

**UNIVERSITY OF COLOMBO, SRI LANKA**  
**FACULTY OF MANAGEMENT AND FINANCE**

**Bachelor of Business Administration (Level II, Semester VI) Examination – December  
2017**

**HLM 2210- Destination Management**

**Two (02) Hours**

**Answer any FIVE (05) Questions only**

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**1. “For centuries, Sri Lanka has been a popular place of attraction for foreign travelers”**

i. Identify the destination mix of Sri Lanka as a tourism destination.

(08 marks)

ii. Identify reasons as to why tourist arrivals have increased in Sri Lanka during the last few years.

(07 marks)

iii. Briefly explain one (01) issue Sri Lanka is facing as a tourism destination.

(05 marks)

**(Total 20 Marks)**

**2. “Destination planning has many benefits for any destination since it provides long term direction for the destination.”**

i. Briefly explain some other benefits of strategic planning for tourism.

(08 marks)

ii. Even though there are many benefits of destination planning some destinations do not engage in destination planning. Briefly explain reasons for this.

(06 marks)

iii. Briefly explain the common elements of a tourism destination plan.

(06 marks)

**(Total 20 Marks)**

3. "Communicating about destinations is one of the key functions of a DMO. In doing so they use Integrated Marketing Communication (IMC) with the purpose of getting more tourists attention for their destination."

i. Briefly explain the six (06) major components of IMC for a destination.

(10 marks)

ii. Describe the benefits of IMC for a destination.

(10 marks)

**(Total 20 Marks)**

4. i. Explain the important characteristics of an excellent international DMO website with the help of "I AM OUTSTANDING" model.

(10 marks)

ii. "Successful destinations are those with more tourists." Identify 10As of successful destinations with the help of a destination of your choice.

(10 marks)

**(Total 20 Marks)**

5. "Community relations are vital for survival of a tourism destination."

i. Identify the two (02) types of specific groups of the community in a tourism destination.

(04 marks)

ii. Briefly explain the community resident engagement wheel.

(08 marks)

iii. Describe the potential benefits that DMOs can get from building and maintaining closer relationships with community residents.

(08 marks)

**(Total 20 Marks)**

6. "Destination branding can be identified as the steps taken by a DMO in collaboration with its stakeholders to develop and communicate the identity and personality for its destination."

i. Explain the steps involved in destination branding.

(12 marks)

ii. Differentiate between destination marketing goals and destination marketing objectives with relevant examples.

(08 marks)

**(Total 20 Marks)**