# Tree Shaping Embedded Novel Agri-Tourism Venture: Evaluation of the Potential through a Case in Ingiriya

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Abstract:

In this study the opportunities for Agri-Tourism and the opportunities for tree shaping model were studied taking a case in Ingiriya area of Sri Lanka. This study was carried out considering the behavior of tourists and the importance of providing them with new experiences. The objectives of this study were to establish tree shaping models to create a new agribusiness venture, to investigate the applicability of tree shaping to create a new agribusiness venture, to explore the ways that value addition could be done to the traditional agritourism concept through tree shaping and to find the main attributes, and important issues and challenges of the agri tourism sector in Ingiriya. . In the selected site tree shaping models such as “Live fence”, Outdoor living room with Kumbuk, Mayila and Kohmba tree were established. Population of this study was about 500 tourists who visit this area per week and stay in this area for more than a day. Sample of the study was 100 tourists and selection was done by the simple random sampling technique. The researcher collected data from structured questionnaire and analyzed the data to attain research objectives. Data analysis techniques are descriptive statistics, frequencies statistics and principal component analysis. According to the principal component analysis most of the tourists chose tree shaping cabana due to the Tree Therapy, mental relaxation, the nature of the trip. Most of the tourists make choice of accommodation in Ingriya area due to the price of the accommodation place. The feasible attributes of ingiriyaarea were, easy reach to the main city Colombo and easily available for guide. According to the principal component analysis strong issues of Ingiriya area were limited transportation facility, minimum biodiversity and limitation of access to ICT facilities. The researcher recommends for novel Agri-Tourism Ventures to improve relax environment in tree shaping cabana and differentiate cabana for nature of the trip of tourist. According to the survey results, value addition to agro –tourism is a new opportunity in the sector to create a novel venture.