

# UNIVERSITY OF COLOMBO, SRI LANKA

## FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II - Semester VI) Examination, December 2018

MKT 2209 – Destination Marketing

Two (02) Hours

Answer any FOUR (04) questions.

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01. "Tracking the past development of a destination and opportunities for further development are essential for its survival".

i. Briefly describe the stages in the Tourism Area Life Cycle (TALC) with an example of your choice.

(12 marks)

ii. Briefly describe three (03) key new avenues of tourism that you think Sri Lanka has the potential to capitalise on as a tourist destination and, give reasons to justify your answer.

(07 marks)

iii. Explain the challenges of capitalising on each avenue that you identified in (ii) above.

(06 marks)

**(Total 25 Marks)**

02. "Managing the destination product has become a challenge to many destinations today".

i. Explain the destination product elements related to a destination of your choice, with suitable examples.

(10 marks)

ii. Explain the different types of damages caused by the visitors of a destination.

(08 marks)

iii. Briefly explain four (04) strategies that can be used to manage a destination product.

(07 marks)

**(Total 25 Marks)**

03. "With the increasing demand for tourism, the sustainability of tourist destinations has become a focal point of destination marketing".

i. Briefly describe sustainability in the context of destination marketing.

(03 marks)

ii. Describe the three (03) dimensions that should be considered in sustainability, emphasizing the main focus and key objectives of each dimension.

(12 marks)

iii. What steps can be taken by a destination to ensure responsible travel? Explain your answer.

(10 marks)

**(Total 25 Marks)**

04. "One of the stakeholders that is often neglected in tourism is the destination's community".

i. Briefly describe the main benefits of getting community support for tourism.

(05 marks)

ii. Describe any four (04) stages of the Community Resident Engagement Wheel with examples where necessary.

(12 marks)

iii. Briefly describe any tourism related issue of your choice and, explain how the community can be used to solve that issue.

(08 marks)

**(Total 25 Marks)**

05. Write short notes on any five (05) of the following.

i. Destination management

ii. Sri Lanka Tourism Promotion Bureau

iii. Destination image analysis

iv. Tourist created content

v. Brochures

vi. e-Confusion

vii. Experience

viii. Travel and Tourism Competitiveness Index (TTCI)

ix. Determinants of selection of a destination

x. The Green Paradox

(05 x 05 marks = Total 25 Marks)