



IIM
SIRMAUR

CONCEPTUALIZING TOURIST BEHAVIOR IN TOURISM



Programme Director:
Dr. Sana Maidullah



Programme Dates:
July 8-9, 2023



Programme Venue:
IIM Sirmaur, Himachal Pradesh



IIM SIRMAUR
KNOWLEDGE LEADERSHIP

INDIAN INSTITUTE OF MANAGEMENT SIRMAUR

Paonta Sahib, Rampur Ghat Road
Himachal Pradesh-173025

OBJECTIVE

The tourism industry has begun to recover since the pandemic. The number of people interested in travel and tourism has increased as travel restrictions gradually loosen. At the core of the tourism industry lies the tourist, the human element that drives it forward. However, defining the tourist remains challenging, as no unanimous agreement exists among various fields of study (psychology, sociology, anthropology, geography, economy, etc.). This study aims to contribute to the ongoing debate by exploring different approaches and key concepts related to the contemporary conceptualization of tourists in the tourism industry, including the movement of people and subjective, psychological perceptions.



PEDAGOGY

Concept discussions, case studies, experience sharing, assignments, and small group workings for developing strategies for a better tourist experience.



WHO MAY ATTEND

Entry- and Middle-level managers and managers in charge of tourist service /sales or marketing functions or Research Scholars working in tourism research. The programme contents are focused on three specific modules dealing with Conceptualizing tourist behavior.



KEY TOPICS

The concept of human and tourist behavior

Human behavior involves studying and understanding how individuals act, think, and interact. It examines the psychological, social, and biological factors influencing human actions and decisions. By studying human behavior, managers and Researchers aim to gain insights into patterns, motivations, and processes that drive individuals' thoughts and actions. This knowledge can be applied to enhance understanding, predict behavior, and develop effective strategies for tourist decision-making and well-being.

Theories of human and tourist behavior:

Theories of human behavior are frameworks that attempt to explain and understand the complexities of why individuals behave the way they do. These theories provide insights into the underlying factors, motivations, and influences that shape human behavior across various contexts. These theories provide different perspectives and frameworks for understanding human behavior, and they are often used in combination to gain a more comprehensive understanding of the complexities of human actions and motivations.

Benefits of understanding tourist behavior in the across-cultural Context:

By comprehending the cultural factors influencing tourist behavior, businesses can tailor their products, services, and experiences to meet different cultural groups' specific needs and preferences. This customization leads to higher customer satisfaction and increased positive reviews. Cultural understanding allows tourism organizations to develop targeted marketing campaigns that resonate with diverse audiences. By recognizing cultural nuances, businesses can create more effective promotional materials, advertisements, and messaging that appeal to different cultural groups, leading to higher engagement and conversion rates.



PROGRAMME DIRECTOR

Dr. Sana Maidullah is a Ph.D. in Humanities & Social Sciences from the Indian Institute of Technology Jodhpur, Rajasthan, India. Her areas of interest are Tourist Behaviour, Tourism Marketing, Smart Tourism Technology, Tourism Operation Management, Travel and Tourism Laws, Regulation, Tourism Entrepreneurship, and Marketing Research. She has presented various research papers at international conferences and published several research articles and book chapters in Scopus-listed national and international journals. She has participated in MHRD-UGC ePathshala Project for the subject PG English as Content Writer for one module titled 'Consumer Cultures' for Paper XVI [Cultural Studies] and finalized it for INFLIBNET.

PROGRAMME DETAILS

- **Duration:** July 8-9, 2023
- **Programme commencement:** 10.00 AM on July 8, 2023
- **Programme Conclusion:** 5.00 PM on July 9, 2023
- **Venue:** IIM Sirmaur Campus
- **Accommodation**
 - **Check in:** July 7 (6.00 PM onwards)
 - **Check out:** July 9 (till 1.00 PM)

PROGRAMME FEES

- **Residential (R):** INR 35,000/- plus taxes and surcharges as applicable.
- **Non-residential :** INR 25,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.
- **Discount on Programme fees:** A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

HOW TO APPLY

- To apply or nominate personnel for the program, click on the “Register Now” link in the brochure or visit <https://iimsirmaur.ac.in/mdp/>
- Once the candidature is approved, the sponsoring authority or participant (in case of self-nomination) will receive an email with a Payment Advice requesting the program fees in advance.
 - Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS). After remitting the fees online, please inform the CMDP office of the UTR number or relevant transaction details via email. This will allow us to connect your remittance to your nomination(s).
- Please note that confirmation of participation is subject to receipt of program fees by the CMDP office before the commencement of the MDP.



IIM Sirmaur Proposed Campus



IIM Sirmaur MDP Experience

TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIMS will be provided till 12.00 p.m. on July 9, 2023. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.

HOW TO REACH IIM SIRMAUR

IIM Sirmaur is located in Paonta Sahib, in Himachal Pradesh. The distance of Paonta Sahib from Jolly Grant Airport Dehradun is 78.5 km. It takes 2 hours and 30 minutes from Dehradun Airport, 2 hours and 30 minutes from Chandigarh Airport, and 5 hours and 30 minutes from Delhi Airport to reach Paonta Sahib. The nearest Railway stations are Yamuna Nagar, Sharanpur and Dehradun. They are all located approximately at one and half hour taxi drive from Paonta Sahib.

NEARBY TOURIST DESTINATIONS

- Gurudwara Paonta Sahib Ji : Situated within the city
- Kalesar National Park : Located 13 km away
- Renuka Lake: Located 47 km away
- Mussoorie : Mussoorie is a hill station located 87 km away
- Haridwar : Haridwar is a holy city situated 105 km away



Our correspondence address is as follows:

MDP Office

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Email: mdpoffice@iimsirmaur.ac.in | Weblink: <https://www.iimsirmaur.ac.in/mdp/mdp-calendar>

For all other details on administrative matters please refer our website www.iimsirmaur.ac.in/mdp/ or e-mail to mdpoffice@iimsirmaur.ac.in