

UNIVERSITY OF COLOMBO
FACULTY OF ARTS
DEPARTMENT OF ECONOMICS

POSTGRADUATE DIPLOMA IN TRAVEL & TOURISM
ECONOMICS AND HOTEL MANAGEMENT

FINAL EXAMINATION – 2016 (5th Batch)

Pg. DTEHM C502: Tourism Marketing and Destination Promotion

Time Allowed: THREE [3] HOURS

Answer Only Four Questions

All Questions Carry Equal Marks

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- (1) a) Briefly explain the four Eras of Marketing
b) What is meant by the 4th Revolution?
c) How does this 4th Revolution relate with the present operation of hotel industry in Sri Lanka?
d) How can a boutique hotel use this concept to be competitive in today's business environment?
- (2) a) What is meant by tourism marketing and tourism product selling?
b) Explain why tourism marketing is vital factor in determining the long term business expansion of tourism industry in Sri Lanka.
c) Discuss how online marketing is highly decisive for the successful operation of a travel agency in Sri Lanka?

- (3) There is an increasing trend where cruise liners are calling on Sri Lanka.
- b) Discuss with specific examples of why proper marketing strategy planning is important for this newly emerging tourism market in Sri Lanka.
 - c) How can the Product Onion Ring be used by a cruise liner for its marketing?
 - d) "A cruise tourist is satisfied only if the actual value is the same or exceeds the perceived value of cruise tourism service" Discuss.
- (4) a) Segmentation, Targeting and Positioning are key to a strong business strategy. How can Sri Lanka Tourism use this concept in destination marketing?
- b) When would an hotelier employ a brand extension strategy versus a new brand strategy for its business operation?
- (5) Pricing strategy is key to a successful tourism marketing campaign.
- a) What are the strategies of pricing and how can a SME agricultural tourism based hotel use this concept?
 - b) Briefly discuss four ways to segment the agro-tourism market in Sri Lanka.
 - c) What are the possible challenges involved with marketing of agro-tourism for local tourists in Sri Lanka?