

## **Executive Summary**

The purpose of this study was to analyse the entrepreneurial success story of Mr. Chandrasiri Baladurage and his hotel Forest Rock Garden which is one of the most beautiful settings on the soil of Anuradhapura that gives an amazing experience to its guests remembering the golden days of the Anuradhapura Kingdom while relaxing with nature, enjoying the contemporary luxuries of modern world.

The main objective of the case study was to identify the key drivers which contributed to the remarkable success achieved by the hotel highlighting its best practices to operate sustainably. Secondly, entrepreneurial characteristics of Mr. Baladurage were analysed to build a learning guide for Sri Lankan upcoming entrepreneurs to follow.

Primary data collection of the study was mainly done through In-depth interviews and focus group discussions. Secondary data from newspapers, magazine articles, company web site, social media, visitor book and industry analysis reports from internet were used to validate the primary data collected through qualitative techniques.

Mr. Baladurage was able to seize the hidden opportunities in the market and carve a niche market by defining new standards for spiritual tourism in Sri Lanka. Under Chandrasiri's leadership, employees are aligned towards the company through a shared vision. Furthermore, the visionary leadership, community involvement and sustainable initiatives coupled with proper management of relationships with its stakeholders, Forest Rock Garden resort provides a superior service to its guests. Hotel's inimitable eco-friendly design and ancient Sri Lankan architectural recreation together with its innovative service offerings create a unique experience for guests. The hotel has won many accolades both locally and internationally as a tribute. Post-war development in tourism industry, increasing demand for eco-tourism and concern for environmental sustainability practices of the hotel have a positive impact on the sustainable growth of the hotel.

The authors believe that the entrepreneurial success story of the Forest Rock Garden Resort – Anuradhapura where Sri Lankan heritage is sustainably integrated into the hospitality industry, would act as an inspiration for the budding Sri Lankan entrepreneurs.