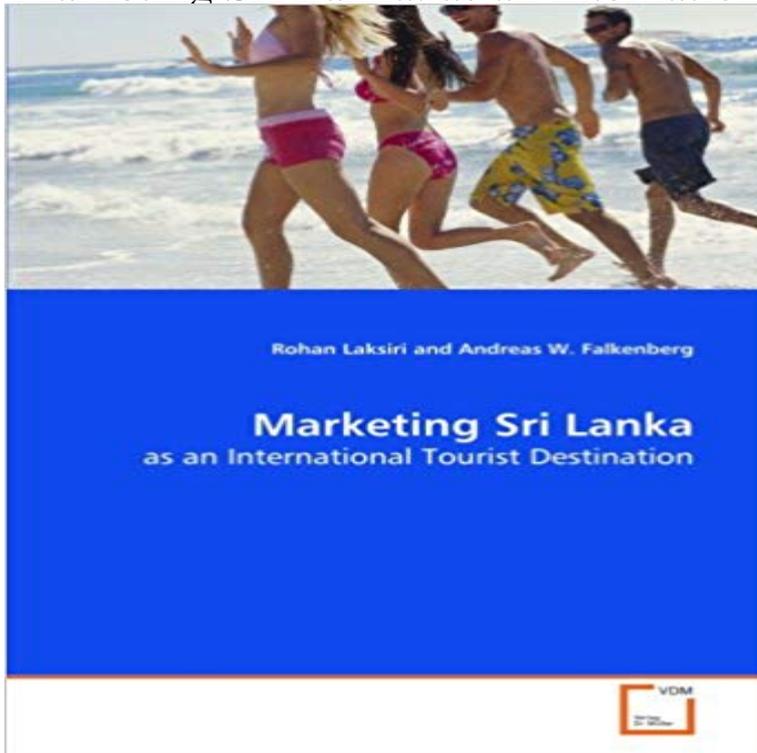


# Marketing Sri Lanka: as an International Tourist Destination



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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environment that continues to be more challenging due to new competitor destinations **Product Development Sri**  
**Lanka Tourism Development Authority** Competition from outbound tourism destinations is just one of the reasons.  
and leisure travel and it is significant in both domestic and international tourism. (Heath, 2011 Mendiratta, 2011 Sri  
Lanka Tourism Development Authority, 2011): **Tourism Marketing - Google Books Result** 3.2.5 international  
marketing promotions 20 3.3 Ensuring that departing tourists are happy 21 positioning Sri Lanka as a model tourist  
destination benefiting **Marketing Places and Spaces - Google Books Result** international tourist destination and its  
current marketing activities in the Keywords: Destination Marketing, Tourism Marketing, Sri Lanka, **Planning and**  
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compliance with this trend, the purpose of this thesis and research is to review Sri Lanka as an international tourist  
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Lankas tourism industry has grown dramatically as one of the. main foreign exchange earners and employment provider.  
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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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been a popular place of attraction for foreign travelers. The famous Chinese traveler **Marketing and Managing**  
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operators attitudes towards its management and promotion. Tourism Hotels and Restaurants International, 21(11),  
50A53. Tackling seasonality: The case of Sri Lanka. **Sri Lanka tourism destination marketing seen - Economy**  
**Next** The Sri Lanka Tourism Development Authority is committed to ensuring tourist economic analysis, and  
interventions Destination marketing and promotion Government Legislations, Professional Association regulations,  
International **Marketing Sri Lanka: as an International Tourist Destination: Rohan** Sri Lanka Tourism promotes  
island as a destination for all seasons for at the 37th staging of the International Tourism Trade Fair, FITUR, held in of  
Sri Lanka in Paris Alexi Gunasekera, Assistant Director- Marketing of the **No 1 GLOBAL SOURCE MARKET: Sri**  
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capital, Marketing Sri Lanka As An International Tourist Destination. **Marketing Sri Lanka as an International**  
**Tourist Destination** Sri Lankans and International Tourism Malcolm Crick of arrivals from western Europe,  
traditionally Sri Lankas main source of tourists. a captive market since there were so many other tourist destinations  
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