

FACULTY PROFILE

Personal Information:

Name : Dr. Kusum
Designation : Assistant Professor
Department : Tourism and Hospitality Management
Email : kusum@ctuap.ac.in



Area of Specialization:

- Tourism Marketing,
- Tour Operation and Tourism Management

Academic Qualification

- [Ph. D. (Tourism Management)], [Department of Tourism & Hotel Management, Kurukshetra University], [2018].
- [M. Phil (Tourism)], [Department of Tourism & Hotel Management, Kurukshetra University], [2012].
- [Junior Research Fellowship – National Eligibility Test – UGC-NET/JRF] [(University Grant Commission)] [2012].
- [Masters of Business Administration (Hospitality Management)], [Directorate of Distance Education, Kurukshetra University] [2011].
- [Masters of Tourism Management (MTM)], [Department of Tourism & Hotel Management, Kurukshetra University], [2004].
- [Bachelor in Science (Medical)], [University College, Kurukshetra University], [2002].

Work/Teaching Experience

- Assistant Professor, Central Tribal University Andhra Pradesh, Vizianagram - December 22, 2022 – till date
- Associate Professor, GNA University, Phagwara - July 24, 2018 – December 16, 2022
- Assistant Professor, University Institute of Hotel Management,

Chandigarh University, Mohali - Sep 18, 2013- Jan 31, 2014

- **Assistant Professor, School of Hospitality and Tourism, Bahra University, Shimla Hills - Aug 09, 2012 – Aug 19, 2013**
- **Team Leader, Cox & Kings (India) Limited, New Delhi - Dec 08, 2004 – May 17, 2010**
- **Assistant Tour Executive, Indo Asia Tours, New Delhi an ISO 9001: 2008 Certified Company. - Jun 01 – Nov 30, 2004**
- **Trainee, Orbit Tours & Trade Fairs Pvt. Ltd. New Delhi - Jun 02 – Jul 15, 2003**

Research, Scholarly, Professional and Scientific Activity:

Research publications in peer-reviewed journals (National /International) (UGC /Scopus /SCI/SCIE/WoS etc..)

- Appasaba L.V, L Thimmesha, Kusum. “Comparison of the Right to Education Act and India's 2020 National Education Policy”. *History Research Journal*, Vol. 29 Issue 06 No.1, (November-December 2023): 164-170. (ISSN : 0976-5425 (P)).
- Ram Gopal, Kusum and Aditi Chaudhary, “A Systematic Review of Various Promotional Events and Festivals Organized in Uttarakhand and Their Impact on Regional Cuisine”. *Central European Management Journal*, Vol. 30 Issue no. 3, (2022): 737-745. (ISSN:2336-2693 | E-ISSN:2336-4890).
- Mohinder Chand, Ankush Ambardar, Megha Gupta, Kusum. “Impact of Reward, Recognition and Welfare on Employee Engagement”. *International Journal of Hospitality & Tourism Systems*, Vol. 15 Issue no. 2, (2022): 79-88. (ISSN: 0974-6250 (Print)).
- Ram Gopal and Kusum. “Understanding the Importance of Food while selecting Uttarakhand as a Tourist Destination; A Review from The Himalayan State of India”. *ANVESAK*, Vol. 51, Issue no. 2 (X), (2021): 20-28 (ISSN : 0378 – 4568).
- Suresh Chauhan, Kusum and Megha Gupta. “Factors Contributing to Job Satisfaction: A Study of Hotels in Himachal Pradesh”, *Shodh Sanchar Bulletin*, Vol. 10, Issue no. 40, (2020): 180-185. (ISSN - 2229-3620).
- Suresh Chauhan, Kusum and Megha Gupta (2020). “A Study on Factors Influencing Job Satisfaction of Hotel Industry in Himachal Pradesh”, *Studies in*

- Indian Place Names*, Vol. 40, Issue no. 3, (2020): 2278-2286. (ISSN: 2394-3114).
- Kusum and Megha Gupta. “Quality of Work Life among Employees of Multinational Travel Agencies: A Study of Delhi and National Capital Region”, *International Journal of Research and Analytical Reviews*, Vol. 6, (2019): 360-368. (ISSN: 2349-5138; eISSN: 2348-1269)
 - S. S. Boora and Kusum. “Evaluating Impact of ‘Incredible India’ Marketing Campaign on Inbound Tourism in India”, *Indian Journal of International Tourism & Hospitality Research*, Vol. 6-7, Issue no. 1, (2016):21-45. (ISSN: 0974-2913)

Books published as author or co-author or editor

- Dr. Pagaldiviti Ramanujam Sandilyan, Mr Dhiraj Pathak, Dr. Kusum. Teaching Case Studies on Hospitality & Tourism: Series Volume1 (Teaching Case Study on Hospitality & Tourism), (https://www.amazon.com/dp/B09F1G42YK/ref=cm_sw_em_r_mt_dp_TDK70PM73JYY764VB7C8) September 2021. ISBN-13 : 979-8468894736

Book chapters published as author or co-author

- S. S. Boora, Kusum and Megha Gupta. “Perception of Inbound Tour Operators of India Towards Marketing Strategies of Ministry of Tourism”, in *Handbook of Research on International Travel Agency and Tour Operation Management*, Dhiman, M. C. and Chauhan, V., IGI Global, (2019): 166-182. (ISSN: 9781522584346; eISSN: 9781522584353)
- Parikshit Sharma, Priya Shanna and Kusum. “Local Fairs and Festivals as Tourism Attraction: A study of Himachal Pradesh”, *Tourism Towards New Horizons: Status, Issues and Perspectives*, Bansal, S.P.; Kulshrestha, S. and Gautam P., Kanishka Publishers and distributors, New Delhi. (2014) (ISBN: 978-81-8457-556-9).

Research presentations (oral) at professional or scientific meetings and conferences

- “Cultural Uniqueness and Tourism Potential of the Mahima Cult – A Relational Study”, Santha Kavi Bhima Bhoi and the Legacy of the Mahima Cult – Exploring Spiritual, Social and Cultural Significance, 2023 – Organized by Centre of Excellence for Studies in Classical Odia, Central University of Odisha, Central Tribal University of Andhra Pradesh and Guru Ghasidas Vishwavidyalay, 25th -26th November, 2023.
- “Psychological Impacts on Travel Behaviour Post-COVID-19”, Transportation Systems Engineering and Management, 2023 – Organized by National Institute of Technology Warangal, 12th – 14th October, 2023.
- “A Study on the Investing Habits of the Tribal People in the Andhra Pradesh”, Management Education and Research Colloquium, 2023 – Organized by Indian Institute of Management Kashipur, 19th – 21st May 2023.
- “A Systematic Review of Food-Based Festivals and Promotional Events Organized in Uttarakhand and their Impact on Food Tourism”, in the Online international conference on “Hospitality & Technology: Collaborating for Synchronized Growth” - organised by Faculty of Hospitality, GNA University in, November 27, 2021.
- “A Review of Food and Tourism from Himalayan State Uttarakhand, India”, in Online International Multidisciplinary Conference on, “Education, Employability and Excellence: The New Normal and Beyond” - organised by Valia Chhaganlal Laljibhai College of Commerce & Valia Lilavantiben College of Arts, Mumbai, 22nd May, 2021.
- “Factors Contributing to Job Satisfaction: A study of Hotels in Himachal Pradesh” in Online international conference on “Hospitality and Tourism Industry: A Better Future for All” - organised by Faculty of Hospitality, GNA University in, November 7, 2020.
- “Managing stress through teachings of Srimad Bhagavad Gita”, in the international conference on, “Universal Welfare and the Eternal Philosophy of Bhagavad Gita”- organised by Department of Tourism and Hotel Management, Kurukshetra University, Kurukshetra, December 03 - 05, 2019.
- “Quality of Work Life among Employees of Multinational Travel Agencies: A study of Delhi and National Capital Region”, in the international conference on, “Advancements in Hospitality and Tourism Industry: A Way Ahead”- organised by Faculty of Hospitality, GNA University in association with Indian Tourism and Hospitality Congress (ITHC), April 27, 2019.
- “Mental Health Tourism: Opportunities for stakeholders of Kurukshetra”, in the international seminar on, “Making New India - Insights from Bhagavad-

Gita”- organised by Department of Tourism and Hotel Management, Kurukshetra University, Kurukshetra, December 13 - 15, 2018.

- “Visiting Kurukshetra for Self-Enlightenment: A Study of tourists visiting Kurukshetra”, in the international seminar on, “Exploring self in digital age - The perspective of Shrimad-Bhagavad-Gita philosophy”- organised by Department of Tourism and Hotel Management, Kurukshetra University, Kurukshetra, November 25-27, 2017.
- “Status of Hospitality Education: A study of higher educational institutions of Haryana”, in the national seminar on, “Tourism Education & Skill Development: Prognosis & Prospects”- organised by Department of Tourism & Hotel Management, Kurukshetra University Kurukshetra, March 18, 2017.
- “Employee turnover in Tourism industry: An exploratory study of travel agencies of Delhi and National Capital Region”, in the national seminar on, “Tourism Education & Skill Development: Prognosis & Prospects”- organised by Department of Tourism & Hotel Management, Kurukshetra University Kurukshetra, March 18, 2017.
- “Cultural aspects of Bhagavad Gita in the Modern Era”, in the international seminar on, “Bhagavad Gita: Holistic Life Management and World Harmony Tourism Motivation”- organised by Department of Tourism & Hotel Management, Kurukshetra University Kurukshetra, December 6-9, 2016.
- “Taxonomy of Spiritual Tourist Experiences and Marketing Strategies: A case study of Kurukshetra”, in the international seminar on, “Bhagavad Gita: Holistic Life Management and World Harmony Tourism Motivation”- organised by Department of Tourism & Hotel Management, Kurukshetra University Kurukshetra, December 6-9, 2016.
- “Tourism Skill Development: A Government initiative to promote Tourism”, in the national seminar on, “Smart Bharat: A Business Perspective”- organised by Department of Commerce, Kurukshetra University Kurukshetra, February 26, 2016.
- “A study of Corporate Social Responsibility practices of Indian Tourism Industry”, in the international conference on, “Contemporary issues in International Business, Tourism and Sustainability: Issues and Challenges” – organised by Maharaja Agrasen School of Management, Maharaja Agrasen University, April 18-19, 2015.
- “An evaluation of hotel management study programmes in India: Industry’s perspective”, in the national seminar on, “Industry – Academia Interface: Challenges before Tourism Education” - organised by Department of Tourism

& Hotel Management, Kurukshetra University Kurukshetra, February 23, 2013.

- “Local fairs & festivals as Tourism attraction – A study of Himachal Pradesh”, in the national seminar on, “One Billion Tourists, One Billion Opportunities” - organised by University Institute of Hotel Management & Tourism, Panjab University, Chandigarh, February 15-16, 2013.
- “Role of Marketing in tourism development: A Case study of Incredible India Campaign” in the national seminar on, “Tourism Planning and Development in India: Setting Agenda for Tourism Research”- organised by Department of Tourism & Hotel Management, Kurukshetra University Kurukshetra, February 28-29, 2012.

Ph.D Guidance:

Guided: 02

Editor of Journal/Reviewer of Journal /Member of Academic Bodies/Advisor:

- Assistant Editor of GNA Journal of Management and Technology (Edition 2020, 2021 and 2022)

Workshops/Conferences/Seminars Organized:

- Coordinator, National Seminar on Vizianagaram NextGen - Unlocking the Potential of Tourism for the Youth organized on 25th Jan, 2023 at Central Tribal University of Andhra Pradesh, Vizianagaram, Andhra Pradesh

Offline/Online Certifications

- 4-week Faculty Induction Programme for “Faculty in Universities/Colleges/Institutes of Higher Education” Organised by Teaching Learning Centre Ramanujan College (University of Delhi) under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching of MHRD (June 22 – July 21, 2023).