

Tientsin and thereafter Dunkled. These Bungalows having all facilities including Swimming Pool, Tennis Court, Badminton Court etc. The charges per night is around 500 Dollars per day, per room and all the time the occupants rate of these bungalows are 100%. Other areas have been developed time to time to suite to the Visitors and other competitive advantageous.

By this joint venture Bogawantalawa Plantations Ltd., and Dilmah both had a strategic advantage. At present, it is the best example as to how the Tea Tourism could be promoted, especially in the areas of Up-Country.

Accordingly, when it comes to the business concept & Tourism is one of the world's largest economic sectors as providing direct employments over to 100 million as well enormous indirect employments for different sectors and regions (World Travel and Tourism Council). International tourist arrivals grew by 4.4% in 2015 to reach a total of 1,184 million in 2015, according to the latest UNWTO World Tourism Barometer. With the gradual development of the tourism sector, people willing to engage in new tourism experiences and concepts as niche tourism emerged as a new concept (Fernando, 2014; Fernando 2015). Niche tourism refers to how a specific tourism product can be personalized to meet the needs of a particular tourist segment as Tea tourism has been identified as one niche Tourism segment emerged. Tea could be stated as a beverage, a plant, an art, a meal service, an export, an agricultural product, an industry, a religion or a dedicated pastime (Yang, 2007) and tea is an integral part of food service (Jolliffe, 2007). Tea plant had its origins in China and later introduced to other countries and adopted as a beverage in different cultures and owning tea traditions. A peripheral industry built up around tea focuses on the production of goods for a tea-loving public, including tea accessories, books on tea, and a variety of tea-themed gift wares. Tea combination has developed as an art (Shalleck, 1972) and in some societies, such as Japan, as a religion. For many, the romance and history of tea and the experience of consuming tea is a pastime (Pratt, 1982) as includes collecting, either associated with the purchase of tea and related items such as teapots and teacups, or the seeking out and build-up of tea experiences, individually or as part of an organized tea tour.

Tea Tourism noticeably has the potential to enhance the brand image and marketing of tea-producing destinations as contemporary tourists seek out authentic and unique experiences related to the appreciation and consumption of the beverage and tea encourages both consumption and the development of relationships. Climatic and geographic conditions have formed appropriate