

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

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

MKT 2209 – Destination Marketing

Two (02) Hours

Answer any FOUR (04) questions

01. Destination product refers to an interdependent mixture of tangible and intangible components experienced at a destination.

i. Explain the destination product elements (i.e. physical products, people, packages and programmes) related to a destination of your choice.

(10 marks)

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

(08 marks)

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

(07 marks)

(Total: 25 marks)

02. Different creative methods are used to promote and brand destinations. Explain the use of the following in promoting and branding destinations;

i. Tourist created content

(09 marks)

ii. Brochures

(08 marks)

iii. Social media

(08 marks)

(Total: 25 marks)

03. New tourism concepts create good opportunities for destination marketers.

- i. Explain the pros and cons of promoting rural tourism.

(08 marks)

- ii. "Sri Lanka is a good destination for medical tourism". Do you agree with this statement? Justify.

(08 marks)

- iii. Explain your opinion on promoting Sri Lanka as a dark tourism destination.

(09 marks)

(Total: 25 marks)

04. Creating and managing a competitive tourism destination is a major challenge faced by Destination Management Organisations (DMOs).

- i. Briefly explain the responsibilities of Sri Lanka Tourism Development Authority (SLTDA) in managing Sri Lanka as a tourism destination.

(05 marks)

- ii. List the strengths, weaknesses, opportunities and threats (i.e. SWOT) of Sri Lanka as a tourism destination.

(12 marks)

- iii. By using the four strategic groups specified in the TOWS matrix, describe four (04) strategies that can be implemented to strengthen Sri Lanka's position as a tourism destination.

(08 marks)

(Total: 25 marks)

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

- i. Destination management
- ii. Community resident engagement wheel
- iii. Tourism area lifecycle
- iv. Experience
- v. Domestic tourism
- vi. e-Confusion
- vii. Visitor journey

(5 x 05 marks)

(Total: 25 marks)