

## **Possibility of Agritourism Development for Sustainable Rural Development in Sri Lanka**

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**Abstract :** Agritourism is a growing industry in many parts of the world. At present, agritourism is promoted by most of the countries in the world aiming at sustainable rural development. This study intends to identify and analyze the potential for agritourism development in Sri Lanka with special reference to five farming areas in Kegalle district. SWOT analysis used to identify the possibility of agritourism in this areas. The study reveal that there are several opportunities to the development of agritourism while identified the main threat and weakness for developing agritourism in the study areas. The opportunities related to a number of tourist attraction places and increase the demand for agritourism. The main problems related to infrastructure facilities, large farming lands, knowledge and skill of farmers, government support, credits and financial assistance, attitude of young generation and environmental impact.

**Keywords :** agritourism, sustainable rural development, farming, tourism

**Conference Title :** ICSR2020 : International Conference on Scientific Research and Development

**Conference Location :** Chicago, United States

**Conference Dates :** December 12-13, 2020