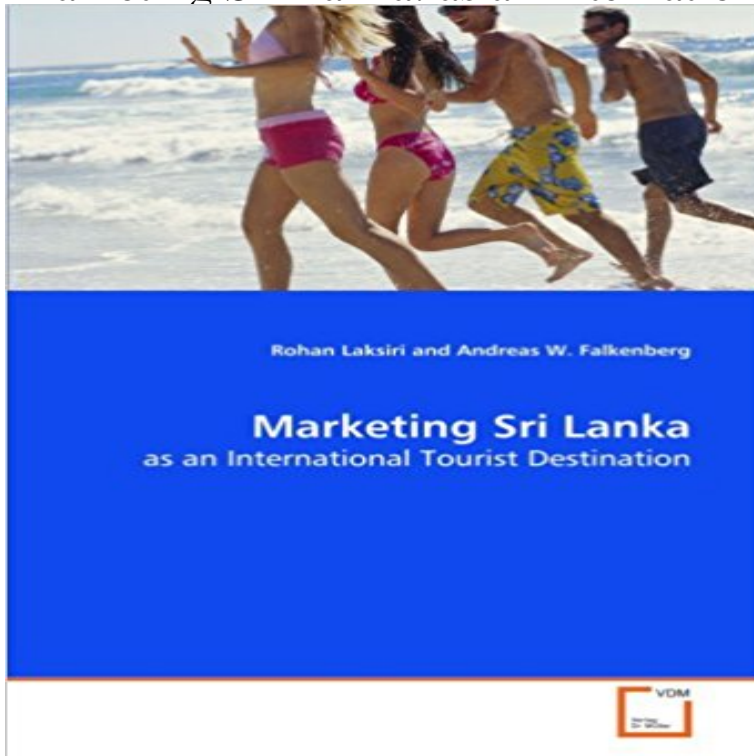


Marketing Sri Lanka: as an International Tourist Destination



Within the last two decades, Sri Lanka's tourism industry has grown dramatically as one of the main foreign exchange earners and employment provider. Since Sri Lanka depends enormously on tourism for its growth and development, this book provides an analysis of marketing efforts within the tourist industry in the island to the international community. In compliance with growing trend, the purpose of this book is to review Sri Lanka as an international tourist destination and its current marketing activities in the tourism trade. Moreover, it investigates the proper use of marketing efforts, and to suggest guidelines for the future destination marketing strategies. Additionally, the book also aims at mirroring a clear picture of the industry. We will, moreover, attempt to provide information that will assist particularly destination management policy makers for developing productive marketing strategies. It will pinpoint some recommendations that need to be considered in future development plans for the tourism industry in Sri Lanka.

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and leisure travel and it is significant in both domestic and international tourism. (Heath, 2011 Mendiratta, 2011 Sri
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seen inadequate at double the rate of international tourist arrivals to the Asia-Pacific region, he said. **Tourism Chief**
says marketing Sri Lanka as premier destination must Sri Lanka made a significant impact at the 37th International
Tourism Trade Fair at the Sri Lanka stand in order to strengthen the destination marketing efforts **Sri Lanka returns to**
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