a viable business in Sri Lanka, with a particular emphasis on three key factors: the age distribution of farmers, their level of education, and the size of their farms. Five districts were chosen based on secondary data from the Department of Census and Statistics, which indicated that they would be suitable for promoting tourism while also sustaining high levels of agricultural activity. The study's findings clearly demonstrate that all five of the selected districts exhibit the key criteria necessary for the successful implementation of an agro-tourism business project. Given Sri Lanka's unique context, as highlighted by the five major districts under consideration, implementing the concept of agro-tourism is not only appropriate but could also yield significant benefits in terms of sustainable economic growth. The selected districts demonstrate high potential for introducing agro-tourism industries, which could have a positive impact on the development of the sector. Given Sri Lanka's unique agrarian and tourism background, there is a significant number of farmers across various age groups and a considerable amount of arable land. In addition, involving degree holders from the agricultural sector in agro-tourism implementation could unlock significant potential for the sector. Overall, these factors suggest that Sri Lanka is well-positioned to successfully launch agro-tourism business projects.

Key words: Agro tourism, Businesses, Economic growth, Sri Lanka

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