

Marketing strategies for potential growth in tourism industry in Sri Lanka

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The tourism industry was one of the mainstays of the Sri Lanka economy. It is the fourth largest foreign exchange earner (2003: revenues US \$340 million, arrivals 500,542 - Annual Report- Central Bank) and a premier employer in the island. The long term ethnic crisis has been damaging the tourism industry of the country. The latest fall came just as the industry was recovering from the devastating effects of the tsunami in 2004, when it made US\$413 million, dropping to \$360 million in 2005 and \$410 million in 2006. Tourism cannot evade the current situation. It has to face the competitiveness of other effective agencies and to find out strategies for self development. Hence, alternative strategies to regain the industry in Sri Lanka has become a necessity.

The key objective of this study is to introduce marketing strategies in a dispute situation to ensure maximum effectiveness of promotional movements in order to strengthen and enhance Sri Lanka's position as an international tourist destination. Further, this paper examines the parameters of industrial development on a dispute situation in particular to the tourism industry and scrutinizes the best practices of other countries such as Indonesia, India etc.

The methodology goes for unstructured and structured interviews of the legends of the industry and secondary data collect from the relevant agencies respectively.

Key words: Tourism industry, Marketing strategies, Potential growth, Optional strategies, Promotional movements

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