

**Exploring Tourists' Expectations on Willingness to Visit
Agri-Tourism Destinations: A Study in the Nuwara
Eliya Agro-Ecological Zone**

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Abstract

Agri-tourism in Sri Lanka is an emerging and promising tourism sub-sector that is still in its infancy. Today, both the agricultural and tourism industries in Sri Lanka are significant elements in the country's economic development they act as revenue-generating industries with multiplier effects on the economy, offering considerable employment capacity and significantly contributing to the GDP and income generation in rural areas. Therefore, developing Agri-tourism will help to increase tourism arrivals and foreign exchange in Sri Lankan tourism industry. The primary objective of the study is to determine tourist expectations and their willingness to visit Agri-tourism destinations. It focuses on the Nuwara Eliya agro-ecological zone and employs a quantitative research approach involving a questionnaire method to collect data from 160 tourists. Simple random sampling methods were used to select respondents, and the research objectives were achieved through structural equation modeling. The results of the exploratory factor analysis identified five factors: flexible price, tourists' entertainment, tourists' participation, good products, and basic environment, confirmed by the confirmatory factor analysis. The basic environment, good products, and flexible prices are statistically significant factors in determining tourists' willingness to join Agri-tourism. However, tourists have emphasized the necessity of improving the variety of farm entertainment activities based on the environment, upgrading the quality of farm products, enhancing hygiene and sanitation facilities, and the destination to improve the willingness of Agri-tourism. The results suggest that the attractiveness of rural landscapes alone is not sufficient; tourists also expect adequate infrastructure, reliable service quality, and greater awareness of available experiences. Therefore, the study recommends that policymakers prioritize strengthening infrastructure facilities, establishing clear quality standards, and implementing targeted promotional programs are essential to enhancing tourist satisfaction, encouraging repeat visits, and fostering long-term rural economic development.

Keywords: *Agri-tourism, Willingness, Tourist Expectations, Nuwara Eliya Ecological Zone*

1. Introduction

Tourism is a strategically important industry for Sri Lanka, contributing as the third-largest earner of exports for the national economy; it creates direct and indirect local jobs and opportunities for foreign direct investments (Perera, 2016). In 2019, 1.9 million international

visitors visited Sri Lanka, staying an average of 10.4 days and generating an estimated US\$ 3.6 billion for the local economy. In the Sri Lankan context, the tourism industry is a significant contributor to the country's economy, accounting for 10.3% of the total GDP (Central Bank of Sri Lanka, 2019). Sri Lanka ranked number four on the list of the 10 most In-Demand Travel Destinations in 2020, followed by being named the 'Best warm weather destination' by USA Today. With these global and national trends favoring the tourism industry, Sri Lanka has enormous potential to expand its tourism sector towards alternative tourism areas. As Sri Lanka has presently captured only a segment of the world's tourism, a high possibility exists in niche segments of tourism such as Meeting Incentives Conferences and Events (MICE) tourism, Health tourism, Eco tourism, Adventure tourism, Leisure tourism, Agri-tourism, Cruise and Marine tourism, Village and Urban tourism, and Recreational tourism in Sri Lanka (Perera, 2016).

However, the tourism industry is highly susceptible to crises, and a destination's economic, social, environmental, health and political aspects strongly influence tourism demand (Muresan et al., 2019). The Sri Lankan Tourism industry suffered heavily from the Easter Sunday attacks in 2019, resulting in a decline in tourism arrivals compared with 2018, with over 2.3 million foreign visitors, the highest ever (Sri Lanka Tourism Development Authority, 2019)

Sri Lanka's tourism sector has been one of the hardest hits by the unprecedented health crisis. Tourism in Sri Lanka was halted due to the COVID-19 health crisis, negatively affecting the lives and livelihoods of thousands of people who depend on the industry. After two years of limited recovery, starting in September 2021, Sri Lanka experienced a gradual rebound in international arrivals. However, the latest economic crisis has begun to impact this recovery. The effects of the financial crisis have begun to spread, posing challenges to how Sri Lanka's tourism industry operates and delivers on the visitor experience. The tourism industry in Sri Lanka faces yet another challenge in navigating the current foreign exchange crisis, price increases, and the scarcity of essential items such as gas and petrol (Muresan et al., 2019). Inflation has ensued, with higher prices for basic goods resulting from the reduced supply and high consumer demand. These issues are compounded by rolling power outages. The industry needs to position itself to recover rapidly to deliver value to a broader spectrum of society. Therefore, the country requires a robust recovery strategy, and targeting every possible tourism area is a good approach. The Sri Lanka Tourism Vision 2025, the tourism strategy for Sri Lanka, has also targeted its concern in transforming the travel space into alternative tourism areas (Sri Lanka Tourism Development Authority, 2017).

Sri Lanka is predominately an agricultural country. According to the United Nations Food and Agriculture Organization (UNFAO, 2020), 33.7% of Sri Lankans are employed in agriculture. The statistics prove that the agriculture and tourism sectors are expanding and increasing their contribution to the national economy (CBSL, 2019). Furthermore, the agriculture sector still employs approximately 27% of the population, contributing 6.9% of the GDP (World Bank, 2020). Over the last one and a half decades, several difficulties have emerged in Sri Lankan agribusiness, which have become increasingly severe with the progression of time. This is identified with yield, skill, value, and manageability production. The development rate has been lowered for agri-business growth, indicating that capital pay in agriculture falls (Udara et al., 2022; Sumanapala, & Samarakoon, 2021). This is viewed

as the primary reason for a wide range of rural pain and many self-destructive actions by farmers in various parts of the country. Though Sri Lanka has been in a subsistence agriculture economy since then, multiple problems have arisen in the agricultural sector. Factors such as the very low contribution of the youth community and costly agricultural equipment are challenges faced by the present agricultural industry.

Agri-tourism has excellent potential, with various opportunities to sustainably develop the Sri Lankan tourism industry through alternative tourism ventures. Considering Agri-tourism's contribution level to developing the tourism sector and improving the social, economic, and environmental situations of local communities, most cases prove that agri-tourism is a better option for alternative tourism in the rural areas of Sri Lanka (Mahaliyanaarachchi, 2015). In the Sri Lankan scenario, the hill country has already captured tourist attention, and the level of agriculture in the region is higher than that of the country's agricultural sector. Sri Lanka's traditional paddy cultivation systems, historical irrigation tanks, tea and rubber plantations, milking cattle, traditional tea plucking, and rubber tapping methods, or engaging tourists in paddy cultivation stages of Sri Lanka can be suggested as Agri-tourism activities which will establish a rich Agri-tourism practice in the country's tourism sector (Bandara & Thiruchelvam, 2008).

Agri-tourism in industrial countries has significantly contributed to regional development, attracting growing attention in developing countries. The introduction of Agri-tourism in developing countries is increasing gradually (Akpınar et al., 2011; Malkanthi & Routry, 2011). In developing countries, Agri-tourism is regarded as a tool for rural development as well as for poverty alleviation. Sri Lanka is a developing country, and the tourism industry can be identified as the only sector that can be developed without incurring additional costs with the current economic crisis. Thus, this research focuses on identifying tourist expectations and their willingness to visit Agri-tourism destinations in Sri Lanka.

The rest of the paper is structured as follows: Section 2 presents the literature review, and Section 3 explains the research methodology of the quantitative study design, including data collection procedures, participant selection processes, and the analytical strategy employed to investigate the research questions. Section 4 analyzes the discussion and findings in the context of existing literature, while Section 5 presents Conclusion and Recommendations.

2. Literature Review

The demand for Agri-tourism has increased and expanded tremendously worldwide over the last few decades driven by a growing interest among visitors in appreciating life in the countryside. Farmers also expect to increase their economic and non-economic benefits by participating in various Agri-tourism activities (Santeramo & Barbieri, 2015). Agri-tourism, therefore, has emerged as a strategic tool that serves both the tourism and agricultural sectors. Researchers define Agri-tourism in multiple ways. According to Lamb (2008) and Veeck et al. (2006), Agri-tourism is the practice of drawing tourists and travelers to rural areas for educational and recreational purposes. Agri-tourism can contribute to a farms' overall income, cash flow, and profitability by providing alternative income via farm products and farming activities (Lamb, 2008; Veeck et al., 2006). Agri-tourism is defined as travel that combines agricultural or rural settings with products of agricultural operations, all within a tourism experience. The product can be the "experience itself." Agri-tourism can be defined as a "range of activities, services, and amenities provided by farmers and rural

people to attract tourists to their area to generate additional income for their business” (Gannon, 1994).

According to Maetzold (2002), Agri-tourism is an alternative business that invites local and foreign visitors to farms or ranches. It includes a variety of activities where tourists interact with agricultural goods, services, and memories. Maetzold (2002) mentioned the term “entertainment,” which refers to the entertainment aspect of Agri-tourism. It includes running through mazes, petting farm animals, having fun at haunted houses, horseback riding, fruit picking, and many more.

“Agri-education” is another term mentioned by Maetzold (2002), which describes educating visitors on agricultural production, the production processes of food and fiber, rural values, and the quality of life. It promotes public awareness and support for agriculture through experiential learning. Thus, Agri-tourism is referred to as a collection of rural activities, including participating in farming activities, learning about local culture, enjoying the landscape and Agri-biodiversity, observing organic and conventional agricultural practices, and sampling tropical fruits and vegetables. Agri-tourism plays a crucial role in a country whose economy is primarily dependent on income derived from agricultural exports and recreational tourism. As Mahaliyanaarachchi (2017) explained, Agri-tourism attracts visitors to a destination for education, business, and recreational activities. It enables farmers and entrepreneurs to diversify their farming and hospitality activities, bringing numerous economic, environmental, and social benefits to rural areas. Sznajder et al. (2009) mentioned a few tourism sections related to Agri-tourism: The accommodation sector is Agri-accommodation, the food and beverage sector is Agri-food and beverages, recreation is Agri-recreation, relaxation is Agri-relaxation, sports are Agri-sport, and health care is Agri-therapy.

According to Mahaliyanaarachchi (2017), Agri-tourism is very important for rural communities. It can provide several advantages, including income, employment, use of accommodation, activities, natural resource conservation, recreation, and education. The present-day low-income level is a significant problem for many countries worldwide. Agri-tourism can transform the traditional face of agriculture, enabling rural farmers to achieve a high standard of living, access additional income sources, and secure employment opportunities. Therefore, Agri-tourism offers visitors an excellent opportunity to become aware of the agricultural occupations, traditional products, and lifestyles of rural farmers, as well as the culture and traditions of local communities.

Agri-tourism is a tourism experience innovatively created to ensure customer satisfaction. It consists of three experiential elements: Agri-experience, Agri-recreation, and Agri-sales, playing a crucial role in the design process. Hence, extensive knowledge of customer preferences regarding agritourism offerings is needed to maintain a competitive advantage and run successful businesses (Veeck et al., 2006). Gannon (1994) supports this argument, stating that reliable information about customer preferences is needed to “identify how individuals will differ in their choices.” Hurst et al. (2020) also emphasizes the importance of investigating consumer needs in rural tourism and revealing a difference between local and tourist consumers’ perceptions. Agri-tourism has gained much attention in recent years among researchers and state policymakers. According to the United States Travel Association (USTA, 2020), travel and tourism is a US \$947 billion industry in the United States that has generated over 8.1 million jobs.

Agri-tourism is the fastest-developing travel sector in the world. It rapidly emerged in countries such as India, Taiwan, and Thailand. Agri-tourism in industrial countries has significantly contributed to regional development, attracting growing attention in developing countries. The introduction of Agri-tourism in developing countries is increasing gradually (Akpınar et al., 2011; Kunasekaran et al., 2012; Malkanthi & Routry, 2011). Agri-tourism in Economically Developing Nations (EDN) may differ from that in Economically Developed Countries (EDC) (Bhatta et al., 2019). In developing countries, Agri-tourism is viewed as a tool not only for rural development but also for poverty alleviation. Agri-tourism is a well-established practice in many developed countries, serving as an alternative source of income for rural farming communities. Many regional countries, such as Thailand, Malaysia, India, Nepal, Bhutan, and Indonesia, practice Agri-tourism, offering numerous benefits to the rural community. In these countries, Agri-tourism has become an essential part of agriculture and rural development, primarily focusing on improving the livelihoods of the rural farming community at the policy level (Hector Kobbekaduwa Agrarian Research and Training Institute, 2015).

Agri-tourism in Sri Lanka is still in its infancy, but the country has considerable potential to expand the Agri-tourism sector (Malkanthi & Routry, 2011). The wet Zone of Sri Lanka has been home to major plantation crops and spices for centuries. Sri Lanka is renowned for its spices, exporting a variety of products, including cinnamon, pepper, cloves, nutmeg, and cardamom. The Ratnapura district of the Sabaragamuwa Province contributes 10% of the total cinnamon cultivation and 13% of pepper (DEA, 2014). Many spices, such as cinnamon, pepper, cardamom, citrus, cloves, fennel, garlic, and nutmeg, provide a significant income to the people. The Department of Export Agriculture (DEA) assists in cultivating and processing spice crops.

Alternative income-generating opportunities are necessary, and agri (spice)-tourism is a sub-sector gradually gaining popularity in the tourism industry. Tea tourism, wine tourism, and spices tourism are among the many subdivisions of agritourism (Malkanthi et al., 2015). Malkanthi and Routry (2011) stated that, in the South Asian Region (SAR), Sri Lanka is recognized as a travel paradise and a popular tourist destination worldwide.

Sri Lanka has a diverse range of climate conditions, making it suitable for growing a wide variety of crops, fruits, vegetables, and plants of various kinds. The complicated paddy cultivation in Sri Lanka, enormous ancient irrigation systems and tanks, many types of tea and rubber plantations, livestock dairy farms, plucking tea leaves in Sri Lankan traditional ways such as bag on the head techniques, rubber tapping under experienced instructions of the experienced people, and even working in Sri Lankan panoramic paddy fields are some of the few examples for the nations' varied agricultural development. Sri Lanka's present agricultural industry significantly enhanced efficiency and product quality. Earlier, farm visits were free and permitted as a social service. With economic growth, Agri-tourism was introduced in the country during the late 20th and early 21st centuries and is now emerging as a progressive industry. Among other Asian countries, Sri Lanka is one of the primary producers of organic products, with organic tea being the leading source. "However, with economic development, agritourism was initiated during the country's late 20th and early 21st centuries and is now gradually developing as a business. SLTDA has certainly emphasized the development of the country's Agri-tourism sector under the country's eco-friendly tourism industry" (Malkanthi & Routray, 2012).

Tourists' Expectations Regarding Agri-tourism

Agri-tourism encompasses activities where tourists visit operational farms or agricultural sites for recreation, education, or participation in farm-related tasks (Carlos, 2006). These experiences often offer a combination of learning, leisure, and hands-on engagement, creating opportunities for tourists to connect with rural life and farming traditions. According to Wicks and Merrett (2003), Agri-tourism enterprises deliver a variety of benefits to both domestic and international tourists, including safe, educational, convenient, and family-friendly recreational experiences. While rural tourism broadly focuses on the natural and cultural environment of rural areas, Agri-tourism is distinctly centered on the farm and the farmer, highlighting direct agricultural interactions. Scholars have identified several expectations that tourists typically hold when engaging in Agri-tourism. These include accessibility, authenticity, educational value, comfort, safety, opportunities for participation in farming activities, and the quality of local food and accommodation. Table 1 summarizes the key expectation dimensions identified in existing literature.

Table 1: Summary of Tourists' Expectations in Agri-tourism

Theme	Expectations	Source(s)
Location and Accessibility	Attractive and convenient locations (e.g., hills, pilgrimage sites, accessible rural areas)	Maetzold (2002)
Hospitality & Interaction	Friendly and culturally aligned service providers, interpersonal congruence, and continued relationships with farmers	Swann (1983); Maetzold (2002)
Accommodation & Environment	Clean, well-maintained rural lodging; green and pollution-free surroundings	Kumbhar (2010); Maetzold (2002)
Food and Amenities	Positive food image, safe drinking water, basic healthcare, parking facilities	Monika (2007); Ellen et al. (2011)
Farm Engagement	Participation in casual farm activities (e.g., harvesting, milking), learning about agricultural processes	Wicks & Merrett (2003); Carpio (2006)
Educational Value	Insights into cultivation, harvesting, and sustainable practices; agri-education for all age groups	Bouckova (2008); Langworthy et al. (2006)
Entertainment & Culture	Rural festivals, traditional games, folk performances	Bradley (1982); McGehee & Kim (2004)
Shopping Opportunities	Direct purchase of fresh produce and local goods	Maetzold (2002); Langworthy et al. (2006)
Social Interaction	Engagement with local communities and rural residents	Langworthy et al. (2006)

3. Methodology

The population of this research is the Nuwara Eliya agro-ecological Zone. The study employed the "Yamani" method, identifying a sample size of 160 with a 15% non-response

rate. Data collection involved a questionnaire using simple Random sampling methods to gather the following information: personal information of tourists, tour information, Agri-tourism expectations, expectation levels, and challenges in Agri-tourism of international and local tourists who visited Nuwara Eliya. The study focuses on the tourists' expectations of willingness to visit Agri-tourism destinations. Structural Equation Model (SEM) and Path Analysis were utilized to achieve the objectives of this study.

4. Results and Discussion

To achieve the study objectives, quantitative analysis, such as Descriptive Statistics, Chi-Square Test Statistics, Structural Equation Modelling (SEM), and Path Analysis were used to generate results. Data were gathered from 160 international tourists who visited Nuwara Eliya destination.

Table 2: Demographic and Social profiles of International Tourists

Characteristics	Categories	N	%
Gender	Male	45	28
	Female	115	72
Marital Status	Single	92	58
	Married	55	35
	Separated	2	1
	Other	11	7
Age	18-24 years	29	18
	25-30 years	43	27
	31-35 years	30	19
	36-40 years	29	18
	41-45 years	21	13
	More than 46 years	8	5
Region	Europe	110	69
	South Asia	16	10
	East Asia & Pacific	19	12
	America	15	9
Occupation	Businessmen	20	13
	Professional	66	41
	Executives	7	4
	Scientists and technicians	22	14
	Educationists	13	8
	Retired persons	15	9
	No Occupation	10	6
	Other	7	4
Educational Level	High school	23	14
	University Undergraduate	33	21
	Bachelor's degree	41	26
	Master's degree	10	6
	Postgraduate	53	33
	No	43	27

Source: Field Survey Data, 2022-2023

Among the total sample of 160 international tourists, the majority of them (73%) were willing to visit agri-tourism-based destinations. The Chi-square test analyzed any significant association between willingness to visit an Agri-tourism area and demographic factors of international tourists. Table 3 presents the results.

Table 3: Association between tourists' willingness to visit Agri-tourism destinations and demographic factors and tour information factors

Hypothesis	χ^2	d.f	P- value	C-value
H ₁ : There is no significant association between tourist willingness towards Agri-tourism and gender	0.001	1	0.970	0.003
H ₂ : There is no significant association between tourist willingness towards Agri-tourism and Occupation	21.454	7	0.003	0.344
H ₃ : There is no significant association between tourist willingness towards Agri-tourism and Education Level	8.877	5	0.114	0.229
H ₄ : There is no significant association between tourist willingness towards Agri-tourism and Region	8.400	3	0.038	0.223
H ₅ : There is no significant association between tourist willingness towards Agri-tourism and the Type of tour	2.206	1	0.137	0.117
H ₆ : There is no significant association between tourist willingness towards Agri-tourism and the Purpose of travel	7.232	3	0.055	0.208
H ₇ : There is no significant association between tourist willingness towards Agri-tourism and the Number of times visited Sri Lanka	21.373	6	0.002	0.343
H ₈ : There is no significant association between tourist willingness towards Agri-tourism and the Number of times visited Nuwara Eliya	0.512	1	0.474	0.056
H ₉ : There is no significant association between tourist willingness towards Agri-tourism and the Number of stays at night	41.841	20	0.003	0.455
H ₁₀ : There is no significant association between tourist willingness towards Agri-tourism and Awareness of Agri-tourism	79.354	3	0.000	0.576
H ₁₁ : There is no significant association between tourist willingness towards Agri-tourism and Experience of visiting an Agri-tourism destination before	18.767	2	0.000	0.324

Source: Field Survey Data, 2022-2023

The results of Table 2 enabled identifying an association between the factors of agritourism regarding the occupation, region, accompanied tour, purpose of travel, the number of times visited Sri Lanka, the number of stays at night, awareness of Agri-tourism, and experience on visiting Agri-tourism destinations before.

Identify Tourist Expectations

The results model chi-square statistic ($\chi^2_{140} = 853.912, p = 0.000$) is significant, confirming that the hypothesis model significantly fits the data. As this test is sensitive to sample size, various goodness-of-fit indices have been suggested to evaluate the model fit. Table 4 presents some statistical indices generated from SPSS.

Table 4: Model Fit Summary of Finalized Model

The goodness of fit index	Observed value
RMESA	0.085
RMR	0.012
TLI	0.876
NFI	0.811
CFI	0.888
GFI	0.750
RFI	0.792
AGFI	0.706
PGFI	0.637
PNFI	0.736
PCFI	0.806

Source: Field Survey Data, 2022-2023

The fit indices used to measure the model indicated that the DF/CMIN values were less than 5.0, and the RMR and RMESA values were close to zero. Additionally, NFI, AGFI, TLI, CFI, RFI, RNI, PGFI, PNFI, and PCFI also ranged from zero to one. This allows us to conclude that the overall model is acceptable based on the significance fit indices of Table 4.

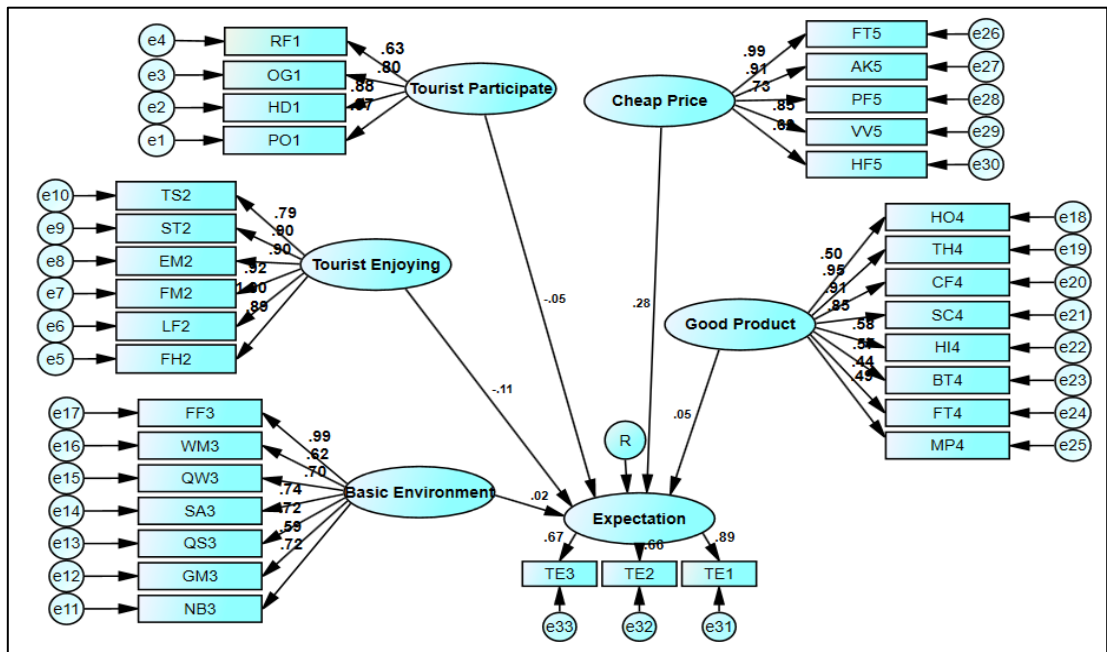


Figure 1: Evaluation of the structural model (SEM)

Table 5 reveals that the path analysis results in a model with five independent variables: tourist participation, tourist enjoyment, basic environment, good product, and low price. The dependent variable is the tourist's expectation of willingness to join Agri-tourism in the model.

Table 5: Standardized Path Analysis Results of the Structural Model

Hypothesis	Path	Estimate	S.E.	C.R.	P	Label	Decision
H ₁	Expectation < -- F5	.509	.153	3.334	***	Par_28	Supported
H ₂	Expectation < -- F1	-.098	.182	-.537	***	Par_29	Not Supported
H ₃	Expectation < -- F2	-.238	.178	-1.341	.180	Par_30	Not Supported
H ₄	Expectation < -- F3	.056	.227	.245	.807	Par_31	Supported
H ₅	Expectation < -- F4	.210	.340	.616	***	Par_32	Supported

Source: Field Survey Data, 2022-2023

The hypothesis based on path analysis demonstrates that a basic environment, a good product, and a flexible price are statistically significant in influencing tourists' willingness to join Agri-tourism, thus supporting H₁, H₄, and H₅ in the model. Additionally, tourist participation and tourist enjoyment are not statistically significant in relation to tourist expectations of willingness to join Agri-tourism; hence, the model did not support H₂ and H₃.

5. Conclusion and Recommendations

The main objective of this study is to examine the expectations of tourists regarding Agri-tourism in the Nuwara Eliya agro-ecological zone and to analyze how these expectations, along with tourists' willingness to participate, vary across different demographic factors. Based on the results, more than 76% of tourists were willing to visit Agri-tourism-based destinations. Occupation, region, accompanied tour, purpose of travel, number of times visiting Sri Lanka, number of night stays, awareness of Agri-tourism, and prior experience visiting an Agri-tourism destination significantly influenced willingness towards Agri-tourism. Cross-tabulation revealed that tourists have a highly positive perception of willingness to join Agri-tourism. The results of the exploratory Factor Analysis reduced the 30 dimensions of factor analysis into five dimensions factors: (1) flexible price, (2) tourists' entertainment, (3) tourist participation, (4) good products, and (5) basic environment. Based on the SEM results, the basic environment, good products, and flexible prices are statistically significant in influencing tourists' expectations to participate in Agri-tourism.

The findings reveal that Agri-tourism products and services are significant factors for international tourists. They should be able to identify as Agri-tourism products clearly. It is worth prioritizing products and services, their quality, and flexible prices, and introducing the picking-my-own concept for Agri-tourism. Therefore, government institutes and the private sector should pay attention to Agri-tourism product development by considering the locally available resources.

Most tourists arrive at the Nuwara Eliya destination for pleasure and relaxation. In this context, providing sufficient Agri-tourism-related activities is a sound system to promote Agri-tourism among tourists. Farm tours, nature walks, and hiking are suitable activities for Agri-tourism.

These study results confirm that the basic environment is a more important factor for tourists. The agro-ecological zone of Nuwara Eliya is characterized by its lush green landscape, biodiversity, and sustainable farming practices. Agri-tourism promotes environmental conservation by highlighting the importance of organic farming, sustainable agriculture, and the preservation of natural resources. Visitors can witness the harmony between agriculture and the environment, fostering a sense of responsibility toward ecological preservation. To provide and ensure a safe and secure accessible environment for Agri-tourism, responsible authorities should provide their support on aspects such as food safety, health facilities, sanitary facilities, restrooms, and site safety. Different types of ventures that offer services to tourists should also ensure adequate infrastructure facilities such as transportation and parking. Therefore, the government should formulate standards for Agri-tourism products, services, and activities. These standards would certify the quality, security, and sustainability of Agri-tourism-related operations.

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