

Indian Institute of Management Lucknow
announces a
Management Development Programme
on

Marketing of Tourism

Duration
August 30-
September 1, 2010

Venue
IIM, Lucknow

Programme Director
Prof. Devashish Das Gupta



भारतीय प्रबन्ध संस्थान लखनऊ
INDIAN INSTITUTE OF MANAGEMENT LUCKNOW
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INTRODUCTION

The economic significance of tourism has been accepted with reverence across the globe. Moreover, there is an additional advantage with tourism as an industry. Firstly it is perhaps the most environment friendly and eco-friendly industry. Secondly and strategically very important, is the fact that, this industry does not have any threat of patents, or intellectual property rights. Thus it gives a truly lasting competitive edge to the native country. If we look into the handicrafts and cottage industry, we can say that tourism is a major bread earner for them. Shopping, as a tourism activity, has drawn more attention from tourists and researchers and practitioners, as they started recognizing the great synergy between shopping and tourism. However one fact which has not been dealt in a serious way is the marketing of tourism. Tourism marketing is essential both for domestic as well as foreign tourists. Tourists nowadays seriously study all the contours of each destination besides the basic Sun, Sea and Shopping. With the second highest population and a strong NRI population backed with a strong image of the nation as a tourist destination India deserves far more than the present less than 2% of total tourist receipts worldwide. This programme aims to equip the participants with the contemporary marketing techniques which will help those attracting tourists and managing their expectations in a far better way.

OBJECTIVES

You will enhance your ability to:

- Understand Tourism Marketing Process
- Motivate and Manage your team to understand the same
- Brief your Ad Agency better in terms of communication objectives of your brand
- Formulate more relevant and accurate strategies and policies
- Apply the tools and techniques even in related industries

CONTENTS

- Tourism Market Environment
- Tourism Consumer Behavior
- Paradigms in Tourist Market Segmentation
- Destination Branding and Differentiation strategies to achieve target audience favorability
- Service Marketing Issues in Tourism
- Tourism Promotional Mix – An IMC Approach
- Information and Communication Technology interventions in 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 programme will be of great interest to you if you are in the tourism or related industry. This programme can be of benefit to those who are into either dealing with tourists or tourism policy making. Besides this all those who intend to shift to tourism industry or are presently consulting organizations in this area will find this programme beneficial.

DURATION

The programme will be held from 09:30 am on August 30 and would conclude at around 05:30 pm on September 1, 2010.

VENUE AND ACCOMMODATION

The programme will be held in the Institute at Manthan – the Management Development Center. The Institute has state-of-the-art air-conditioned lecture rooms and comfortable air-conditioned board and lodging arrangements on single occupancy basis at Executive Enclave for the programme participants.

PROGRAMME FEE

The programme fee is Rs. 30,000/- per participant (residential). The fee includes the cost of board & lodging in our executive enclave, tuition, course material and use of the Institute Library, Computer Center & other infrastructure facilities.

The fee is payable in advance either by demand draft drawn in favor 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.

I T EXEMPTION CERTIFICATE

The Institute holds Income Tax Exemption Certificate under sub-clause (iv) of clause (23C) of section 10 of the Income Tax Act, 1961 (43 of 1961). Therefore, tax on programme fees may not be deducted at source. Our PAN is AAATI2622Q. The copy of I T Exemption certificate can be provided on demand.

REGISTRATION

The enclosed nomination form duly filled in along with the programme fee should reach the Programme Manager 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 programme fee would be refunded provided such information is received at our end at least 15 days before the commencement of the programme. However, the nominating authority could recommend change (s) in the nomination (s).

CERTIFICATE OF PARTICIPATION

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

PROGRAMME DIRECTOR

Prof. Devashish Das Gupta is Associate Professor Marketing at IIM Lucknow. He has more than sixteen years of work experience in industry and academia. He has a PhD in Business Administration and a Masters in Business Management. Prof. Devashish is a seasoned trainer in marketing and has trained complete top level management of various organizations in the area of marketing. He undertakes training and consulting assignments in the areas of Marketing innovations in different functional areas. He has research interests in the area of Tourism Marketing. His forthcoming book titled Tourism Marketing has been endorsed by senior professors from top U.S. Business schools. He aims to bring in a marketing mindset in the area of Tourism especially in India.

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, & Fellow Programme in Management known for its quality, rigor and global orientation. Many of its illustrious alumni hold leading positions in both industry and academics in top organizations across the world.
- The Noida campus, as an extension of IIM Lucknow (IIML-NC), 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). The International Programme in Management for Executives (IPMX) is the first residential one year full time programme which has commenced in April 2008. In addition to these, IIML-NC 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 Institute enjoys enormous respect and patronage from the corporate world, International Agencies and Government. Many leading organizations have generously donated funds in the form of Chair Professorships for academic pursuit and research.
- IIM Lucknow campus is located about 19 KMs away from the Railway Station and 33 KMs from the Airport, on the Lucknow-Sitapur highway & Hardoi-Sitapur bypass.

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