

UNIVERSITY OF COLOMBO, SRI LANKA
FACULTY OF MANAGEMENT AND FINANCE

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

HLM 2210- Destination Management

Two (02) Hours

Answer FOUR (04) questions INCLUDING question no. 01

1. Answer the questions in relation to the description given below on ELLA as a tourist destination.

Ella is one of the most scenic parts of the hill country in Sri Lanka. It has a comfortable climate where the nights are cool and day time temperature is around 28 degrees. The area has rich bio diversity with numerous varieties of flora and fauna. Tourist arrivals have increased during the past few years to Ella. One obvious fact about the higher tourist attraction is availability of many sources of information where trip advisor, booking.com play vital role. During the stay over at Ella, visitors can experience the little Adam's peak, Nine Arc Bridge, Lipton's seal, Ravana water fall, and Ella rock too. Availability of a variety of accommodation facilities for instance, hotels and guest houses also facilitate higher tourist arrivals. Many tourists use the train as the way of transportation since train travel in Sri Lanka is a tourist attraction itself. The initiatives taken by the government have also facilitated this growth, for an example, the national highway network plan of the Road Development Authority and other major ongoing programmes across the island of road widening and highway upgrades, which will gradually improve the country's transportation facilities. According to customer reviews, many travelers have experienced a good hospitality service from the people in Ella as well.

- i. Identify the destination mix elements of the given destination.

(05 marks)

ii. Based on the description and your knowledge on destination management, explain what are the main reasons for rapid tourist arrivals to Ella Sri Lanka.

(05 marks)

iii. Analyze the successfulness of the given destination based on the 10As concept.

(10 marks)

iv. Briefly explain what kinds of role should be played by the country's DMO to uphold the destination image of the Ella.

(05 marks)

(Total 25 Marks)

2. "Destination development refers not only to hard infrastructure development but also for soft infrastructure development too"

i. Elaborate more on above statement with reference to the importance of destination development.

(08 marks)

ii. Briefly explain reasons as to why tourism is considered as unique industry.

(08 marks)

iii. Sustainable tourism development manages the impact of tourism on the destinations environment. Explain above statement with reference to the VICE model.

(09 marks)

(Total 25 Marks)

3. "Destination planning is the first & most critical tool to address fragmentation of human & financial resources, and to distribute tourists & tourist experience."

i.. Destination planning process start with analyzing where are we now. Describe major activities or analysis considered in this stage.

(10 marks)

ii. Briefly explain the outcomes of tourism planning.

(08 marks)

iii. Briefly explain the advantages of undertaking destination planning.

(07 marks)

(Total 25 Marks)

4. i. Why do tourism considered as an experience good? briefly explain.

(07 marks)

ii. Briefly describe the destination marketing mix with the support of example of your choice.

(10 marks)

iii. Identify and briefly explain the 6 major components of integrated marketing communication for DMO.

(08 marks)

(Total 25 Marks)

5. “Destinations contain a wide variety of stake holders and these are groups and individuals that can affect or affected by the outcome of destination management”

i. Differentiate between community residents and the tourism sector stakeholders.

(08 marks)

ii. Explain in details the specific activities which should be included in a community relation plan.

(10 marks)

iii. Write a short note on “Network Theory”.

(07 marks)

(Total 25 Marks)