



# **ECOVANA RETREAT**

## **BUSINESS REPORT**


**Module Name : Marketing Management**

**Module Code : MKT306SL**

**Group No: 10**



**Faculty of Business**  
**Department of Marketing and Tourism**  
**Group Assignment**

INDEX NUMBER	STUDENT NAME		
27644	A.I. Dias		
27028	R.K.A.K. Nethmini		
25382	M.P.S Hasari		
27090	S.N.L. Geeganage		
26968	S.M.S.D. Sathkumara		
27216	H.D. Siriwardana		
YEAR OF STUDY AND SEMESTER	3 <sup>rd</sup> year 2 <sup>nd</sup> semester		
MODULE CODE	MKT306SL	MODULE NAME	Marketing Management
MODULE LECTURER	Mr.Thisal Yatawara	SUBMISSION DATE	24 <sup>th</sup> November 2023
<p><b>Declaration:</b> I certify that I have not plagiarized the work of others or participated in unauthorized collusion when preparing this assignment.</p>			
<p><b>Signature of the Group Leader:</b>  <b>Date:</b> 2025/04/15</p>			
<b>For office purpose only:</b>			
GRADE / MARK			
COMMENTS			



## Table of Content

1. Executive Summary
2. Business Concept of ECOVANA
3. Environmental Analysis
  - PESTEL Analysis
  - Competitor Analysis
4. Certifications and partnerships for sustainable hospitality at ECOVANA
5. STP Strategy
6. Service Designing
7. Pricing Strategy
8. Distribution Strategy
9. Integrated Marketing Communication
10. People
11. Physical Evidence
12. Process
13. Operational Plan
14. Conclusion
15. References

## Executive Summary

A sustainable luxury Ayurvedic health retreat, Ecovana is situated in Neelabemma, close to Sri Lanka's Wilpattu Forest. Offering visitors immersive experience based on genuine Ayurveda, environmental care, and community involvement, this distinctive health destination combines traditional healing with contemporary eco-conscious hospitality.

Ecovana's people are its heart. People from the local community are hired and given professional training to work as tour guides, cooks, Ayurvedic healers, and hotel employees. These people provide individualized, compassionate care and are knowledgeable about culture and the environment. Through ongoing training, this program not only improves the visitor experience but also fosters rural development and skill empowerment.

The procedures used by Ecovana are intended to guarantee a seamless, sustainable, and enjoyable visitor experience. Every stage exhibits efficiency and attentiveness, from easy online reservations to environmentally friendly check-ins and customized health consultations.

Ayurvedic spa treatments adhere to regimented, tranquil procedures, and the resort places a strong emphasis on using organic, locally produced products in its meals. Everyday activities include composting, waste segregation, water and energy saving, and active guest participation in green projects.

The resort's physical manifestations of its dedication to sustainability are also evident. Wood, bamboo, and natural clay are used to create eco-cabanas, which mix well with the surrounding jungle. Natural ventilation, solar panels, and rainwater collection systems all serve to illustrate Ecovana's ecological basis. In order to enhance the authenticity of the experience, the Ayurvedic spa and traditional kitchen (Gami Raha) make use of locally inspired design, recyclable materials, and natural smells. Having invested LKR 56.2 million, Ecovana is a wonderful example of ethical travel. In addition to providing relaxation, it also empowers communities and protects the environment while fostering a deep connection to wellbeing, culture, and nature.

## **Business Concept of ECOVANA**

As a result of the increasing trend globally towards sustainable tourism, Ecovana is emerging as a purpose-driven wellness retreat, offering an ecological experience that aligns with nature. As a style of travel develops towards conscious, environmental and wellness-focused travel, Ecovana is unique in that it offers an integration of ancient Ayurvedic medicine and sustainable hospitality practices. Located adjacent to the Wilpattu Forest, in the lazy village of Neelabemma, Ecovana thoughtfully reflects a response to this trend of tourism, as a space where sustainability, health, and cultural authenticity converge. This serene location offers the perfect physical place for healing and de-stressing, and it also provides an opportunity to integrate local community engagement into the operating principles of the resort.

Ecovana, a name inspired by ecological living and a “vana” (forest) aligned experience is a fantastic fusion of ancient Ayurvedic medicine and contemporary hospitality to facilitate a recovery of physical, mental, and emotional energy. With a leaf taken from the concept of wellness tourism, Ecovana is planned as a destination that is intended to provide not only true healing but also sustainability, cultural heritage, and community empowerment.

At the Ayurvedic wellness center in Ecovana, wellness through Ayurvedic knowledge and practices is combined with well-trained Ayurvedic therapists with years of experience and treatments sourced from rare and Ayurvedic medicines produced locally. The facility includes individualized treatment with natural medicines but also includes four eco-friendly cabanas and vegetable gardens full of healing and medicinal plants that promote natural healing outside of treatment sessions.

One of the highlights of the facility is "Gami Raha", a small traditional kitchen which only makes plant-based Sri Lankan food that is sourced from local organic growers and also derives from Ayurvedic nutrition! Acknowledging the traditions of the local chefs and cooking styles, each meal nourishes the body.

Ecovana's sustainability programs include a zero-waste policy, the use of solar energy, rainwater

collection, and a total ban on plastics. Ecovana is more than a wellness resort, it is a movement, an oasis of tranquility that integrates eco-living with traditional healing, creating memorable experiences while empowering local people and caring for the environment.

## Environmental Analysis

### 1. PESTEL Analysis

Factor	Key Points	Impact on ECOVANA
<b>Political</b>	- Government support for eco-tourism	✓ Opportunity for support and incentives
	- Potential tourism incentives	⚠ Risk from political instability affecting tourism
	- Need for local authority cooperation	
	- Political instability risk	
<b>Economic</b>	- Growing global demand for sustainable tourism	✓ Rising interest supports growth
	- Post-pandemic tourism recovery	✓ Supports local economy
	- Currency fluctuations	⚠ Sensitive to foreign exchange rates
	- Local job creation and income generation	
<b>Social</b>	- Increasing wellness and eco-conscious lifestyles	✓ Strong alignment with social trends
	- Cultural curiosity among tourists	✓ Cultural immersion enhances appeal
	- Community engagement essential	
<b>Technological</b>	- Rise of digital travel platforms	✓ Enhances sustainability and marketing
	- Solar and eco-technology integration	✓ Digital presence needed for global reach
	- Online visibility critical for bookings	
	- Opportunity for virtual wellness content	



<b>Environmental</b>	- Located in a high-biodiversity area	✓ Positive brand image
	- Strong sustainability practices	⚠ Climate sensitivity needs adaptive planning
	- Climate variability risks	
	- Eco-construction minimizes environmental impact	
<b>Legal</b>	- Compliance with SLTDA and environmental laws	✓ Authentic services build trust
	- Certification for Ayurvedic practitioners	⚠ Must meet all legal and operational requirements
	- Health, safety, and zoning requirements	

#### Recommendations to Overcome Legal Challenges

- Enter into legal agreements with Ayurvedic practitioners to record and protect their traditional knowledge.
- Secure environmental permits well in advance during the planning phase to avoid delays in construction.

#### Recommendations to Mitigate Environmental Issues

- Sign agreements with local farmers to cultivate Ayurvedic herbs organically, minimizing their reliance on wild harvesting.
- Implement a zero-waste policy using biodegradable packaging for herbal medicine and recyclable materials for hotel use.
- Make a transition to solar power, rainwater collection, and energy-saving technologies to reduce its footprint on the environment.

## 2. Competitor Analysis

Competitor	Location	Key Offerings	Differentiation from ECOVANA
<b>Back of Beyond</b>	Various eco-locations	Eco lodges, wildlife safaris, bird watching	Focus more on wildlife and nature, less cultural immersion
<b>Kalundewa Retreat</b>	Dambulla	Luxury eco-resort, organic farming, wellness	High-end and more luxury-focused, less indigenous/cultural roots
<b>Ulpotha</b>	Near Dambulla	Yoga retreats, Ayurveda, rustic village life	Similar Ayurvedic and nature immersion, but seasonal and more yoga-centric
<b>Jetwing Vil Uyana</b>	Sigiriya	Eco-luxury chalets, wetland conservation	Large-scale, premium resort – higher ecological footprint
<b>The Mudhouse</b>	Anamaduwa (near Wilpattu)	Off-grid eco-living, cooking experiences, bike tours	Closest competitor – similar ethos, but ECOVANA could stand out with stronger wellness focus



## **Certifications and partnerships for sustainable hospitality at ECOVANA**

Ecovana keeps its philosophy's heart stable, embedding it in every aspect of its design, operation and guest experience. Through globally recognized certificates and meaningful participation, Ecovana displays its unwavering commitment to moral tourism, environmental leadership and cultural protection. These efforts strengthen the identity of the retreat in Sri Lanka as a trailblazer in the overall welfare.

### Sustainability Certifications

#### 1. Green Globe Certification

A respected certification in the global tourism sector, Green Globe confirmed Ecovana's commitment to reduce carbon emissions, promoting resource efficiency and embedding the tourism practices responsible in its operating models.

#### 2. LEED certification

Through environmentally friendly construction methods - the use of bamboo, clay, and renovated wood Ecovana follows the standards mentioned in the leadership and environmental design (LEED) structure, ensuring that the physical infrastructure of the retreat is durable as its mission.

#### 3. National sustainable tourism certification

This Sri Lankan certification guides Ecovana in aligning with national priorities around sustainable tourism. It supports preserving local traditions, reducing negative environmental impact and returning to generating equal economic benefits to surrounding communities. Travel life for accommodation This internationally recognized program evaluates housing on environment, social and economic stability. Travel life helps Ecovana to refine its supply chain, reduce energy and water use and ensure fair labour practices.

### Strategic Partnerships

#### 1. Sri Lanka Tourism Development Authority (SLTDA)

ECOVANA's cooperation with SLTDA ensures compliance with tourism laws and access to

national publicity platforms. SLTDA also supports Ecovana in maintaining high operating standards and navigating permanent tourism policies.

## 2. Global Sustainable Tourism Council (GSTC)

Participating in GSTC training and guidance programs aligns its internal practices with a global stability benchmark, which ensures continuous learning and following for the best practices in eco-tourism and responsible travel.

## 3. Ayurvedic and Herbal Wellness Partners

Ecovana works with Ayurvedic brands and certified physicians are respected to offer authentic welfare experiences. Herbal remedies and natural remedies are provided through reliable suppliers such as natural products, Barak Naturals and reliable suppliers such as Siddhalapa Ayurveda.

## 4. Remarkable sustainability and social impact participant

- Dilma Conservation - Biodiversity in the region supports protection and permanent agriculture.
- Sarvodaya Movement - works towards community uplift and environmental awareness.
- Gami Seva Sevana - focuses on empowering rural communities and increasing local livelihood.
- Eco Life Sri Lanka - advocates environmental practices responsible in tourism and business.

## STP Strategy

### 1. Segmentation

Ecovana employs a multi-dimensional segmentation strategy to identify potential customers, focusing on evolving trends in wellness, eco-tourism, and cultural immersion.

Segmentation Type	Variables	Details
<b>Demographic</b>	Age, Income, Profession, Lifestyle	<ul style="list-style-type: none"><li>- Age 25–45 (young adults), 40–60 (empty nesters)</li><li>- Mid to high income</li><li>- Professionals, entrepreneurs, retirees, couples, solo travelers</li></ul>
<b>Psychographic</b>	Values, Personality, Lifestyle	<ul style="list-style-type: none"><li>- Eco-conscious, wellness-focused, spiritually inclined</li><li>- Minimalist, mindful living, digital detox mindset</li></ul>
<b>Geographic</b>	Country, Urban/Rural	<ul style="list-style-type: none"><li>- International: Europe, Australia, UAE, USA</li><li>- Domestic: Urban Sri Lanka (Colombo, Kandy)</li></ul>
<b>Behavioral</b>	Usage, Benefits, Loyalty	<ul style="list-style-type: none"><li>- Seek authentic, holistic, off-grid experiences</li><li>- Prioritize Ayurveda, peace, nature immersion</li><li>- High repeat potential for meaningful experiences</li></ul>

### 2. Targeting Strategy

Ecovana adopts a differentiated targeting strategy, tailoring packages for three main target segments based on motivation and lifestyle.

Target Group	Description	Ecovana Offering
<b>Primary Target</b>	Eco-conscious international travelers (25–45) seeking meaningful and low-impact travel	<ul style="list-style-type: none"><li>- Full Experience Package</li><li>- Detox &amp; Digital Unplug programs</li><li>- Guided Nature Walks</li></ul>
<b>Secondary Target</b>	Empty nesters (40–60), especially Europeans seeking peace, nature, and Ayurveda	<ul style="list-style-type: none"><li>- Rejuvenation Packages</li><li>- Wellness treatments</li><li>- Peaceful cabanas for extended stays</li></ul>

<b>Tertiary Target</b>	Local urban professionals, couples, honeymooners looking for short wellness escapes	<ul style="list-style-type: none"> <li>- Weekend getaway offers</li> <li>- Romantic add-ons</li> <li>- Cooking + spa combo packages</li> </ul>
------------------------	---	--

### 3. Positioning

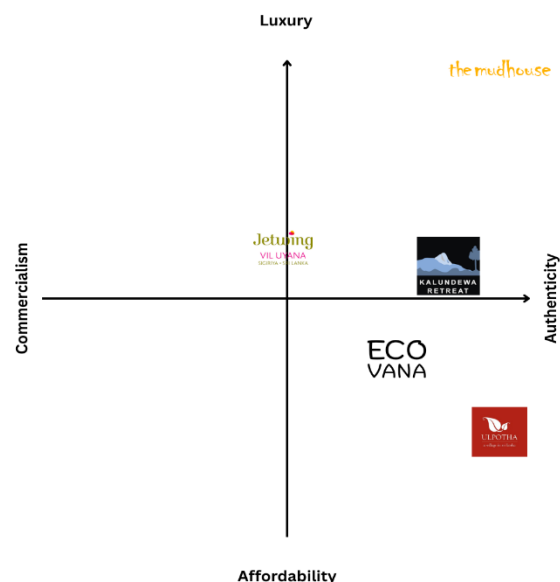
Ecovana is positioned as a “Sri Lankan ancient Ayurvedic medicine and sustainable hospitality practices” offering a blend of spiritual healing, cultural immersion, and sustainable living.

#### Positioning Statement

“Sri Lanka’s eco-conscious wellness sanctuary offering culturally immersive, spiritually healing, and sustainably luxurious experiences.”

Positioning Attribute	How Ecovana Delivers It
Eco-Luxury	Locally built bamboo cabanas, solar power, zero plastic, natural toiletries
Cultural Authenticity	Gami Raha outdoor kitchen, cooking classes, village walk, and farm-to-table dining
Holistic Wellness	Ayurvedic spa, guided meditation/yoga, herb garden, herbal steam, detox packages
Affordable Value	Tiered pricing packages (Essence Stay to Full Experience) with seasonal discounts

#### Positioning Map



## Service Designing

### 1. About ECOVANA

Ecovana, Sri Lanka's newest sustainable luxury Ayurvedic resort, is tucked away in the serene surroundings close to Wilpattu. It is a place where traditional healing methods coexist with contemporary eco-conscious living. Built to blend in perfectly with the environment, Ecovana provides a rejuvenating health experience based on the ageless customs of genuine Ayurveda, ethnic diversity, and thoughtful simplicity.



More than just a retreat, Ecovana is an area that reflects the balance of community, sustainability, and well-being. Everything has been carefully designed to reduce the negative effects on the environment while optimizing the well-being of our guests, from our bamboo cabanas and zero-waste practices to the traditional outdoor cooking and herbal spa.

#### **Vision**

To be Sri Lanka's leading sustainable luxury Ayurveda retreat, blending ancient healing with transformative wellness in harmony with nature.

#### **Mission**

To preserve authentic Ayurveda through sustainable luxury, ethical sourcing, and community empowerment, setting a global standard in eco-conscious wellness tourism.

### 2. ECOVANA Service Design



Nestled in the peaceful village of Neelabamma, close to Wilpattu, Ecovana's service design has been carefully chosen to provide a smooth, customized, and profoundly immersive experience that is based in nature, cultural history, and traditional wellness. From reservation to departure, every phase of the visitor experience is planned to embody Ecovana's basic principles of healing, simplicity, and sustainability.

An easy-to-use online booking process via Ecovana's website or certain travel platforms kicks off

the journey even before arrival. A confirmation email and a pre-arrival advertisement with eco-friendly activities, local travel advice, and a wellness preferences questionnaire are sent to guests. As a result, the crew can carefully customize each stay. A seamless transition into the tranquil rhythm of village life can be ensured by arranging for an optional pickup from nearby transportation connections.

Visitors are greeted with open arms at the retreat's outdoor reception pavilion upon arriving in Neelabamma. Their stay is kicked off with a revitalizing herbal drink produced using local ingredients. Four handcrafted bamboo cabanas, each one made with recycled wood, clay, and other natural materials, are shown to guests. Nestled in the unspoiled splendor of Wilpattu's ecosystem, two of these cabanas offer private natural plunge pools, combining luxury and environmental consciousness. These cabanas are named as superior cabanas. Cabanas without private pools are called as Deluxe cabanas.

Ecovana's traditional outdoor kitchen, “Gami Raha”, is the center of attention of culinary experiences. Here, visitors are able to participate in interactive cooking classes using clay pots and wood-fired stoves or savor fresh, traditional Sri Lankan cuisine. The resort offers a farm-to-table experience based on village customs using locally sourced ingredients, some of which come from the garden.

The Ayurveda Spa, where skilled therapists offer individualized treatments based on Ayurvedic principles, is at the center of the service concept. In open areas surrounded by forests, visitors can enjoy customized therapies like steam baths, herbal oil massages, and guided meditation sessions. Regular mindfulness and yoga exercises promote a greater sense of rest and rejuvenation.

In order to enhance their stay, visitors are encouraged to learn more about Neelabamma's natural and cultural surroundings through birding, nature walks, village visits, and courses on herb harvesting. Reconnecting with nature in its most pristine form, guests staying in cabanas with natural pools enjoy peaceful moments of seclusion in the cold waters beneath the trees.

In addition to a heartfelt goodbye from the Ecovana staff, guests receive a handmade herbal wellness gift as their tour draws to an end. Feedback is gathered in order to improve the service over time and guarantee that the retreat continues to be a shining example of hospitality and sustainability. Ecovana in Neelabamma offers visitors more than simply a place to stay thanks to its well-thought-out and multi-layered design; it's a healing experience that helps them rediscover their inner balance, wellness, and connection to nature.

### 3. Logo Design Elements & Symbolism



### Ecovana Logo Concept

#### **Logo Description:**

- **Symbol:** A stylized bamboo leaf circle enclosing a hut icon with a leaf-shaped roof, representing the eco-cabanas. Below the hut, a wavy line symbolizes nature, peace, and wellness (linking to the spa and meditation).
- **Typography:** Eco- Ecological and sustainable, vana- Nature aligned experience
- **font:** elegant but grounded.
- **Color Palette:**
  - **Earthy Green** – for sustainability and forest life
  - **Terracotta Brown** – for tradition, and natural materials
  - **Soft Bamboo Beige** – for ayurvedya

### Meaning of the Logo Elements

- **Circle of Bamboo Leaves:** Symbolizes wholeness, nature's cycle, and sustainability. It reflects the retreat's commitment to zero-waste living.
- **Hut with Leaf Roof:** Represents the eco-cabanas made of natural materials. The leaf roof emphasizes green building practices.
- **Wavy Line/Base:** Suggests natural flow, healing, and spiritual peace aligning with Ayurveda and meditation practices.
- **Font Choice:** Simple, elegant, and organic - reinforcing the brand as natural yet premium.



## Pricing Strategy

To establish the Ecovana, a one -time investment of about 54.6 million is required. The following breakdown indicates major areas of expenditure:

Category	Description	Estimated Cost (LKR)
<b>Land &amp; Infrastructure</b>	160 Perches *LKR 60,000 per perch	8,000,000
	Infrastructure	2,000,000
<b>Eco Cabanas Construction</b>	2 Standard Cabanas *LKR 2,500,000 each	5,000,000
	2 Pool Cabanas *LKR 3,500,000 each	7,000,000
	Natural Plunge Pools (2 units *LKR 800,000 each)	1,600,000
<b>Utilities &amp; Eco Setup</b>	Solar setup, rainwater harvesting, septic system	3,000,000
<b>“Gami Raha” Kitchen</b>	Traditional kitchen + guest cooking space	2,000,000
<b>Furniture &amp; Interior</b>	Handmade furniture, decor, guest amenities	3,200,000
<b>Licensing &amp; Legal Compliance</b>	Tourism, Ayurveda, cannabis permits	3,500,000
<b>Ayurveda Spa Center</b>	Building, 2 rooms, herbal garden, equipment	3,800,000
<b>Marketing &amp; Branding</b>	Website, wellness influences, doctor partnerships	7,500,000
<b>Staffing &amp; Training</b>	Specialized therapists, psychologists, nutritionists	8,000,000
<b>Total Estimated Startup Cost</b>		<b>54,600,000</b>

## Revenue Streams

Ecovana's financial strategy has been designed to ensure frequent income through diverse, objective-operated offerings that are aligned with its environment-conscious, welfare-oriented brand. The following major revenue currents will support long -term development, guest satisfaction and permanent community development:

- Ayurvedic wellness and healing package - treatment program contained in ancient Sri Lankan traditions including oil massage, herbal steam bath, detox therapy, and individual wellness rituals.
- The overall nature immersion retreat-date-day package focuses on deep relaxation, mindfulness, and one walk directed on eco-healing, outdoor meditation and relationship with natural surroundings.
- Eco-Luxury Accommodation-blacks offers an immersion stay with a handicraft premium and standard cabana, individual eco-living experiences and local hospitality.
- Traditional Cooking Experience - Daily and Private Food Options that characterize organic, locally citrus Sri Lankan recipes, with guest participation in cooking sessions in Gummy Raha Outdoor Kitchen.
- Gamirassa Store and artisan product-on-site boutique handmade wellness goods, organic herbs, Ayurvedic body care products, durable lifestyle items and localized souvenirs.
- Wellness and Meditation Workshop - Guided Yoga, Breathwork, and under the leadership of Certified Physicians, including special group retreat and personal wellness coaching.
- Revenue from guest activities such as cultural and environmental activities-durable farming participation, indigenous knowledge session, and wildlife tour near Willpattu.

### Pricing Strategy & Special Packages

#### **1.Value Based Pricing Model**

Ecovana is going to use a value-based pricing system, which bases prices not just on costs but also on the perceived worth of the experiences provided. Guests pay for exclusivity, sustainability, and transformation rather than just lodging at an eco-luxury health retreat that offers genuine Sri Lankan experiences, cultural immersion, and Ayurvedic wellbeing.

#### **3. Cabanas – Nightly Rate (Per Person)**

Type of Cabana	Price (USD / LKR per night)	Features
<b>Deluxe Cabanas (x2)</b>	\$90 / LKR 28,000	Bamboo cabana, nature view, outdoor bathroom, breakfast included
<b>Superior Cabanas (x2)</b>	\$135 / LKR 42,000	Private natural plunge pool, forest view, outdoor tub, breakfast included

All packages include welcome drink, herbal amenities, traditional breakfast, and access to meditation sessions.

### 3. Wellness & Spa Pricing

Service	Price (USD / LKR)
Full Ayurveda Consultation	\$20 / LKR 6,000
Herbal Oil Full-Body Massage	\$35 / LKR 11,000
Herbal Steam Therapy	\$25 / LKR 8,000
Ayurvedic Detox Treatment	\$50 / LKR 16,000
Daily Wellness Package (Combo)	\$75 / LKR 24,000



Guests staying 3+ nights get one complimentary 30-minute therapy session.

### Gami Raha – Food Experience

Experience	Price (USD / LKR)
Daily Full-Board Meals (3 Meals)	\$25 / LKR 8,000
Cooking Experience (Hands-on Class)	\$15 / LKR 5,000
Herbal Tea & Local Snack Session	\$8 / LKR 2,500

Meals use locally sourced ingredients, and guests can pick fresh herbs from the garden.

### 4. Package Deals

**3-Day Wellness Escape** – \$280 / LKR 87,000 per person

- 2 nights in Deluxe Cabana
- 3 Ayurveda treatments
- All meals included
- Guided nature walk + cooking class

**5-Day Premium Healing Stay** – \$580 / LKR 180,000 per person

- 4 nights in Superior Cabana
- Daily Ayurveda therapy + Yoga
- Full-board meals
- Private herb garden session + farewell herbal kit

### 5. Strategy Highlights

- **Tiered Pricing:** Allows for broader market targeting (budget-conscious to premium eco-tourists)
- **Experiential Value:** Encourages guests to spend on wellness packages and local experiences
- **Dynamic Seasonal Pricing:** Slightly higher during peak tourist months (Dec–Mar and Jul–Aug)
- **Loyalty Discounts:** Returning guests receive 10% off + spa gift

## **Distribution Strategy**

### How we Choose Neelabamma and Why?

Ecovana is set in a quiet and solitary Neelabamma village, located near Wilpattu National Park, was carefully selected as a place for Ecovana, which was due to its calm environment, cheap land and strong alignment with the nature-based concept of the retreat. Surrounded by green greenery, flowing rivers, mango gardens and a cool forest vibe, the region offers an ideal background for an environmental-conscious welfare experience. While there are many routes to reach the village, the most convenient access is through Puttalam, which ensures a smooth journey for guests without harassing the peaceful attraction of the village. Ecovana is developed on an acre plot, preserving the environment by distributing a personal, low-density retreat. Importantly, this initiative creates valuable opportunities for local residents-from employment services, construction and environmental-environmental-generation to organic yield and traditional crafts. By integrating local knowledge and resources in its operation, Ecovana not only promotes sustainable travel, but also plays an important role in the upliftment of the Nilabamma community through inclusive and moral development..

One of the main reasons for selecting Neelabamma is the power of land. Compared to more commercial areas, the land in this area is quite cheap, allowing for a permanent growth model that does not compromise on quality. The untouched beauty and lower environmental footprints of the location make it a perfect match for the concept of low-gradation, durable architecture and Eco-living we make a retreat that is both meaningful and adorable.

### Service Distribution Process of Ecovana

The service distribution strategy in Ecovana varies greatly from product-based distribution as services are abstract, consumed at the delivery point, and require direct interaction between the provider and the consumer. For Ecovana, this process is designed to ensure a comfortable, value-rich journey for wellness travelers-the moment they hear of the time when they experience their environment-conscious services.

### How Ecovana Distributes Its Services

### Service Provider (Ecovana Retreat)

Both Econ is the manufacturer and the savior of its services. These include handcrafted eco-residence, Ayurvedic wellness therapy, permanent food experience and cultural immersion activities. The entire retreat concept is made on indigenous knowledge systems and sustainable practices.

Distribution channels: Ecovana uses both direct and indirect channels to make its services accessible:

- Direct Channel:  
Guests can book their experience through Ecovana's official website, social media platforms (eg: Instagram and Facebook), or direct contact methods (email, WhatsApp).
- Indirect Channel:  
Ecovana collaborates with online travel agencies (eg: Booking.com, Trip Advisor), local and international travel agents and wellness affects who help top audiences promote and sell packages.

### Booking Reservation:

Once guests search for Ecovana through these channels, they can book their migration, welfare treatment, and activities through online or travel partners. Dynamic pricing, seasonal offers, and sewn packages are also provided to increase price and attract specific market segments.

### On-site service distribution:

Guests arrive and begin their curated experiences-continue in their Cabana, attached to Ayurvedic spa remedies, participating in guided attention, learning through village-based culinary sessions, and participating in nature walk or herbal workshops.

### Customer (guest):

The guest becomes the last user of service. Their response, reviews and word-mouths play an important role in Ecovana's long-term branding, customer retention and biological development.

## Integrated Marketing Communication

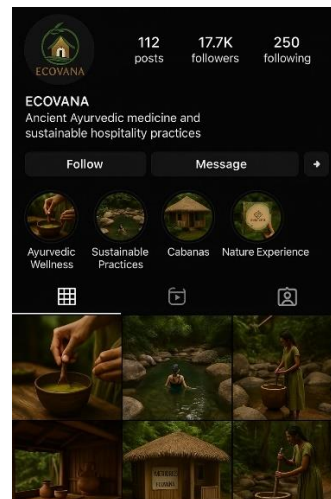
Ecovana's IMC strategy integrates ethical digital marketing, influencer marketing, PR, community participation, and other strategies to advertise its Ayurvedic Wellness Retreat. In this case, modern communication techniques and ancient culture will help enable wellness tourism to the area while providing locals support Eco tourism around the village of Neelabemma near Wilpattuwa.

### 1. Digital Marketing

**Platforms:** Instagram, Facebook, YouTube, TikTok

#### Content Strategy:

- Daily Tips on Ayurveda and Home Remedies (Reels, TikTok)
- Accounts of folk medicine practitioners and their methods
- Footage of using solar power and living plastic-free, herbal gardens, and other content
- Travel guides and blogs titled "Sustainable stay at Ecovana"
- Brief videos featuring longtime guests of the center
- Use popular and targeted hashtags like #EcovanaRetreat, #AyurvedaSriLanka, #WilpattuWellness, #SustainableTourism, #SriLankaRetreat, and #TraditionalHealing to increase visibility, connect with wellness seekers, and expand Ecovana's reach across social media platforms.
- Collaboration with Influencers- Collaborate with wellness travel influencers and eco-conscious influencers to market ECOVANA wellness retreat on social media platforms including Reels, TikTok, and YouTube.



#### Website & SEO:



- Launch official site: [www.ecovana.lk](http://www.ecovana.lk)
- Include booking options, Ayurveda blog, and eco-tourism tips

### **Paid Digital Advertising**

- Pay-per-click marketing or PPC Advertising - this is a model of Digital Marketing where marketers and advertisers pay a specified amount whenever an advertisement is clicked. It is an efficient method for increasing traffic to websites and gaining access to potential clients who are already searching for helpful products and services. Ecovana implements PPC advertising using Google and Meta (Facebook & Instagram) for its Ayurvedic wellness retreats, eco-cabana stays, and vegan gastronomic tourism. These ads are targeted toward wellness seekers and sustainable travel lovers, and they use colorfully appealing visuals coupled with emotionally appealing text.

The following platforms are the most common where ads for Ecovana's PPC campaign are shown:

- ✓ Instagram and Facebook: The promotion of seasonal retreats, Ayurveda therapy packages, vegan food experiences, and other relevant products is done using targeted interest and travel behavior ads.
- ✓ Google Ads: Target search phrases such as “best Ayurvedic wellness retreats in Sri Lanka”.

## **2. Sustainable Offline Marketing Strategies**

### • **Travel Agency Collaborations**

Ecovana intends to expand its reach through collaborations with well-known eco-tourism businesses such as Jetwing Tours and Nature Tours by Cinnamon Hotels. These collaborations will assist raise awareness of Ecovana as a premium wellness destination when included in curated eco-travel packages. By collaborating with already established agencies that serve eco-conscious travelers, Ecovana can efficiently reach the target market and ensure easy booking processes for both domestic and international visitors.

### • **Events & Retreats**

Ecovana is using experiential marketing to execute Ayurvedic detox and yoga retreats for guests to experience a holistic mind-body-refresh experience. The retreat will also schedule herbal medicine workshops and traditional handloom demonstrations, engaging with local healers and artisans in the Neelabemma locality. These events present overall, not just opportunities for engaged moments between guests, but cultural appreciation and community involvement.



- **PR & Media Outreach**

In order to grow Ecovana's global presence, the brand will invite sustainable travel journalists and wellness content creators from reputable online magazines like National Geographic Traveler and Conde Nast Traveler for hosted stays. Their in-person experiences result in authentic articles and video content that promote Ecovana's Ayurvedic therapies, eco-living principles, and cultural authenticity. Ecovana also plans to seek features in Sri Lankan lifestyle blogs and wellness magazines to create a great presence either internationally or locally.

E.g: Host a sustainability journalist for an “ECOVANA Wellness Retreat “to experience our traditional ayurvedic treatments and write an article about how we are maintaining traditional medicine, vegan foods, and being sustainable.



### **3. Customer Relationship & Loyalty Marketing**

As a company, creating authentic relationships with guests is a priority at Ecovana. To deepen the personalized wellness journey, guests will offer virtual consultations with Ayurvedic therapists prior to their arrival so that every aspect of their experience can be uniquely tailored to them. Upon departure, guests will also receive post-retreat wellness guides and lifestyle recommendations, based on their retreat experience and consultations, to continue their healing journey at home and to provide the opportunity to maintain continued well-being and brand relationship over time.

Ecovana also plans to encourage guest loyalty and return visits by offering membership, called the "Ecovana Circle," to repeat guests. This program will be designated for returning guests with discounts and special retreat packages, as well as unique herbal product bundles as added value. The intention is to recognize and value every guest's experience with our physical and virtual company, to engage them higher with our wellness philosophy moving forward.



Every guest will receive a beautifully designed "Memories with Ecovana" booklet, intended to create a continued bond and inspire further thoughts and reflections. This is a gift to each guest at the end of their retreat and captures their entire journey in photographs of their experience with us, together with their impact on the environment. This is a pathway for them to keep intrinsic representation within their memories as well as a touchstone for a visit return and continued positive influence via positive word-of-mouth. Investment into

this gift, by way of the company impact for each guest, provides an opportunity for relatable pricing.

#### **4. Community Based & CSR Marketing**

Ecovana is founded on sustainability and community upliftment. The retreat will be using hand-made textiles by local artisans in Neelabemma to furnish our cabanas, as well as preserve a traditional craft and support livelihoods in the area. The Ayurvedic herbs and vegetables used in our treatments and meals will be sourced directly from farms in proximity to Ecovana so that we may continue to benefit the region while assuring the freshest level of produce. We will also use local traditional healers as part of Ecovana's spa and wellness programs so they can share their much-cherished knowledge and expertise and have the respectful recognition that they deserve. Ecovana's marketing strategies will highlight these community collaborations, including blog stories, social content, and creative assets that communicate the authenticity and heart behind the brand. Ecovana will share customer testimonials that showcase the local connections they witnessed during their time with us, emphasizing both the sanctuary criterion Ecovana fulfills, as well as the responsible community partner it intends to be.

### **People**

The Ecovana experience revolves around its people, who are essential to providing its distinctive and genuine service. Recruiting and educating members of the local community is a top priority for Ecovana, which provides them with jobs as cooks, tour guides, Ayurvedic therapists, and hotel employees. The rural economy is boosted, jobs are created, and people are empowered with important information and skills

Ecovana guarantees that clients receive individualized services that are rich in cultural authenticity and local wisdom by enlisting individuals who are closely acquainted with the local flora, wildlife, customs, and therapeutic techniques. These locals improve the visiting experience by engaging in sincere conversations and sharing anecdotes that introduce guests to the area's natural heritage.

Regular training sessions are held in order to uphold excellent service standards that are consistent with Ecovana's environmentally sensitive ideals. These seminars emphasize guest interactions, environmental responsibility, Ayurvedic knowledge, and sustainable hospitality

techniques. By using this strategy, Ecovana creates a competent, driven, and empowered workforce that produces excellent, ecologically conscious experiences while simultaneously promoting significant community development.

### Staff Requirements at Ecovana

The following staff structure has been carefully designed to support Ecovana's sustainable and community-based tourism operations. Each role contributes to delivering high-quality, authentic, and eco-conscious experiences for guests while empowering the local community through employment and skill development.

#### **1. Manager**

- Responsible for overseeing all operations, coordinating staff, managing resources, and ensuring that services align with Ecovana's environmental and hospitality standards.

#### **2. Kitchen Staff (3)**

- Includes cooks and a kitchen assistant who prepare meals using locally sourced ingredients. They ensure that guests enjoy healthy, traditional cuisine while maintaining hygiene and sustainability standards.

#### **3. Spa Staff**

- Comprises Ayurvedic therapists and an assistant who deliver wellness treatments based on traditional healing practices. They play a key role in promoting the health and relaxation aspect of the Ecovana experience.
  - 1 Ayurvedic Doctor
  - 1 Therapist
  - 1 Helper
  - 1 Nutritionist

#### **4. Housekeeping**

- Each of the four cabanas is maintained by a dedicated housekeeping staff member who handles cleaning, room preparation, and attending to guest needs to ensure a comfortable stay.

#### **5. Tour Guides**

- Local guides with knowledge of the area's biodiversity, history, and culture. They lead nature walks, wildlife observation tours, and storytelling sessions, enriching the guest experience through personal interaction and indigenous knowledge.

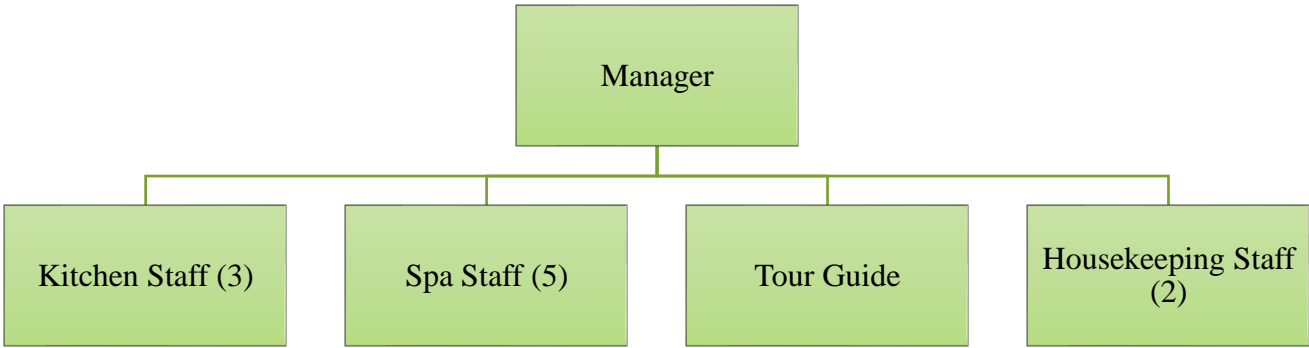
#### **6. A Garden Keeper**

- Responsible for maintaining Ecovana's organic garden, including herbs, fruits, and medicinal plants. Supports the kitchen and spa with fresh ingredients and helps educate guests about local flora and sustainable gardening practices

#### **7. Visiting Yoga Instructor**

A certified yoga instructor, Dr. Kasthuri Ramanayaka, will be conducting yoga sessions for guests. These sessions are designed to promote wellness, mindfulness, and relaxation, aligning with Ecovana’s focus on holistic health and sustainable living. The yoga instructor will also help integrate Ayurvedic practices, offering guests complete mind-body experience.

This staffing plan ensures that Ecovana operates smoothly while maintaining its values of sustainability, cultural authenticity, and local empowerment. The total number of staff required is **12**, striking a balance between operational efficiency and personalized guest service



**Physical Evidence**



Every physical component of the resort's surroundings amply demonstrates Ecovana's dedication to sustainability and authenticity. Built from natural materials like clay, bamboo, and repurposed wood, the eco-cabanas are carefully planned to fit in with the surrounding forest, providing visitors with a peaceful and immersive experience of nature.

The infrastructure of the retreat incorporates obvious environmentally friendly elements, such as natural ventilation systems that lessen the need for artificial cooling, rainwater collecting tanks that encourage water conservation, and rooftop solar panels that power everyday operations. These components are powerful visual reminders of Ecovana's sustainable aim in addition to being useful.

The Ayurvedic spa's interior is a peaceful, restorative space. A genuine and tranquil atmosphere

is created by the use of natural lighting, traditional design features, and the delicate scent of herbal oils. The Ayurvedic equipment and décor in the treatment rooms are a reflection of Sri Lankan wellness customs and heritage.

Biodegradable facilities locally made handcrafted furnishings, and environmentally friendly signs all serve to further emphasize the resort's authenticity and eco-consciousness. Herbal product displays, recycled paper menus, and the tasteful use of natural hues and textures all contribute to the upkeep of a unified brand identity focused on eco-living and well-being. In addition to improving appearance, these tangible elements reassure and inspire guests, demonstrating that Ecovana lives up to its ideals. Each environmental touchpoint conveys the brand's commitment to holistic health tourism, cultural sensitivity, and sustainable luxury.

## Process

Every visitor will have a smooth, sustainable, and rewarding experience thanks to Ecovana's meticulously planned operational methods. Every stage of the process, from the time a reservation is made until the visitor leaves, demonstrates effectiveness, environmental responsibility, and meticulousness. An eco-friendly check-in process that reduces paper consumption and encourages digital connection follows an intuitive online reservation system.

Ecovana has a strong emphasis on farm-to-table dining, where dishes are made using seasonal, locally sourced, and fresh ingredients. In addition to helping out local farmers, this guarantees that visitors will savor wholesome, genuine Sri Lankan food. Likewise, the Ayurvedic spa functions with a great degree of structure and care. In order to promote relaxation and healing in a peaceful, wooded setting, scheduled therapy sessions employ herbal oils and natural therapies customized to each visitor's wellness requirements.

Ecovana's everyday operations are infused with environmental sustainability. Rainwater collection and conscientious usage are two ways to preserve water. Energy efficiency is supported by solar panels, and trash is controlled by appropriate recycling, composting, and segregation methods. These operating procedures not only set a good example but also lessen the retreat's environmental impact.

It's significant that Ecovana includes its visitors in this environmentally friendly adventure. Informational sessions, signs, and interactive activities teach visitors about eco-living and encourage them to participate in activities like composting, herb collecting, and nature hikes. In addition to improving the visitor experience, this strategy promotes environmental consciousness and a sense of shared responsibility, giving each visit significance and influence.

## Operational Plan

The Ayurvedic spa operates as a sanctuary of traditional healing, using fresh herbs harvested daily from the medicinal garden. Guests begin with personalized consultations to determine their treatment plan, which may include herbal wraps using locally sourced ingredients like neem (kohoba) and wild honey, or detox scrubs made with cinnamon bark and red clay. Treatments take place in open air pavilions built with natural materials, allowing guests to connect with the surrounding environment. Used herbs are composted for the gardens, maintaining a zero waste cycle. The spa also offers yoga and meditation sessions in serene natural settings, enhancing the holistic wellness experience.

The “Gami Raha” kitchen focuses on authentic farm to table dining, with ingredients sourced directly from local organic farms. Guests can participate in cooking experiences, learning to prepare traditional Sri Lankan dishes like jackfruit curry and coconut sambal using clay pots and wood fired ovens. Meals are served on palm leaf trays or handmade pottery, emphasizing sustainability. The kitchen minimizes waste by repurposing food scraps vegetable peels become natural dyes, and coffee grounds are used in spa treatments. Private dining experiences, such as candlelit dinners in the mango grove, are tailored to guest preferences, offering a unique culinary journey.

The cabanas, constructed from bamboo and sustainable wood, blend luxury with eco-conscious design. Each cabana features handcrafted furnishings, organic cotton linens, and natural toiletries. Guests are welcomed with herbal tea served in coconut shell. Daily turndown service includes aromatic pillow mists made from garden flowers. The cabanas are maintained using traditional methods, such as treating bamboo with kohomba oil to ensure longevity. Private pool cabanas offer exclusive access to secluded swimming areas surrounded by lush greenery.

Ecovana creates seamless connections between its spa, kitchen, and cabanas. Guests can join guided garden tours to pick herbs used in both spa treatments and cooking classes. Evening wellness rituals, like moonlight oil therapies, are enhanced by the natural serenity of the cabanas. These integrated experiences ensure guests enjoy a cohesive and immersive stay.

The hotel’s operations are deeply rooted in the Neelabemma community. Local villagers are employed as therapists, chefs, and guides, preserving traditional knowledge while gaining new skills. Organic waste is composted for village farms, and upcycled materials are transformed into guest amenities. Regular feedback sessions with the community ensure the hotel’s practices align with local needs and cultural values.

Daily checks ensure the highest standards, from testing spring water quality to verifying the freshness of herbs. Monthly audits with local farmers guarantee organic certification, while guest feedback is gathered to refine the experience. The cabanas and spa facilities are maintained using eco-friendly methods, such as natural wood treatments and solar-powered systems.

## Conclusion

Ecovana stands as a benchmark in the realm of sustainable luxury wellness retreats. Nestled in the heart of Neelabemma, its unique blend of authentic Ayurvedic healing, eco-conscious living, and deep-rooted community engagement offers guests an immersive and meaningful experience. By prioritizing locally sourced materials, environmentally friendly operations, and local employment, Ecovana not only preserves nature but also uplifts the surrounding community. Every detail from digital check-ins and farm-to-table cuisine to eco-friendly infrastructure and wellness therapies has been carefully curated to reflect the resort's core values of sustainability, authenticity, and holistic well-being.






What sets Ecovana apart is its dedication to integrating guests into its green philosophy, inspiring them to adopt more conscious lifestyles. The resort doesn't just promise relaxation it delivers purpose-driven rejuvenation by fostering a deeper connection between people, place, and planet. With thoughtful investment and visionary design, Ecovana is more than a destination it is a movement toward mindful, regenerative tourism that nurtures body, soul, and earth.



## References

- Ayurvedic Institute. (2021). *Principles of Ayurveda: A Holistic Approach to Healing*. Ayurvedic Institute Publications.
- Balasubramaniam, S. (2020). 'The role of Ayurveda in sustainable tourism in Sri Lanka', *Journal of Traditional Medicine & Tourism*, 8(2), pp. 45-60.
- Baral, R., & Subedi, P. (2019). 'Sustainable wellness tourism: The case of Ayurvedic retreats', *International Journal of Sustainable Tourism*, 12(3), pp. 101-118.
- EarthCheck. (2023). *Sustainable Tourism Certification Standards*. Available at: [www.earthcheck.org](http://www.earthcheck.org) (Accessed: 25 March 2025).
- Green Globe. (2024). *Certification Guide for Sustainable Tourism*. Available at: [www.greenglobe.com](http://www.greenglobe.com) (Accessed: 25 March 2025).
- Jayasinghe, M. (2021). 'Reviving traditional healing practices in Sri Lanka: Challenges and opportunities', *Sri Lankan Journal of Indigenous Medicine*, 15(1), pp. 21-38.
- Kannangara, S. (2022). 'Ayurvedic dietary principles and their application in wellness tourism', *Journal of Ethnopharmacology*, 267, pp. 112-129.
- Ministry of Indigenous Medicine. (2023). *Regulations and Guidelines for Ayurvedic Practices in Sri Lanka*. Colombo: Government Press.
- National Geographic Traveler. (2024). 'The rise of eco-luxury wellness retreats in Asia', *National Geographic Traveler Magazine*, 41(7), pp. 75-89.
- Ravindran, P. & Gupta, A. (2023). *The Economic and Cultural Impact of Traditional Healing Systems in South Asia*. Oxford University Press.
- SLTDA (Sri Lanka Tourism Development Authority). (2024). *Sustainable Tourism Development Framework 2024*. Colombo: SLTDA.
- WHO (World Health Organization). (2023). *Traditional Medicine Strategy 2023–2032*. Geneva: WHO.

## References

Index Number	Name	Contribution to the report	Signature
10901279	A.I. Dias	Business Concept of ECOVANA /Integrated Marketing Communication	
10901259	R.K.A.K. Nethmini	Environmental Analysis / Distribution Strategy	
10901283	S.N.L. Geeganage	Operational Plan	
10901251	M.P.S Hasari	STP /Conclution	
10901280	S.M.S.D. Sathkumara	People/Physical Evidence/Process /Executive Summary	
27216	H.D. Siriwardhana	Service Design/Pricing Strategy	