



IIM
SIRMAUR

METHODOLOGIES FOR INVESTIGATING TOURIST BEHAVIOR IN TOURISM



Programme Director:
Dr. Sana Maidullah



Programme Dates:
July 29-30, 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

Two main methods of conducting tourism marketing research are qualitative and quantitative. While both methods vary substantially, combining the two techniques produces the most efficient outcome. Qualitative analysis, while insightful and valuable, is less rigorous, and its interpretation depends on the subjective judgment of the researcher. As its name suggests, quantitative analysis measures, assesses and interprets numerical data using mathematics or statistical manipulation.



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.



KEY TOPICS

• Quantitative tools in tourism research: an application of perceptual

- maps
- o Market research as a managerial tool
- o Tourist perception and product positioning
- o Approaches to positioning
- o Perceptual mapping
- o Creating a perceptual map
- o Research design
- o Interpreting perceptual Maps

• Qualitative research methods for the study of tourist behavior

Qualitative research methods are crucial in studying tourist behavior as they provide in-depth insights into tourists' subjective experiences, motivations, and perceptions. Here are some commonly used qualitative research methods for studying tourist behavior:

- o The need for qualitative approaches in tourism research
- o Strategies of qualitative inquiry
- o Data collection
- o Analyzing and interpreting data by

Content Analysis: Content analysis involves analyzing written or visual materials related to tourism, such as travel blogs, social media posts, or tourism websites. By examining these sources, researchers can gain insights into tourists' experiences, interests, and preferences.

These qualitative research methods allow researchers to explore the complexities and nuances of tourist behavior, uncovering deeper insights into their motivations, decision-making processes, and cultural influences. They complement quantitative research methods and provide a holistic understanding of tourist behavior in various contexts.



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 29-30, 2023
- **Programme commencement:** 10.00 AM on July 29, 2023
- **Programme Conclusion:** 5.00 PM on July 30, 2023
- **Venue:** IIM Sirmaur Campus
- **Accommodation**
 - **Check in:** July 28 (6.00 PM onwards)
 - **Check out:** July 30 (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 30, 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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For all other details on administrative matters please refer our website www.iimsirmaur.ac.in/mdp/ or e-mail to mdpoffice@iimsirmaur.ac.in