

# UNIVERSITY OF COLOMBO, SRI LANKA

## FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration - Level II-Semester VII Examination June/July 2022

### MKT 4241 - Destination Marketing

Two (02) Hours

Answer **all** Questions

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**01**

- i. "Destination management and Destination marketing are highly interrelated concepts in tourism. Destination marketing is one of the functions within the broader concept of destination management." Explain.

**(12 marks)**

- ii. "There is an interaction between destination positioning, image, and branding." Explain with examples.

**(13 marks)**

**(Total 25 marks)**

**02.**

- i. "Tourism Area Life Cycle is a process describing how a destination starts slowly with visitor numbers limited by the facilities and access." Identify and briefly explain the stages of the Tourism Area Life Cycle with examples.

**(12 marks)**

- ii. Ansoff's Growth Strategy is a simple model that identifies four destination product development opportunities in a two-by-two matrix. Briefly explain the four specific strategies indicated by this model.

**(13 marks)**

**(Total 25 marks)**

**03.**

- i. "The tourism industry is highly susceptible to crises, and economic, social, environmental, health and political aspects of a destination influence on tourism demand." Identify the key challenges the Sri Lankan tourism sector faces in this current crisis.

**(12 marks)**

- ii "Social Media: A Tool for Destination Marketing." Discuss this statement in the Sri Lankan context with examples.

**(13 marks)**

**(Total 25 marks)**

**04.**

Briefly explain any **five** of the following with examples.

- i. Sports and Adventure Tourism.
- ii. Segmentations in Destination Marketing.
- iii. Sri Lanka Tourism Area Life Cycle.
- iv. Destination Management Roles.
- v. Societal marketing.
- vi. Community Resident Engagement wheel.

**(Total: 05 x 05 marks = 25 marks)**