

# Marketing Sparks

Volume 01

April 2022



Marketing Club  
Faculty of Business Studies  
University of Vavuniya, Sri Lanka



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## CORONA SPEAKS FROM THE MARKETING WORLD

Oh! My kith and kin who co-exist with me!

Do you know any impact on you?

You do not get adequate diet-ever famine in any gift to you!

Do you know the opportunities I gifted to you in trade?

You purchase each and every item from house itself, with the aid of internet. Was there any short supply?

Even though the whole world was affected by my curfew, there was no impact in internet marketing?

You did not relax for TV interval? You watched advertisements about me. Did not your trade thrive by me?

You discarded the old and replaced with new things and beautified the house. When articles of one kind got lost right of, new one replaced them?

In order to retain customers, Didn't you involve customers through Microsoft, Tiktok, Instagram and Face book daily?

Can you increase income earned? Through there means?

You grumbled that I disturbed your studies and goals.

Did not the digital facilities aid you for your studies and goals at home itself ever without leaving your bed?

Willy, nilly all and sundry got satisfied with internet trader.

Even though the whole world was stunted by me, the internet trade never gets affected.

J.L.Jensika.

3 rd year.

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## SAME DAY DELIVERY TRENDS

Same day delivery in online retailing has been on the rise in recent years, and this trend is showing no signs of abating in 2022. If you fail to notice the significant one-day delivery trends in retail, see how technology is changing the face of the same day courier. The massive increase in e-commerce is greater than the growth in overall retail. Business owners and consumers expect e-commerce sales to reach trillions of dollars in the coming years. For this reason, business owners need to ensure that the delivery options offered to their customers are timely, convenient and affordable.



*We can focus on the best example of Amazon Prime's 30 Minds delivery;*

*How will it work?*

Amazon Prime Air is a service that delivers packages of up to five pounds in 30 minutes or less using small drones.

*How is it ensuring safety?*

Security is its priority and its drones will be built with multiple redundancies and sophisticated "sense and avoid" technology. As a result of the systematic development of drone technology, operational guidance and safety measures, in August 2020, Amazon received Air Carrier certification from the United States Federal Aviation Administration. This certification is an important step for Prime Air and marks FAA's confidence in Amazon's mobility and security practices for the autonomous drone delivery service that will one day deliver packages to the customers in worldwide.

*What will the Prime Air delivery vehicles look like?*



It tests various vehicle designs and delivery methods to find out how to best deliver packages in different operating environments. The look and characteristics of its drones continue to evolve over time. Its new design incorporates improvements in performance, stability and, most importantly, safety.

Ms. S. Kajanthy  
Lecturer  
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## **MARKETING TO SCIENTISTS IT IS NOT JUST ABOUT THE FACTS.**

Marketing to scientists is just like marketing to everyone else. By creating the appropriate content catered to each step to the scientist's buying journey, marketers can avoid the scientist's tendency for skepticism.

Whether you are buying a new car or a subscription to the meal kit delivery service, you have probably gone through some variation of the customer buying journey. You first become aware of a need or an opportunity, then you explore what options there are, weighting your options based on product benefits and expert opinions. If your product or service passed through the previous step in the buying journey and the marketing and or sales person is good, the deal could be as good as done.

Scientists follow a similar buying journey much to the surprise of some marketers. A too often, marketers of life science products or services focus too much on the benefits and technical proficiencies of their product, thinking that scientists are driven to buy things based solely on evidence. Based on their training and inquisitive nature, that may be more skeptically than the average consumer, signaling marketers to bombard scientists with facts, figures and numbers. But here marketers fall short. It is not just about persuading scientists with facts, nearly 57 percent of the buying process is completed by the time. A prospective customer meets with a salesperson, meaning a majority of the 'convincing' needs to take place earlier on in the buying journey.

### **The product**

Consider the rising popularity of big data in clinical research. Many analysts are slowed down by data silos and their inefficiencies because the infrastructure is not there to harmonize disparate data.

### **Recognition and awareness**

At the first stage of the sales cycle, scientists recognize a need or an opportunity. Recognition of a need is not the same as awareness of product.

### **Explorations**

Scientists, like most people, do not like being told what to do. They are more inclined to explore the research themselves when developing their own hypothesis.

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## DROPSHIPING

“DROP SHIPING” is an order fulfillment method where a store doesn’t keep the products it sells in stock.

Instead, the seller purchases inventory as needed from a third party usually a wholesale or manufacturer to fulfill orders.



### 10 BEST DROPSHIPING APPLICATIONS

- i. Ali2woo
- ii. eBay 2 woo
- iii. easync
- iv. inventory soure
- v. Etail solutions
- vi. AMZ base
- vii. Camel
- viii. Google Express
- ix. ASIN cope
- x. Spocket

These special tools help to people for entrepreneurs to able to provide their service properly. These applications can manage your Drop shipping business.

### Most popular online shopping websites

- i. Amazon
- ii. eBay
- iii. Walmart
- iv. Best Buy
- v. ETSY
- vi. Target
- vii. IKEA
- viii. Groupon
- ix. Apple.com
- x. Newegg

(Based on traffic ranking)



## How to Start a Drop shipping Business:

### Advantage of Drop shipping

1. The capital requirement is less
2. Getting start is easy.
3. location is independent.
4. Scaling the business is easy.
5. variety of products.
6. No need Warehouses.

### Disadvantages of drop shipping.

1. Less profits
2. Lower margins
3. Challenging to build Brand loyalty.
4. Inventory issues
5. Supplier errors

#### Step 1:

Choosing a Drop shipping Business Idea. ...

#### Step 2:

Competitor Analysis. ...

#### Step 3:

Find a Supplier. ...

#### Step 4:

Building a Drop shipping Business Store. ...

#### Step 5:

Marketing Your Drop Shipping Business with Everything You've Got. ...

#### Step 6:

Optimize.

### Conclusion

Everything in life comes with its own set of challenges. Small or big but challengers are push you to succeed. Face your challenges. Don't give up.

Many retailers and e-commerce owners continue to build their e-commerce business with Drop shipping and proving its benefits with profits. Try to build up your own business as a drop shipper. Be a success person.

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## **HOW YOU CAN GENERATE MONEY THROUGH PINTEREST?**

Although there are many ways to make money nowadays, making money using social media is becoming very popular. Pinterest is a social media network that helps users organize information using online pin boards. Every idea is represented by a pin and it's great for storing and sharing images, as well as discovering new interests. It helps to drive traffic, increase brand authority and helps for customer's long-lasting journey.

We can get lots of opportunities and benefits by maintaining an account. The users can easily open an account by following seven steps.

1. Go to [Pinterest.com](https://www.pinterest.com).
2. Select sign up.
3. Select your choice of continue with Facebook, continue with E-mail or continue with google.
4. You'll receive a welcome to Pinterest message and select next.
5. Answer the setup questions, select some areas of interest and select done.
6. Check your E-mail for a message from Pinterest asking you to confirm your E-mail address.
7. Your Pinterest account is set up, and you're ready to start browsing and pinning.

Pinterest is a visual discovery engine for finding ideas like recipes, home and style inspiration, and more. Pinterest is free to use for both individual people and businesses. Use Pinterest on the desktop using the site's recommended browsers Chrome, Firefox, and Microsoft Edge, or get the Pinterest mobile app for iOS or Android. There are some steps how to operate the Pinterest app.

- Follow some boards.
- Verify your account.
- Adjust settings.
- Create your own boards.
- Get pinning.
- Get social.

Pinterest app providing the direct and indirect opportunities in order to make money.

- Include affiliate links in pins.  
Pinterest affiliate marketing involves creating pins that include a direct affiliate link to relevant products or services.
- Partner with brands.  
Partner directly with brands to promote their product or services for shoppable idea pins.
- Offer Pinterest consulting services.  
Pinterest consulting services to other brands.



- Drive traffic to your e-commerce site.  
Your pins can raise brand awareness and bring more interested buyers to your site.
- Sell Pinterest templates.  
Canva is one of the best design platforms out there, and it is also one of the most popular ones. We highly suggest using Canva to create your Pinterest pins because that is what most people tend to use.
- Teach Pinterest Marketing  
If you're a Pinterest pro, teach your strategies to other online business owners in exchange for a fee. Launch your own site and create an online course with various modules.

Pinterest will continue growing in double digits in few years. We can bring new development strategies and other spectrums which will help to gain more and more money. Because in this developing world we can only succeed if we use these kinds of methods.

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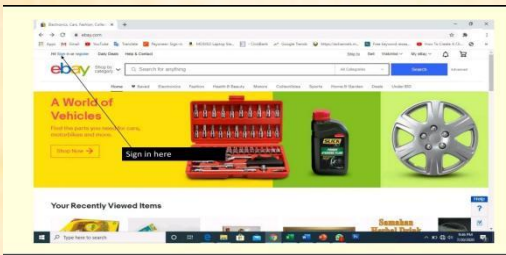


# MONEY GENERATION THROUGH EBAY

## What is eBay

E-Bay is simply a product buyer and

an intermediary that connects sellers. Here, total number of customers and sellers are more than 18 million in 180 countries.



## How to register as a seller on eBay: step-by-step guide.

*How to create an account:*

1. Open My eBay drop-down menu on any eBay page and select Selling.
2. Choose a Personal or Business account, fill out the registration form and click Create account (or you can sign up using your Google, Facebook, or Apple account). After that, provide your contact information and select Continue.
3. You will be automatically redirected to My eBay. Now you need to register your account as an eBay seller account. Open My eBay drop-down menu and select Selling once again.
4. On the Selling Overview page, click the List an item button. You will be redirected to the Sell your item form.
5. Enter the name of you item and click Get started.
6. Fill out the Sell your item form and click the Submit button. Your listing will be saved as a draft, and you will be redirected to the seller account registration page. Select Get started.
7. Enter your telephone number and verify it by providing a one-time security code.
8. After that, you can change your account type if necessary.

*Create a Payoneer Account for transactions.*

Documents you will need for registration.

- ID copy (one of the following)
- Proof of Residence.

*Step 1. Connect a Payoneer account or paypal account.*

Moving forward, you'll get paid to your bank account via a Payoneer account. You have to create a new Payoneer account for every eBay account even if you already have a Payoneer account.

Note: Seller payouts and charges are processed in US dollars (USD).

### *Step 2. Sync eBay and Payoneer profiles*

Now you need to synchronize your eBay and Payoneer profiles.

### *Step 3. Add a credit card or debit card for selling costs*

Enter your credit or debit card information to cover fees and expenses, such as those arising from refunds, claims, or disputes.

### *Step 4. Submit your registration information and keep selling as usual*

This will send your registration request to be verified by Payoneer. By submitting your registration information, you agree to the Payments Terms of Use.

After submitting you'll be redirected to the Seller Hub.

Once Payoneer lets us know everything is verified, we'll review your registration information that we have pulled from Payoneer and contact you before we activate your eBay account on managed payments.

## **How to Create a Listing: Step-by-step Guide**

Open the "Sell Your Item" form and follow this guide. You can find the Create listing button on the Listings tab of the Seller Hub, in My eBay, or at the top right of any export.ebay.com page.

### *Enter the item name or select the item category*

On the main page of the form, you will see the heading: Tell us what you're selling. Below it, there is a text field where you can enter the key information about your item

Type the name, category or product identifier in the text field. eBay will suggest several relevant categories. Select one of them or click Start with this title (the first option in the drop-down list). After that you will be automatically redirected to the form to fill out your item details.

- Enter the listing details
- Enter the shipping details
- The Sell it faster option
- List your item

Your listing is almost ready. The menu at the bottom of the page will help you see the results of your work. Please pay attention to the Fees field with the total cost of listing your item. If the amount is anything other than \$0, you will be charged fees for this listing.

1. Click on the Preview button and see how your listing will look.
2. Click on the Save as draft button and save your listing as a draft without posting.
3. Click on the Cancel button and cancel creating a listing.

### **How to Withdraw Money from a Payoneer Account.**

1. Choose the bank account you want to withdraw funds to and enter the requested amount.
  - If you enter the amount to withdraw, we'll automatically calculate the amount to deposit. In this case, the fee will apply to the amount to deposit.
  - If you enter the amount to deposit, we'll automatically calculate the amount to withdraw. In this case, the fee will apply to the amount to withdraw.
2. If you would like, enter a description. This description will appear in the Transactions page in your Payoneer account. It will not appear in your bank statement.
3. Click Review, review the details you entered.
4. Click Withdraw to submit the withdrawal request. You may be asked to verify your identity using a code (if two-step verification is turned on in your account).

Note: If you are making a withdrawal involving currency conversion, after clicking Withdraw you may receive a message that the exchange rate has changed. You'll have the opportunity to review the updated amounts and submit the withdrawal again.

5. Confirmation email containing your withdrawal information will be sent to you.

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## **LET'S GENERATE MONEY THROUGH YOUTUBE.**

YouTube is an American online video sharing and social media platform. It was launched on February 14, 2005. It is owned by Google. YouTube has become a content phenomenon. According to Statistics Brain, there is 1,325,000,000 people use YouTube, watching 4,950,000,000 videos every day. 3.25 billion hours of video are watched on YouTube each month.

We can open a YouTube account by following some steps.

1. **Set up and build your YouTube channel.**
2. **Add content.**
3. **Gain an audience.**
4. **Monetize your videos.**
5. **Meet the requirements.**
6. **Set up Google AdSense.**
7. **Check your analytics.**
8. **Market your videos elsewhere.**
9. **Become a YouTube partner.**
10. **Increase your YouTube revenue with Supp.me service.**

Luckily, there are some creative ways to make money on YouTube. The opportunities to earn are a pleasant surprise once you realize how many of them there are. The number of views you get doesn't correlate to revenue earned. If your video gets thousands of views but no one watches or clicks the ad, you won't make any money. Then let's see how to generate money through YouTube.

- **Advertising Revenue**

For a start, you share the advertiser's money with Google. Although it is not clearly disclosed, it appears that Google keeps about 45% of what advertisers pay. In reality, you will earn somewhere between \$1 and \$2 per 1000 views (CPM). This rate changes regularly.

- **Merchandising**

Once you have made a name for yourself you will have followers - your personal fan base. These followers will often be happy to spend their money on any merchandise you sell.

- **Ancillary Products**

Most YouTube content creators are involved in other activities - YouTube is not their entire life. If they can build up a huge base of subscribers to their videos, however, they have a ready-made audience to whom they can promote their other activities.

- **Sponsorship, Endorsements, Product Placement**

Of course, for ethical reasons (as well as meeting the YouTube terms and conditions) you need to make it very clear on your page who any sponsor is. Your sponsors are, for all intents and purposes, advertising their products or services around your videos.

- **Affiliate Links**

There will usually be a link in the video description directing the viewer to a site where they can buy the product. These links are set up as affiliate links (so that the shopping site knows exactly where potential visitors arrive from). If the visitor ends up buying the product, the owner of the YouTube video receives a percentage of the purchase price.

- **Subscription Fees**

If you can build up a solid following of people who see true value to themselves in your videos, you may consider creating gated content in a premium paid Subscriber-only channel.

- **Crowdfunding Support**

Crowdfunding is where people go to a specific page on a website, such as Patron, and donate money. Of course, for this to be a possibility you first need to build a loyal audience, and create regular quality content.

By using the above steps, you can make money from home even in today's crisis times so we hope you will also benefit from using the above tips.

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## RECOGNIZING A BEST BUSINESS IDEA

In general sense the term 'opportunity' implies a good chance or a favorable situation to do something offered by circumstances. In the same vein a 'Business opportunity' means a good or favorable change available to run a specific business in a given environment at a given point of time. Your business idea will create a successful business firm if it has following characteristics.

All the profit-oriented organizations focus to gain an enough profit to continue their performances smoothly. Therefore, the entrepreneurs who wish to make steps into the business world have to consider "The expected minimum profit" to stay in the market and the business idea should be substantial to earn an enough profit.

Abundance of the factors of production such as land, labour, capital and entrepreneurship will facilitate you to survive in the market. As well as the modern resources of production like knowledge, time and information can be used to develop your business furthermore. Therefore, your business idea will be a good opportunity if the expected resources are available and can be found easily.

Your knowledge and skills will play a major role while you develop your business. So, your idea should be match with your skills. You should have a strong belief and desire on what you are going to do. Your plan should be relevant for your skills. As a marketer you should be self-motivated and dedicated to sharpen your skills according to the business idea as well.

Conducting a competitive analysis will help you to select a best one among several ideas. After implementing a business idea if you able to perform with a smaller number of competitors or if you don't get a stiff competition, that business idea can be recognized as a good one.

Marketing your products will be a more challenging task to you. So you should identify some favorable markets to supply your product before starting your production process.

A successful entrepreneur should be sensitive towards the feelings of the potential customers. You should be able to fulfill your customers' desires and encourage them to buy unexpected products also. When the customer feels to have a plain tea, you should be ready to provide a plain tea with some snacks and delight him. So your idea will be best, If It able to meet and exceeds the customers' real expectations.

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## INFLUENCES OF GLOBALIZATION IN MARKETING

We can define, Globalization is a historical phenomenon that has been happening for decades now, and whether it generates growth or not is a matter of whose point of view it is. The Western countries, specifically America and some European nations are the ones taking full advantage of the benefits of globalization. On the other hand, some experts say that globalization is not doing much for the developing countries, or that it may be even worsening their scenarios of poverty and social inequality.

Marketing globalization means, synergistic term combining the promotion and selling of goods and services in an increasingly interdependent and integrated global economy and also it makes companies stateless, without walls with the Internet on integral Marketing and cultural tool. If we raised a question as, is globalization affecting in marketing sectors? What would be the answer, definitely we can say "Yes", because based on the globalization, marketing sectors are getting changes or improvements, on their, planning, decision making, market strategies, advertising methods, and methods of approach the customers, like these we can say lots of things. And also, we can say here one of the important things that "James " in the book "Macroeconomic" that the term globalization describes the rapid flow of capital information, goods and services, communication and people, internationally.

And also, it has broadened the horizons of B2B marketing by breaking down the borders between countries and extending the reach to foreign clientele. Access to mass markets can lead to increased sales for business while consumers can benefit from full product variety and competitive pricing. We can say as an example for globalization of market, it's involving the growing interdependency among the economies of the world. Multinational nature of sourcing, manufacturing, trading and investment activities, increasingly frequency of cross- border Transactions and financing and heightened intensity of competition among. Marketing sectors are getting lots of advantages from the globalization. such as it allows companies to find lower- cost ways to produce their products. It also increases global competition, which drives prices down and creates a larger variety of choices for consumer, and there are some disadvantages also getting from globalization, such as, its fuels inequality, it's makes the rich richer and poor poorer. And it helps to increasing the unemployment rate and also it creates trade imbalance, it's meaning the balance of values between a country's export and import's goods and services. As the result of



globalization any country can trade to any part of the global. That's why, in some cases developing countries are so much dependent on the developed countries in terms of import goods but their export capabilities are lower than import. If we imagined, what might be the outcome of globalization in marketing in the future? The future of globalization looks bright, with the increasing innovation, development and transferability of technology. The global economy will witness more integration and interconnectedness.

In my point of view, globalization helps developing the marketing sectors, and it's gives business an opportunity to people brand awareness, increase sales and establish markets in new economies, using the same global marketing by country. Globalization has the potential of supporting development through providing opportunities for higher incomes and living standards through enhanced cross border economic interaction. However, globalization will not automatically distribute the benefits of this interaction equitably.

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## SUSTAINABLE MARKETING

In these days, most of people concern about protecting the environment all over the world. Trees are being cut and replace to the concrete jungle, lots of carbon dioxide and carbon monoxide emitting by automobiles that cause air pollution, ozone deflation by using air conditioners and refrigerator those are not CFC free. And also, many factories let their unwanted chemicals put in to water resources without recycling. Therefore, all of these things affecting to happen the environmental unbalance, such as global warming, air pollution, water pollution, diseases.



Under this situation firms want play new role in the marketing because of save the environment and ecology. They try to introduce environmentally friend products. Some people said to that green marketing. However we call that sustainable marketing which aims to improve life quality by promoting service, product and ideas those are not harmful to environment.



Sustainable marketing calls for meeting the present needs of consumers and businesses while also preserving or enhancing the ability of future generation to meet their needs.

There are many companies; organizations do the sustainable marketing around the world. As an example, Unilever the giant of the consumer goods which do the sustainable marketing under the

three goals. First one is help more than one billion people improve wellbeing. Second one is reduce to half their product's environmental footprint. Third one is source all agricultural materials sourced with sustainability. Another company is McDonald's which is trying to introduce new Asian salads during obesity pandemic. So they can recover the damaging consumer health and burdening the national health system. Under this situation McDonald's can maintain their "plan to win" strategy that has both created sustainable value for customers and positioned the company for a profitable future.



Another example is Nike which produces PVC-free shoes, recycles old sneakers, and educates young people about conservation, reuse, and recycling. Likewise the Nike does sustainable marketing promotion through the campaigns and seminars. UPS also one of the huge courier service in the world. So under the sustainable marketing they develop a "green fleet" of alternative-fuel vehicles to replace its old fleet of diesel delivery truck. It planned to deploy 200 new next generation hybrid electric delivery vehicles.



So this is how different companies do their marketing, protect the environment and earn profit with having great future, using sustainable marketing. As a company or going to be an entrepreneur in Sri Lanka, I kindly invite to do your maximum in sustainable marketing and earn the benefits, provide the benefits to economy as well as environment.

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## TECHNOLOGY AND CHILDHOOD

Nowadays technology is the most imported thing that everyone has to know so people have to adopt to technology without adaptation he or she will reject by the society now a day. We can see more children like to move with technology because mobile phone, laptop and other electronic device are mostly like toys to them. also, we can see there are easy leaner to them also we can see there are learning thought these device even elder people don't know much about the new technology but children are giving more surprise to elders given by use these devices like a profei9ssionals.with these things there are lot of advantages and disadvantage to children

As we see children are our future in person without any argument there have to move with device without that knowledge they can not survive in future and present. Also, we can see children creating innovative ideas thought it. They always find easy way to do everything. if they don't know about it, they reach to youth and get some Knowledges and they are trying to do it most of the time to work and they lean some thing from it. Also, it makes they carrier. English is the most imported as well as technology if children know to move with technology, they are moving with English so they are leaning thought it. That gives English knowledge. So very time they learn new things with it.

We all know everything have good side and bad side. Now a day new technology trend come to social media and children are tried to do it as well it. for example, tik Tok and mobile phone game they are crazily added to these things, some of them cannot live without second with these things. Also, they are making much competition each of them and make some heat speeches' and it become viral .it damage the personality. Like this kind of this are come thought by technology.

As an adult we have duty to protect our future. Teaching them what is right and what is wrong some limitations like these things we can show right path to our future.

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## SRI LANKAN TOURISM

Tourism is the third largest export earner in Sri Lanka, and has seen a huge increase in the number of tourist arrivals in the past five years. Although Sri Lanka has a long history as a tourist destination, there have been ups and downs in the tourism industry in Sri Lanka in recent decades, particularly between 2003 and 2009 due to political violence and the separatist war interspersed with a number of peace episodes. Since the end of separatist war in May 2009 tourism in Sri Lanka has been booming and it has been ranked as one of the top tourist destinations in the world for the past few years. <sup>15</sup> In 2018, Lanka received over 2.3 million international visits, generating a revenue of approximately 4.3 million US dollars.<sup>16</sup> Travel and tourism contributed to 4.9 percent of the total GDP in 2018 & 2017 is expected to increase in the coming years. In 2018, it contributed 12.8 million rupees to public sector revenue. As of 2017, the tourism sector of Sri Lanka contributes 11 percent to total employment, and this is projected to grow sustainably per annum.<sup>19</sup> A number of factors have helped drive increased demand in the tourism industry of Sri Lanka. The end of the civil war in 2009 and the ensuing political stability prompted increased investments in the sector. The country has also diversified its visitor markets, investing in infrastructure to attract business travelers, health and wellness hobbyists, and wildlife enthusiasts. The boom in Sri Lanka's tourism sector is still at a nascent stage and is likely to expand in years to come. Infrastructure is still under-developed and the potential of the tourism industry remains to be fully harnessed. Even so, Sri Lanka has been acknowledged globally as a top tourist destination.<sup>20</sup> The country's Digital Economy Strategy<sup>21</sup> and the Tourism Strategy Plan 2017-2022 both highlight the importance of channeling digital technologies to help the tourism sector flourish.

The tourism sector in Sri Lanka could drive the growth and diversification of the economy and economic participation among the population while aiding conservation efforts. However, the Sector could be developed further to leverage its full potential. Tourist attractions are classifiable as natural or anthropogenic. Natural attractions include nature spots, flora and fauna, and places with a pleasant climate. Geotourism sites may also be included in this category. Anthropogenic attractions include archaeological and cultural attractions, historical and religion sites, performing arts and folklore, handicrafts and artefacts. Currently, registered tourism establishments like accommodation, restaurants and tour providers are concentrated in certain corridors like the capital city, the south-western coast, Yala National Park, and the hills in the central part of the country.

Accordingly,

- Colombo and Greater Colombo Resort Region: The Colombo and Greater Colombo Resort Region spreads along the Mount Lavinia in the south to Negombo in the north. Colombo city is the main part of the zone, and is the center for business activities, conferences and sport events in the country. Colombo serves as both a gateway and stopover point for international tourists.
- South Coast Resort Region: The south coast zone extends from Wadduwa to Tissamaharama. The zone has been divided into two main regions. The first region extends from Wadduwa to Galle. Coastal areas like Kalutara, Beruwala, Bentota, Dedduwa, Madu Ganga, Balapitiya, Ahungalla, and Hikkaduwa are included in this region. The second region, extending from Galle to Tissamaharama, includes Unawatuna, Koggala, Weligama, Mirissa, Matara, Tangalle and Hambantota areas as sub-points of the zone.
- East Coast Resort Region: The East Coast Resort Region extends from Kuchchaveli in the north to Pottuvil in the south. The main tourism zones in this region are Arugam Bay, Pasikudah, Trincomalee and Nilaveli.
- West Coast Resort Region: The West Coast Resort Region extends along Kalpitiya, Marawila and Waikkala areas.
- High-Country Resort Region: Nuwara Eliya, Bandarawela and Maskeliya are included for the High-Country Resort Region.
- Ancient Cities Resort Region: This region has five world heritage sites, namely Anuradhapura, Dambulla, Kandy, Polonnaruwa and Sigiriya. Other regions include Habarana, Giritale, Matale and Victoria.
- Other Resort Regions: This includes Yala, Udawalawa, Wasgamuwa, Pinnawala, and Ratnapura, Knuckles Range area.

The Ministry of Economic Development and the Tourism Department have initiated a homestay programme to enable the economic participation of local communities while allowing tourists to experience authentic Sri Lankan culture first – hand. Through this programme, home-owners can register their home stays, bungalows or apartments and houses to rent to tourists. These initiatives that include the community are crucial to building the sector and setting higher standards.

While the majority of tourists who travel to Sri Lanka are those who travel for leisure, the sector has also diversified in recent years. The number of business travelers, while still small, is rising. Services catering to wildlife and nature enthusiasts also stand to profit from better pricing. Strategies and improvements in infrastructure and facilities. Other niche categories are also currently being promoted – the wellness industry for one is one that shows promise with Sri Lanka's expertise in Ayurveda and the growing awareness among international travelers.

Given the strong vaccination drive by the government and the prudent health controls in place, Sri Lanka was able to curtail the spread and to reopen for Tourism once again on 1<sup>st</sup> June 2021. Revisions to bio-bubble operations were made to adapt to the developments in both local and global vaccination programs and global best practices. However, Sri Lanka Tourism, under the guidance of the Ministry of Health has been adopting a prudent operational mechanism for the industry with relaxations offered on health recommendations. With the successful government vaccination program and constant communication of progress to educate overseas missions locally, Sri Lanka was able to be gradually removed from red lists published by UK. Furthermore, travel restrictions were also eased prudently allowing fully vaccinated visitors to travel with less restriction from 1<sup>st</sup> October 2021. As echoed by the industry ever since the easing of the health restrictions we have seen a gradual increase in the bookings and flights which is an indication of a gradual pick up and the much needed economic and foreign exchange boost. The tourist industry makes a significant contribution to the national economy by directly contributing to the government budget, foreign-exchange earnings and employment generation. It contributes both directly and indirectly, in the provision of goods and services to the tourist sector.

But, Sri Lanka has been plagued by an economic crisis since 2022, which has led to a shortage of needs and medical services. There are also long rolling blackouts that can last as long as 13 hours a day in some cases. Violent protests have erupted, especially in the city of Colombo due to the deteriorating economy and dissatisfaction with the government. Thus, the current economic and political crisis in the country has a direct impact on the tourism industry, which contributes to the country's economy.

Tourism operators and stakeholders must ensure accountability by strictly adhering to the protocols and mechanisms outlined to ensure the originality of the industry. We must ensure that Sri Lanka has a stable but continuous recovery for the country, communities and industry in general. Because the current situation in the country today is gradually becoming insecure. Therefore, the revenue stream in the tourism industry needs to be accelerated and security measures taken.

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## AGRICULTURE MARKETING IN THE SRI LANKAN CONTEXT

The Sri Lankan government has given the highest priority to develop the agricultural sector in Sri Lanka. Agro-based industry is one of the most important contexts in the agriculture market. Agro-based industry would mean any activity involved in cultivation, under controlled conditions of agricultural and horticultural crops, including floriculture and cultivation of vegetables and post-harvest operation on all fruits and vegetables.

Agro based industries help to create new markets for agriculture produce, provide a stable income to the farmers. Reduce the Post harvest losses, generate new employment opportunities on a large scale mainly the rural sector. Provide consumer choice for the consumables improve both social and physical infrastructure, and finally increase the Gross Domestic product (GDP) of a country with a value-added income consequently, economic Prosperity of a country can be achieved by developing agro based industries.

The global market is looking forward to processed spices, vegetables and fruits. Further food processing has a wide scope that transforms raw and semi processed agri produce into specified consumables providing the consumer a qualified choice. The competitiveness of the processed food industry is totally dependent on its ability to successfully access and manage its supply chain downstream to the producer and upstream to its consumers. Therefore, the processed food industry plays an important role in the national economy by linking the rural producer base to the national and international market place while adding value and creating off farm employment.

The increasing environmental concerns also provide further stimulus to agro based industries. Jute and cotton bags which have begun to replace plastic bags are good proof. It is right time to engage in mass production of low-cost jute or cotton bags to replace plastic bags. Therefore, this indicates that Agro-based industries are not only to produce food. But also, to produce other usable items.

Only with mass production copied with modern technology and intensive marketing can the domestic market as well as the export market of agro based products be exploited to the fullest extent. On the other hand, large- scale investment and adoption of the latest technologies, intensive marketing efforts. Brand name and international collaborations are important to capture a high demand in the local market and obtain a fair share of the export market.

Agro-based industries appeared to offer important commercial opportunities for the private sector too however the private sector is yet to actualize the full potential of the agro industry at the same time, at present, the lack of linkage between production, processing and marketing is the primary factor constraining the development of the industry and this constraint has a large impact on small scale farmers as those farmers generally have no reliable market for their goods.

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