



UNIVERSITY OF COLOMBO, SRI LANKA

Faculty of Management and Finance

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

HLM 2303 Hospitality and Tourism Marketing

Three (03) Hours

Answer (05) five questions INCLUDING question number one (01)

1. Answer the questions based on the newspaper article given below.

Sri Lanka is the Best Travel Destination for 2019- Lonely Planet

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DailyMirror
www.dailymirror.lk

Sri Lanka claimed the top spot in the Lonely Planet's best travel destinations list of countries to visit in 2019, with Germany and Zimbabwe just behind, while Italy's Piedmont, the Catskills in the USA, and northern Peru topped the list of must-see regions.

Egypt's Southern Nile Valley, Lodz in Poland and the USA's Great Smoky Mountains were named as the three best-value destinations for 2019.

Sri Lanka came top in the list of best countries to visit primarily because travel has become much easier there since the civil war ended in 2009.

"It's changed so much, so quickly, and in a lot of ways that makes travel much easier," said Matt Philips, destination editor at Lonely Planet. "During the civil war there were large tracts in the north that were completely off limits, but now there are new road and rail links, and new internal flights."

'Sri Lanka is decidedly having its moment in the equatorial sun and change is coming swiftly. After decades of civil conflict, this is a country revived. 'There's more than ever for families, adrenaline junkies, eco-tourists, wellness seekers and foodies of all budgets.'

He also said travel products had hugely evolved in Sri Lanka, and now includes diverse opportunities beyond mere beach holidays, from eco-tourism and yoga retreats to visiting national parks to see elephants and leopards."

- i. Peter Drucker (1973) claims that “there will always, one can assume, be need for some selling. But the aim of marketing is to make selling superfluous”. Accordingly, Sri Lanka as a tourist destination has fulfilled this aim. Do you agree with this statement? Justify your answer using information given in the article.

(10 marks)

- ii. After becoming the No.01 travel destination for 2019, Sri Lanka is more responsible for maintaining the same position in future as well. Based on the “Ansoff product-market expansion grid”, discuss what growth strategies could be used in order to sustain this achievement.

(10 marks)

2. i. Select any hotel according to your preference and illustrate how can that hotel deal with intangibility, inseparability, variability and perishability of the service it provides? Give specific examples.

(10 marks)

(Total 20 marks)

- ii. “In contemporary marketing environment, marketers tend to compete on non- price strategies than pricing strategies”. Comment on the statement by using appropriate examples?

(10 marks)

(Total 20 marks)

3. i. Some restaurateurs want to develop ‘a restaurant with something for everyone’. Why is this idea a dangerous policy? Elaborate.

(10 marks)

- ii. “Products are created in the factory. But, brands are created in the mind” Comment on this statement?

(10 marks)

(Total 20 marks)

4. i. "The three drivers of successful relationships between marketers and customers are customer value, high level of satisfaction and building a structure that ensures customer retention". Analyze this statement using proper examples.

(10 marks)

- ii. Suppose you are planning your next vacation. Apply five (05) stages in the decision making process that you will go through for selecting your destination?

(10 marks)

(Total 20 marks)

5. i. Christine Andrews states, "If your people don't perform, your property won't perform". Discuss the possible ways that marketing techniques can be used by human resource managers in Tourism Organisations?

(10 marks)

- ii. Why would a producer delegate some of the selling job to intermediaries? Elaborate your answer using the functions of distribution channels?

(10 marks)

(Total 20 marks)

6. i. Based on the concept of product life cycle, explain how can a hotel avoid its offerings being declined in the market? (08 marks)

- ii. One study reveals that as many as 80% of new products fail. List five (05) reasons for this? As a solution, explain how can the eight stages of new product development process can be implemented?

(12 marks)

(Total 20 marks)

7. i. Suppose you are the manager of a hotel in Sri Lanka and you have been assigned to prepare a promotion campaign for 2019. Briefly explain the steps of developing an effective communication and the important factors to be considered?

(10 marks)

- ii. What is meant by “Integrated Marketing Communication” (IMC)? Illustrate the suitability of using IMC concept in promoting tourism and hospitality in Sri Lanka?

(10 marks)

(Total 20 marks)

8. i. Select **any five (05)** pricing strategies listed below and write short notes for them? Use appropriate tourism related examples from Sri Lankan context.

a. Discount & allowance pricing

b. Segmented pricing

c. Psychological pricing

d. Promotional pricing

e. International pricing

f. Market skimming pricing

g. Market penetration pricing

(Total 20 marks)
