TREE SHAPING EMBEDDED NOVEL AGRI-TOURISM VENTURE: EVALUATION OF THE POTENTIAL THROUGH A CASE IN INGIRIYA AREA

Abstract Body

In this study, opportunities for Agri-Tourism and the opportunities for tree shaping

model were studied as 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 out 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 trees were established. The population of this study was about 500

tourists who visit this area per week and stay in this area for more than a day. The sample

of the study was 100 tourists and selection was done by the simple random sampling

technique. The researcher collected data from a structured questionnaire and analyzed

the data to attain research objectives. Data analysis techniques were descriptive statistics,

frequency statistics and principal component analysis. According to the principal

component analysis, most of the tourists chose tree-shaping cabana due to tree

therapy, mental relaxation, and the nature of the trip. Most of the tourists make the choice of

accommodation in Ingriya area due to the price of the accommodation place. The

feasible attributes of ingiriya area 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.

Key Words (5 Words) Agri-Tourism, tree shaping, tourism, venture, protentional.