

Analysis of agri-tourism development in Sri Lanka

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ABSTRACT

The global phenomenon of agricultural tourism is experiencing rapid growth and development. This paper examines the current state of integrated agricultural tourism in Sri Lanka, with a particular focus on the comprehensive analysis of its tea tourism sector. Building upon this examination, the paper offers insights and lessons that could inform the advancement of agricultural tourism in China.

KEYWORDS

integration of agriculture and tourism; development analysis; Sri Lanka

Global agrotourism is undergoing rapid growth and evolution to meet consumer demand for real, sustainable and experiential travel experiences. According to statistics, the global agrotourism market is estimated to reach us \$8.1 billion in 2024, and is expected to grow at a compound annual growth rate of 11.9% from 2025 to 2030. Consumers growing interest in sustainable and immersive travel experiences want to establish connections with agricultural activities and rural lifestyles. This demand drives increased demand for farm-to-table experiences, accelerating the integration of farming and tourism by directly participating in harvesting produce, attending cooking classes using farm-fresh ingredients, and learning about traditional agricultural practices from local experts.

1 Development status of agricultural tourism in Sri Lanka

Sri Lanka, is an island country located in South Asia, located in the Indian Ocean, the southern tip of the South Asian subcontinent, close to the equator. Sri Lankas economy is dominated by agriculture, and major agricultural products include tea, rubber and coconut. Tourism is also one of the most important economic pillars of Sri Lanka.

Sri Lanka, influenced by western colonization, has formed a typical dual structure of "town-town". Driven by the tourism industry, urban and rural areas mutually interact, forming a unique pattern of urban and rural tourism development. Sri Lankas rural tourism takes rural scenery and activities as attractions to meet the needs of tourists for entertainment, seeking knowledge and returning to nature. Characteristic culture is the soul of rural tourism, which reflects the characteristics of the countryside and its historical and cultural inheritance and spiritual creation. Sri Lankas roads are built along the villages, and the distribution of urban and rural tourism is striped, with the city as the center and radiating to the villages along the road, which promotes the development of rural tourism and the formation of urban-rural integration. Sri Lanka connects cultural resources by roads, railways and waterways with rich rural tourism destinations, gives full play to the available traffic media, and creates a green vacation mode that combines cultural experience with urban and rural leisure.

Sri Lanka proposed a policy in 2019, with the goal of making Sri Lanka the first country in the

world to have 100% organic farming. This policy is designed to control the rising population medical costs due to the excessive use of chemicals by agricultural production. In April 2021, Sri Lanka imposed a total ban on the import and use of synthetic fertilizers, pesticides and herbicides to promote organic agriculture, organic fertilizers, organic food consumption and the export of organic food and agricultural products to improve the health of the Sri Lankan people.

To sum up, the current integration of agriculture and tourism in Sri Lanka is reflected in the reciprocity of urban and rural tourism, the protection and inheritance of characteristic culture, the development of urban-rural integration, the close combination of culture and natural resources, and the policy promotion of the transformation to organic agriculture. At the same time, Sri Lanka is also actively developing tourism and agricultural exports to promote economic growth.

2 Sri Lanka Tea Travel

Sri Lanka is known for its world famous Ceylon black tea, and tea tourism is an important part of the country's tourism industry^[1]. Sri Lanka tea is mainly planted in the central highlands, especially Nuwara Ethiopia (Nuwara Eliya), which is one of the most important areas of tea production in Sri Lanka, 1868 meters above sea level, and the cool climate is very suitable for tea growth. Visitors can visit the Mackwoods Tea Factory, one of the largest and most well-known tea factories in Sri Lanka, where you can intuitively understand the whole process of tea processing and taste authentic black tea. Dilmah The Tea garden has its own exclusive organic manor, without adding chemical fertilizers and pesticides, and has advanced management. Visitors can experience the tea picking here and experience the process from the tea garden to the tea cup. Mlesna Tea Castle is built to commemorate the pioneer of Ceylon black tea James Taylor, and is a landmark landscape of Novale Ellier. Here, tourists can communicate face to face with professional tea masters, and compare the seven tea areas and different levels of black tea^[2]. The Tea Museum provides professional black tea lectures to help visitors to deeply understand the history of Ceylon black tea production. During the trip to Ella Tea Garden, tourists can participate in tea picking activities, wear the traditional clothes of tea pickers, experience the tea picking process, and enjoy the tea tasting experience in Sky Cafe Cafe, and learn about the different grades and tastes of Ceylon tea. Tea tourism in Sri Lanka not only provides the opportunity to deeply understand and experience Ceylon black tea, but also allows visitors to enjoy the beautiful natural scenery and rich cultural experience^[3-4].

3 Inspiration for the integrated development of agriculture and tourism in China

(1) Strengthen brand building and protection. Sri Lanka's "Ceylon Tea" brand enjoys a global reputation. China can learn from its brand building experience, strengthen the building and protection of local agricultural products brands, protect the brand by registering geographical indications and other means, and enhance its international competitiveness.

(2) Policy support and industrial attention. The Sri Lankan government's attention to the tea industry and related policies have promoted the development of the tea industry. China can increase policy support, provide policy guidance and support for agricultural tourism, and promote the integrated development of agriculture and tourism.

(3) Cultural integration and brand empowerment. As Sri Lanka deeply combines tea culture with tourism, and China can promote the integration of agricultural brands and culture, explore the essence of traditional farming culture, and enhance the cultural connotation and market attraction of agricultural brands.

(4) International cooperation and market expansion. The cooperation between Sri Lanka and

Chinese Fujian enterprises has promoted the marketing and promotion of Ceylon tea in China. China can strengthen international cooperation, expand the international market of agricultural tourism products, and form a new development pattern of double circulation of domestic and foreign markets.

(5) Improve product quality and safety. Sri Lankas Ceylon tea is known as "the cleanest tea in the world". China can learn from its experience in pesticide residue control to improve the quality and safety standards of agricultural products and enhance consumer confidence.

(6) The deep integration of tourism and agriculture. Tea tourism in Sri Lanka includes not only tea tasting, but also cultural experience and natural landscape appreciation. China can explore the diversified development of agricultural tourism, combining agricultural production, rural culture and natural landscape, and provide a richer tourism experience.

By learning the successful experience of tea tourism in Sri Lanka, China can explore and practice in brand building, policy support, cultural integration, international cooperation and other aspects, so as to promote the high-quality development of agricultural tourism.

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