

## Tourism marketing in Sri Lanka

KG. Guruge<sup>1</sup>

Marketing or sales promotion is an essential component of every economic activity. Tourism too cannot survive without a properly functioning marketing strategy. Marketing in tourism differs from other economic activities due to the nature of behaviour of the product and the consumer. In other words tourism product is not tangible, and the consumer (tourist) has no possibility of inspecting the product before he purchases it. Therefore it is said that marketing in tourism is “**Selling Dreams**”.

Countries that depend on tourism have to take necessary steps in order to bridge the gap between the “**Tourist Dream**” and the “**Reality**”. Unfortunately most of the third world countries that depend on international tourism cannot escape from the impacts of globalisation of international tourism, and also from the impacts of terrorist activities taking place in global and local scale. Such activities limit the freedom of International travelling as well as travelling within tourist destinations. Thus “**Tourist Dream**” is disrupted. Sri Lanka is no exception to this rule.

The historical perspective of tourism development in Sri Lanka also shows several incidents that have dramatically retarded the tourism development scenario. Sri Lanka Tourist Board was compelled to launch special marketing strategies overcome such situations. This paper investigates the nature of tourism marketing strategies adopted since the initiation of planned tourism development in Sri Lanka, in 1967. Secondary data published by the Ceylon Tourist Board have been used for this analysis

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<sup>1</sup> Department of Geography, University of Kelaniya, Sri Lanka