



SABARAGAMUWA UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES

BSc DEGREE PROGRAMME IN TOURISM MANAGEMENT
YEAR III SEMESTER I EXAMINATION – SEPTEMBER/OCTOBER 2017

TOURISM MARKETING - TM 3133 @

Time allowed: THREE (03) Hours

Answer all questions.

- 1 a) What are the inherent characteristics that differentiate tourism marketing from the traditional marketing? (08 Marks)
- b) “The tourism marketers have a great role to play in influencing the potential tourists to select tourist products, since a tourist’s buying decision is determined by various influential factors”. Examine the influencing factors of tourist buying decision with examples. (12 Marks)
- 2 a) Why the segmented marketing is inevitable for tourism industry? (08 Marks)
- b) “As tourism marketing faces a huge competition globally with dynamic and complex nature, positioning strategies of tourism product determines the success and sustainability of tourism”. Do you agree? Justify your answer citing examples from the Sri Lankan context. (12 Marks)
- 3 a) “Marketing mix of tourism is more complex than the traditional marketing through adding three more Ps”. Explain the marketing mix of tourism with examples. (12 Marks)
- b) Briefly describe the marketing mix variable “physical evidences in tourism” with specific examples related to Sri Lanka. (08 Marks)
- 4 “As any tourism entrepreneur or marketer has to thrive through competitive, complex and dynamic global tourism market, it is inevitable to adopt strategic tourism marketing approaches.” Explain the types of tourism marketing strategies and strategic interventions to anticipate the challenges and reach the competitive advantages in global tourism market. (20 Marks)

5 Provide brief description on **FOUR (04)** of the following.

- a) Demographic Segmentation
- b) Perceptual Mapping
- c) Destination Audit
- d) Destination Branding
- e) Strategic Dimensions in Tourism Marketing

(4X5 Marks)