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A Case Study on Bamboo Conservation at Sadaharitha Una Arana, Sri Lanka**Abegunawardhana, S.V.^{1*}, Gnanaweera, K.A.K.²**¹*Department of Environmental Management and Forestry, Faculty of Applied Sciences, University of Sri Jayewardenepura, Nugegoda, Sri Lanka*²*Management Science Unit, Department of Mathematics, Faculty of Applied Sciences, University of Sri Jayewardenepura, Nugegoda, Sri Lanka***sachinivindaya@gmail.com***Abstract**

This study examines Sadaharitha Una Arana, a garden full of bamboo species (*Dendrocalamus giganteus*, *Dendrocalamus latiflorus*, *Bambusa oldhamii*, etc.), established in 2000 at Arukwatta, Sri Lanka. The garden is managed solely by the owner without additional staff, with the intention of promoting bamboo culture and sustainable tourism. Initially the garden attracted local tourists but is currently experiencing a visitor fatigue and lack of operations, disrupting both conservation efforts and income generation. Thus, the objective of this study was to identify factors hindering the continuous operation of the garden in relation to the owner's entrepreneurial and strategic knowledge on those outcomes. A qualitative research design was adopted involving an extensive five-hour in-depth interview with the owner, observations during site visits, and analyzing the garden's literature, including newspaper articles, TV program records, and the garden's social media managed by the owner. Due to a lack of daily visitors and low community engagement, direct visitor or community interviews were not feasible. Which limits the scope of the study but provides unique insight into the owner's decision-making. Data was analyzed using qualitative content analysis focusing on finding entrepreneurial and marketing gaps in garden operations. Findings reveal that despite the garden's significant conservation and cultural value-conserving diverse bamboo species and varieties while supporting local biodiversity, including habitat for the endangered Red slender loris (*Loris tardigradus*) the garden faces major challenges. The owner initially prioritized bamboo conservation and showcased its potential through cultural festivals, positive media coverage, and educational school visits, but at present he seeks to generate sustainable income but lacks a clear vision, mission, or proper strategic plan. Even though the owner possesses extensive knowledge on bamboo species and culture, the lacks of the awareness on sustainable business models and lacks knowledge on commercializing the garden's offerings. As he lacks entrepreneurial knowledge and sustainable business management ability, it has led to a vicious cycle, where current financial struggles hinder ongoing conservation efforts. As a conclusion, continuing such conservation efforts becomes challenging without a clear commercial value proposition and strong entrepreneurial and marketing knowledge. Therefore, capacity building and institutional support are recommended to strengthen these conservation efforts by giving the owner the necessary business awareness. Future research is required to explore similar conservation-related properties and expand the study by getting perspectives from local communities and visitors.

Keywords: *Bamboo gardening, Conservation, Entrepreneurship, Sustainable, Tourism*