



IIM Lucknow
announces a
Management Development Programme on

How to Market a Tourist Destination?

Duration
September 12-14, 2011

Programme Director
Prof. Devashish Das Gupta

Venue
IIM Lucknow
(Noida Campus)



भारतीय प्रबन्ध संस्थान लखनऊ
INDIAN INSTITUTE OF MANAGEMENT LUCKNOW
Prabandh Nagar, Off Sitapur Road, Lucknow - 226 013
Noida Campus : Plot No. B-1, Sector 62, Noida - 201 307
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INTRODUCTION

The economic significance of tourism has been accepted with reverence across the globe. Not only established ones but many new destinations have the potential to rake in much better revenue for their respective countries. The main issue which makes a destination a hit or a miss is its marketing. This international programme comes from the pioneer in the field of destination marketing and endeavours to equip the participants with the latest tools and techniques in marketing of a destination.

OBJECTIVES

This comprehensive programme has been designed to enhance ability of the participants to :

- Broaden thought process towards destination marketing
- Understand how to study tourism market environment and how to benefit from it
- Effectively differentiate the destination offering from competitive destinations
- Develop a robust approach to understand the tourists and maintain profitable association
- Effectively market the tourist destination in Internet Space
- Develop destination brand image by stakeholder communication management

CONTENTS

This 3 days international programme aims to transform your efficacy by focussing on the latest concepts, techniques and approaches to :

- Tourism market environment scanning
- Tourist consumer behaviour - market segmentation and targeting
- Services marketing issues in tourism
- Marketing mix and C's of marketing in tourism
- Tourist customer value, loyalty and satisfaction
- Differentiation & positioning in tourism
- Tourism destination development and packaging
- Tourism promotional mix: an integrated marketing communication (IMC) approach
- Destination branding : building brand equity
- Information and communication technology and tourism marketing.

METHODOLOGY

The Programme will be highly experiential and interactive, comprising participant presentations and discussions, case studies, classroom lectures and presentations by experts.



WHO SHOULD ATTEND

This international programme will be of great interest to you if you are related to Tourism business. This programme will immensely benefit those who are in policy and planning related to existing and new tourist destinations. Nations who want to develop their tourism industry should send their senior policy makers for attending this programme.

DATE, VENUE & ACCOMMODATION

The programme is scheduled during September 12 - 14, 2011. The programme is fully residential and the participants will stay in air-conditioned rooms on a single occupancy basis at the IIM Lucknow (Noida campus) at Plot No. B1, Sector 62, Noida.

PROGRAMME FEE

The programme fee is Rs.30,000/- (residential). The fee includes the cost of tuition, course material and boarding and lodging.

The fee is payable in advance either by demand draft drawn in favour of Indian Institute of Management Lucknow and payable at Lucknow or by Bank Wire Transfer (ECS) to A/c No. 053010100046446 of IIM Lucknow with Axis Bank, Lucknow main branch, Lucknow (IFSC code UTIB0000053). In case of ECS, the remitter may inform us (at mdpoffice@iiml.ac.in) his/her name, name of participant, name and dates of programme against which the payment has been made, etc.

REGISTRATION

The registration form duly filled in along with the requisite nomination fee should reach us at least 21 days before the commencement date of the programme.

In the event of cancellation of nomination by the sponsoring authority, only 50 per cent of the fee would be refunded provided we receive such information at least 15 days before the commencement of the programme. However, the nominating organization could recommend change(s) in the nominee(s).

CERTIFICATE OF PARTICIPATION

The Institute issues a Certificate of participation on conclusion of the programme.

PROGRAMME DIRECTOR

Dr. Devashish Das Gupta is presently Associate Professor of marketing at IIM Lucknow. He holds a Doctoral and Masters Degree in Business Management. He has more than seventeen years of experience in the industry and academia. Before coming to academics he was with a multinational corporation. Dr. Devashish has so far served as management consultant and corporate trainer to many MNCs in India and abroad. Dr. Devashish is author of the book "Tourism Marketing" published by Pearson Education which is the first book in its genre. This book has received wide appreciation from marketing experts especially in tourism marketing worldwide. A copy of the book will be given complimentary to each participant. He can be reached at devashish@iiml.ac.in.



ABOUT THE INSTITUTE

- Indian Institute of Management Lucknow (IIML) is one of the premier business schools in India. From the sprawling about 185 acres campus, the Institute offers world class education in major areas of management and provides an ambience for genuine intellectual pursuit, excitement and professional growth.
- The Institute's carefully designed and high impact Management Development Programmes train business leaders, senior executives, and practicing managers from various sectors of the economy in all disciplines of management education and thought. The Institute provides cooperation and support to Industry and the Government through its large number of prestigious Consulting Assignments and Research Projects.
- The Institute has an internationally acclaimed Postgraduate Programme in Management, Agri-business Management and Fellow Programme in Management known for its quality, rigour and global orientation.
- The Noida campus, as an extension of IIM Lucknow, has been established to provide globally competitive management education to the professionals. The Noida campus has an evening programme leading to PGDBM for Working Managers (WMP). Besides, the Institute has one year full-time International Programme in Management for Executives (IPMX). In addition to these, the Institute has launched distance learning programmes (e-MDPs), besides many other short duration programmes.
- The Institute has well equipped air-conditioned Lecture Rooms, Library, Computer Centre and comfortable on-campus air-conditioned board and lodging arrangements on single occupancy basis for the Management Development Programme participants at both the campuses.
- IIM Lucknow has collaboration with a number of Business Schools in Europe, Australia and Canada for Faculty and Students Exchange.
- The Lucknow campus is located about 19 KM away from the Railway Station and 33 KM from the Airport, on the Lucknow-Sitapur highway and Hardoi-Sitapur bypass. The Noida campus is located at Plot No. B-1, Sector 62, Noida near the Delhi-Ghaziabad highway (NH-24) about 25 KM away from New Delhi Railway Station – and about 40 KM from the Domestic Airport.

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