

FACULTY PROFILE



Personal Information:

Name : Prof. Jitendra Mohan Mishra
Designation : Professor
Department : Tourism and Hospitality Management
Landline/mobile : 9486143983
Email : j.m.mishra@ctuap.ac.in

Area of Specialization:

- Tourism & Culture
- Tourism Geography
- Tourism Legislation, Accounting & Finance for Tourism.

Academic Qualification

Degrees	Universities	Year
Ph.D	HNB Garhwal University, Srinagar Garhwal, Uttarakhand, India	2006
M.Phil	Pondicherry University, India	2003
MTA	A.P.S. University, Rewa. M.P.	2000
B.Com.	Utkal University	1998

Work/Teaching Experience:

- Working as Professor in Tourism and Hospitality Management, Central Tribal University of Andhra Pradesh, on 03.01.2023.
- Promoted as Professor in Tourism Management in Indira Gandhi National Tribal University and worked during June 01, 2019 – January 02, 2023.

- Worked as Associate Professor in Tourism Management in Indira Gandhi National Tribal University during June 01, 2016 to June 01, 2019.
- Worked as Assistant Professor in Tourism Studies in Department of Tourism Studies, Pondicherry University, Puducherry during September 14, 2006 – May 30, 2016 in the scale 15600-39100 with AGP Rs. 6000 (14/9/2006 to 14/9/2010), AGP Rs.7000 (14/9/2010 to 14/9/2015), AGP Rs 8000 (14/9/2015 to 30/5/2016)

Research, Scholarly, Professional and Scientific Activity:

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

1. Gavinolla, M. R., Suneeth, B. G., Kashya, S., Mishra, J. M., & Swain, S. K. (2023). Tracing the Sustainability Components in the Indian Tourism Curricula: An Exploratory Study. *Journal of Teacher Education for Sustainability*, Vol. 25 no.1, 116-132.
2. Venkat, N., Mishra, J. M., & Das, A. (2023). Factors affecting accessible tourism - a case on pilgrimage destinations in Andhra Pradesh. *Atna - Journal of Tourism Studies*, Vol. 18, No.2, 39-60.
3. Varghese, B., Mishra, J.M., & Baboo, S. (2022). Pandemic-induced crises in tourism and hospitality – an Indian context. *GeoJournal of Tourism and Geosites*, 44(4), 1389–1396. <https://doi.org/10.30892/gtg.44425-957>
4. Jayswal, D.K., Mishra, J.M. & P. Veeraiah (2021): Curriculum Transaction Strategies for Vocational Tourism Education in Schools: A Study on Haryana and Himachal Pradesh. *Mekal Insights*: Vol. 5:1&2, ISSN 0975010X pp. 12-32.
5. Prem Kumar, Jitendra Mohan Mishra & Yedla Venkata Rao (2021): Analysing tourism destination promotion through Facebook by Destination Marketing

Organizations of India, Current Issues in Tourism, ISSN - 1747-7603, DOI: 10.1080/13683500.2021.1921713

6. Minj S.K., Mishra J.M., & Livina A (2021) “Building a conceptual model of whether or how the socio-economic conditions of residents matter for their travel motivation!” in Journal of Tourism & Sports Management (JTSM) SciTech Central Inc., USA, (ISSN: 2642-021X) Vol. 4 (2) 524-539, https://www.scitcentral.com/article.php?journal=47&article=2253&article_title=BUILDING%20A%20CONCEPTUAL%20MODEL%20OF%20WHETHER%20OR%20HOW%20THE%20SOCIO-ECONOMIC%20CONDITIONS%20OF%20RESIDENTS%20MATTER%20FOR%20THEIR%20TRAVEL%20MOTIVATION!#tabs1
7. Mishra S., Mishra J.M. (2020) “Motivational Antecedent of SHG Engagement in Tourism Development”. Mekal Insights: Vol. 4:2, ISSN 0975010X pp. 62-71
8. Kumar P., Mishra J.M., G. Saravana Kumar, Rajesh R (2020) “Destination Marketing & Management Organizations in India” Solid State Technology Volume: 63 Issue: 6 also available at <http://solidstatetechnology.us/index.php/JSST/article/view/6502> ISSN 0038111X
9. Sashi Kanta Minj, Mishra J.M., (2019) “Socio-economic factors and residents’ motivation for travel – a conceptual study” in ATNA Journal of Tourism Studies, 14, 1(2019), ISSN 0975-3281|<https://doi.org/10.12727/ajts.21.1> Pages 01-15.
10. Singh S K, Mishra J.M., Rao Y Venkata (2018) “A Study on the Application of System Approach in Tourism Education with respect to Quality and Excellence”, in International Research Journal of Business and Management (IJBM), Vol XI -12, Page 7-17, ISSN 2322-083X, <http://irjbm.org/irjbm2013/Dec18/Paper2.pdf>
11. Abinash Jha, Mishra J.M., Anu Chnadran (2017) “Indigenous Tourism in India: Evaluating the Strengths of Mithila Painting Art and Heritage and

- Suggesting Integrated Marketing Development Approach for Sustainable Promotion” in ATNA Journal of Tourism Studies, 12, 2(2017), ISSN 0975-3281|<https://doi.org/10.12727/ajts.18.1> Pages 01-33.
12. Sumithra D, Mishra J.M.(2016), “Efficacy of mice tourism industry and supply chain management as an integrated approach”, International Journal of Management Research & Review, ISSN: 2249-7196 IJMRR/July 2016/ Volume 6/Issue 7/Article No-3/894-903.
http://ijmrr.com/admin/upload_data/journal_D%20Sumithra%20%203jul16mrr.pdf
 13. Nabanita Khuntia & Mishra J.M. (2016) “The barriers of community participation in tourism development in Chilika Lake, Odisha”, in Journal of Tourism, Volume XVII, No. 2, 2016, ISSN:0972-7310, Pages 83-93.
 14. Mishra, Jitendra Mohan (2015). Sustainable benchmarking in tourism and hospitality industry: a conceptual study!, in Social Science International Vol.31, January 2015, ISSN 0970-1087 e-ISSN: 09763910, Pages 10-25.
 15. Prem Kumar, Vikas Kumar, Mishra J.M. (2015). “A prospective study on online marketing of small and medium enterprises (SMEs) of service sector in India” International Journal of Applied Research 2015: 1 (9): 910-914 ISSN Print: 2394-7500, ISSN Online: 2394-5869 also available at
<http://www.allresearchjournal.com/archives/2015/vol1issue9/PartN/1-9-90.pdf>
 16. Kumar P., Kumar V., Mishra J.M. (2015). “Social Media: A Tool for Tourism Marketing” in International Research Journal of Business and Management (IRJBM), ISSN2322-083X, Vol 8(11), September 2015. Page 39-47, Also available at <http://irjbm.org/irjbm2013/Sep2015/Paper1.pdf>
 17. Kumar P., Tiwari P., Mishra J.M. (2015). “Role of Public Private Partnership in Tourism sector of Indian Economy” in EXCEL International Journal of Multidisciplinary Management Studies ISSN 2249- 8834 EIJMMS, Vol.5 (8), AUGUST (2015), pp. 30-40.
http://www.zenithresearch.org.in/images/stories/pdf/2015/AUG/EIJMMS/4_eijmms_vol5_issue8_august2015.pdf

18. Kumar P., Kumar V., Mishra J.M. (2015). "Social Media: A Sustainable Tool for Marketing Communication?" in "Asian Journal of Business Management & Technology (AJBMT)", ISSN2393-9702, Vol.1(1), January-March(2015), pages 39-47.
19. Jha A.K., Mishra, J.M. (2014). "Integrated and Participatory Approach to Sustainable Tourism Development: A Conceptual Study" in Journal of Tourism, Volume XV, No. 1 & 2, 2014, ISSN:0972-7310, pages 51-68.
20. Raghul M., Mishra J.M. (2014) "A Novelistic Account on the Sacred Geographies of SriRangam and the Brihadhishwara Temple Premises", Tourism Theory and Practice. (Vol. 12 NO. 1-2, 2014: ISSN 0973-6611). 7-24
21. Mishra J.M. (2014) "Airlines Operations to Puducherry: Poor patronage or inefficiency of the carrier?" in ATNA Journal of Tourism Studies, Vol. 9, No.2. July-December 2014 ISSN 0975-3281 Pages 45-66.
22. Khuntia N., Mishra J.M. (2014) "Economic and environmental aspects of sustainable tourism development: a conceptual study" in ATNA Journal of Tourism Studies, Vol. 9, No.1. January 2014 ISSN 0975-3281 Pages 15 – 28.
23. Mishra J.M., (2014). Agents in sustainable tourism development: Understanding their involvement and engagement, in International Journal on Education and Management Studies, ISSN p-22315632, e-23213671, Vol 4(1), 64-69.
24. Raghul, M., Mishra, J.M. (2013) 'Attributes of tourism distribution channels: a conceptual study', *Int. J. Qualitative Research in Services*, ISSN online 2051-0519 ISSN print 2051-0500, Vol. 1, No. 2, pp.125–134. <https://doi.org/10.1504/IJQRS.2013.056339>
25. Mishra J. M., (2012) "The need for an e-commerce platform for India – A study on perception of operators and perspective tourists" in ATNA Journal of Tourism Studies, Vol. 7, June 2012 ISSN 0975-3281 Pages 15 – 28.
26. Sulagna S., Poyyamoli G., Mishra J.M. (2011) "A Study on the Impacts of Coastal Tourism on behavioral patterns of Irrawaddy Dolphins at Chilika Lake,

- India” in Tourism Development Journal Vol. 9. No.1.2011, Pages 112-122, ISSN No. 09757376.
27. Mishra J.M., (2010) “Contribution of French Community to Inbound Tourism in the Union territory of Puducherry” in South Asian Journal of Tourism and Heritage, ISSN - 0974-5432, Vol. 3.No.2, Pages 82-89.
28. Mishra J.M., Kathirvel I., Bagri S.C. (2009) “Role of Government in promotion of tourism in Uttarkashi District of Uttarakhand: An analysis of peoples’ perception” in Tourism Development Journal Vol. 8. No.1.2010 Page -53-59 ISSN No. 09757376.
29. Mishra J.M., Gullapalli S. (2009) “Sustainable Tourism development: Issues and Strategies for Development in India with special reference to the state of Uttaranchal” in, ATNA Journal of Tourism Studies, Vol. 4, December 2009 ISSN 0975-3281 Pages – 36 – 56.
30. Bagri S.C., Mishra J.M. (2005) “Mountain Ecotourism in Lata and Tolma Villages of Nanda Devi Biosphere Reserve (NDBR): A Study of Stakeholders Perception and Forecasting Future Facilities and Amenities” ” in Journal of Tourism Vol. VII, 2005 ISSN:0972-7310, Pages 95-112.
31. Bagri S.C., Mishra J.M. (2004), “Ecotourism Complex Planning: An Estimation of Financial Outlay for Anusuyadevi Tourist Complex in Garhwal Himalaya” in Journal of Tourism Vol. VI, 2004 ISSN:0972-7310 Pages 95-112.

Research Publications in Conference (National /International)

1. Mishra Jitendra Mohan (2014) “Role of Agents and Stakeholders in Sustainable Tourism Development – a conceptual Study” in Eswari, Suresh, Bhaduri ed. “Disaster Management: Issues and Challenges”, Semmoodhai Pathippagam, Chennai, pages 372-388, ISBN: 978-93-8100-675-7.
2. Mishra Jitendra Mohan & Sumithra D. (2013) “Mega Sports in India: Tourism Planning and Long term Implications”, in Rao & Swain ed. “Tourism Business:

Emerging Trends and Evolving Practices' Himalaya Publishing House, Mumbai, ISBN: 978-93-5097-372-1 pages 256-264.

3. I. Kathirvel, Mahar, Sanjay Singh, Bagri S.C. & Mishra, Jitendra Mohan (2007) "State of Existing Tourism Infrastructure in Uttarkashi District of Himalaya : An Assessment for future requirement and financial involvement" in the proceedings of the international conference on "*Cutting Edge Research in Tourism – New Directions and Challenges*" organized by Institute of Vocational Studies, HP University Shimla on 17-18 March, 2007, ISBN – 818247152-4
4. Mishra, Jitendra Mohan & Dash, VLN (2006), "Revitalization of Rural areas through Tourism" in Harsh Bharagav & Deepak Kumar eds.'Rural Transformation: Socio-economic Issues', ICFAI University Press, Hyderabad, pp:44-50, ISBN: 8131400905.
5. Mishra, Jitendra Mohan (2003) "Tourism the leading service sector in India, Issues and concerns" Seminar Proceedings of KITS Nagpur organized National Seminar on Emerging Trends in Management, Pages 106 – 110.
6. Mishra, Jitendra Mohan (2003) "Rural Tourism in India a Potential Analysis" in DNS Kumar edited "*Emerging Trends in Service Sector*" proceedings of the National Seminar on Emerging Trends in Service Sector (Issues, Challenges, and Dimensions), Belgaum Karnataka, India

Books Published as author or co-author or editor

1. Mishra, Jitendra Mohan (2013), Tourism Products of India, Study materials for MBA (Tourism) Programme, DDE Pondicherry University. ISBN - 978-93-81932-08-7
2. S.K.Swain & J.M.Mishra (2012) "Tourism: Principles and Practices" Oxford University Press, ISBN -13 -978019807236
3. Mishra, Jitendra Mohan (2012), Study materials prepared for the BHY012 Programme of IGNOU, New Delhi.

- Unit 8 -Agents and Stakeholders of sustainable tourism and hospitality industry
 - Unit – 17 -Communicating environmentally sustainable initiatives
4. Mishra, Jitendra Mohan (2012), Study materials prepared for MTM-104 programme of Uttarakhand Open University, Haldwani, Nainital. ISBN- 978-93-84433-27-7.
- “Chronological Accounts of the Pre, Proto and Ancient History of India”
 - “Landmarks of Medieval History”
 - “State of India under British Rule”
 - “Independence Movement and Contribution of Mahatma Gandhi”
 - “Post Independence Achievements of the Country”
 - “Religion and Philosophy: The Great Vedic Heritage of India”
5. Mishra, Jitendra Mohan (2007), “History & growth of travel agency, study materials for ETS – 103 of Uttaranchal Open University, Haldwani, Nainital. ISBN -978-93-84433-22-2.
- History of travel agency and tour operation,
 - Growth and development of travel agency and tour operation in India,
 - Factors responsible for growth of travel sector,
 - Travel agency and tour operation: contemporary practices and trends”

Book chapters published as author or co-author

1. Mishra, J. M. (2022). Changing scenario of Travel trade: New age travel intermediaries. In IGNOU, *BTME-141: Tourism Undertaking* (pp. 184-208). New Delhi: IGNOU. <https://egyankosh.ac.in/handle/123456789/79877>
2. Mishra, J. M. (2021). Tourism Impacts- Economic. In IGNOU, *BTMC-135: Concepts and Impacts of Tourism* (pp. 203-218). New Delhi: IGNOU.

3. Mishra, Jitendra Mohan, (2020). 'Relationship between tourism and environment' in Padma Namgyal Ajita edited 'Basic Manual for Guide on Ecotourism – Ladakh' Hanuran Movement India & WON Buddhist Charitable Society India, ISBN - 978-81-945314-0-1, Pages 46-58.
4. Sumit Kumar Singh, Mishra, Jitendra Mohan, Venkata Rao (2017) "Tourism Education in India: Current Issues & Challenges" in Sibi P.S et.al. edited "Contemporary research and Practices in Tourism & Hospitality: with special focus on accessibility", Himalaya Publishing House, Mumbai, ISBN – 978-93-5273-110-7, Pages 188-194.
5. Mishra, Jitendra Mohan, Ashish Dahiya, Mohit Kukreti (2009) "House Keeping and Tourism Destinations", in Bagri and Dahiya ed. "Hospitality Industry Contemporary Issues" CMTHS, HNB Garhwal University, ISBN : 978-81-904282-1-7 Pages 139-159.
6. Mishra, Jitendra Mohan, Dash VLN (2006),"Revitalization of Rural areas through Tourism" in Harsh Bhargava & Deepak Kumar ed. "Rural Transformation Socio-Economic Issues", ICFAI University Press, Hyderabad, ISBN: 81-314-0090-5, Pages 44-49.
7. Jitendra Mohan Mishra (2006) "Stake holders' Participation in Ecotourism Activities in Core Zone of Nandadevi Bio-Sphere Reserve; A study of People Perception about Planning and Management" in George B.P. & Devesh Nigam ed. Tourists and Tourism, Abhijeet Publisher New Delhi, ISBN 81-88683-99-X Pages 226-257.
8. Bagri S.C. & Mishra, Jitendra Mohan (2006) "Ecotourism Complex Planning at Kalimath in Garhwal Himalaya" in Bagri S.C. edited "Sustainable Tourism Planning and Development", Bishen Singh Mahendra Pal Singh, Dehradun, Pages 79-93, ISBN-10: 8121105056, ISBN-13: 978-8121105057

Invited talks/lectures at professional or scientific meetings and conferences

1. Delivered a special lecture on “Ecotourism” on 10.05.09 at Department of P G Studies and Research in Tourism Administration, Kuvempu University Shimoga, Karnataka.
2. Delivered a Keynote Address on “Ecotourism Issues” on 31.05.12 at the National conference ‘Responsible Tourism - New Dimensions’ organized by Department of P G Studies and Research in Tourism Administration, Kuvempu University Shimoga, Karnataka.
3. Participated in a debate and delivered a lecture against the motion on the topic “FDI in Retail Sector is a boon to the growth of Indian Economy” organized by School of Management, Pondicherry University on 24 September, 2012.
4. Delivered a keynote address at a workshop to mark World Tourism Day Celebration organized by Department of Historical Studies, Bharathidasan Government (Autonomous) College for Women, Puducherry on 28 September, 2012.
5. Chaired a session in the international conference on “Tourism leisure and Hospitality – in a global economy” on February 24, 2015 organised by Christ University, Bengaluru.
6. Chaired a session in the national symposium on “Tourism Education vs Employability on November 21, 2015 organised by Kuvempu University, Shimoga, Karnataka.
7. Delivered a keynote address as the chief guest at the national symposium on “Tourism Education vs Employability” on November 21, 2015 organised by Kuvempu University, Shimoga, Karnataka.
8. Delivered a keynote address as resource person at the UGC sponsored national seminar on “Tourism policy in Kerela and international competitiveness” on December 1-2, 2015 organised by PG Dept. of Commerce, Mar Thoma College, Chungathara, Kerela.

9. Delivered a special address as a chair person at the national seminar on “Caring the Elderly: Psycho-social Perspectives” on March 23-24, 2016 organised by Dept. of Applied Psychology, Pondicherry University.
10. Chaired a technical session on the theme “Impact of disaster on women” in the ICSSR sponsored national conference on Natural Disaster & Women: a gendered perspective” organized by Dept. of Sociology, Pondicherry University, held during 6-7 October, 2016.
11. Chaired a concurrent session in the 6th Asia Euro conference 2016 in Tourism, Hospitality and Gastronomy titled Envisioning Tourism in 2050” jointly organized by Taylor’s University, Universite Toulouse and IITTM, held at IITTM Gwalior during 9-12 November, 2016.
12. Co-chaired a technical session in the International conference on “Reengineering Religious tourism” organized by Indian Institute of Tourism & Travel Management Bhubaneswar and Indian Tourism and Hospitality Congress during 3-5 March 2017.
13. Chaired a technical session on “Tourism, Nature & Conservation” in the National conference on “Contemporary Research & Practices in Tourism & Hospitality organized by Department of Tourism Studies, Pondicherry University, held during 5-6 May 2017.
14. Co-chaired a technical session in the national conference on “Development of Tourism Industry in India – Issues & Challenges” organized by Department of Management Studies, Guru Ghasidas Vishwavidyalaya, Bilaspur during 16-17 November 2017.
15. Delivered a special lecture on “Dimension reduction through Factor Analysis” in the ICSSR sponsored two week capacity building programme for young faculty organized by Department of Business Management, IGNTU on 11th March 2018.
16. Co-Chaired a technical session and delivered a lecture on “Sustainable for NexGen: Onus” in the Ministry of Tourism, Govt. of India sponsored three day international conference on Tourism for Developing Economies- The path

unexplored, organized by Indian Institute of Tourism and Travel Management, Noida during 13-15 September, 2018.

17. Delivered a Keynote Address on “Use of IT in Tourism and Travel sector” in the two-day national conference on “Tourism and the Digital Transformation” jointly organized by Department of Tourism, Govt. of Karnataka & Dept. of Tourism & Hospitality Management, Mahajana Education Centre, Mysuru held on 5-6 October 2018.
18. Participated in the International Tourism Conference on “Boosting Excellence in Higher Tourism Education-Cooperation between educators and industry” and delivered 8 lectures on “Socio-cultural Issues & Tourism - Interrelationship” at Vidzeme University of Applied Sciences during October 22-27, 2018.
19. Delivered four lectures on “Research Methods and Tourism Education” in the one week national workshop on Tourism and Hospitality Services Management organized by Faculty Development Centre, HNB Garhwal University, funded by PMMMNTT scheme of MHRD, Govt of India on February 27-28, 2019.
20. Delivered a lecture on “Heritage Tourism: Concepts, Evolutions and Practices” in the National Tourism & Heritage Seminar (NTHS) 2019 on “Heritage & Tourism – Community, Potentials & Challenges” organized by School of Tourism & Hotel Management, Durgapur, West Bengal during April 17– 18, 2019.
21. Delivered a lecture on “Managing Heritage Tourism in India: Issues & Scope for Research” in the National Tourism & Heritage Seminar (NTHS) 2019 on “Heritage & Tourism – Community, Potentials & Challenges” organized by School of Tourism & Hotel Management, Durgapur, West Bengal during April 17– 18, 2019.
22. Delivered a lecture on May 02, 2019 on the topic titled “Use of Statistical Methods in Social Science Research” in the ICSSR sponsored Two week Capacity Building Programme for Faculty in Social Sciences organized by

Department of Journalism and Mass Communication, IGNTU during April 30 – May 11, 2019.

23. Delivered a lecture on May 09, 2019 on the topic titled “Test of Reliability & Validity in the Research Process” in the ICSSR sponsored Two week Capacity Building Programme for Faculty in Social Sciences organized by Department of Journalism and Mass Communication, IGNTU during April 30 – May 11, 2019.
24. Delivered a lecture as Resource Person in the Plenary Session on the theme Leveraging responsible tourism through Industry-Institute Synergy on 07, December 2019 in the Ministry of Tourism, Govt. of India, sponsored International Conference on ‘Responsible Tourism Practices in India: Issues and Challenges’ organized by Department of Tourism Studies Pondicherry University, during December 07-09, 2019.
25. Delivered a special lecture on “Tourism and Sustainable Tourism Goals” during the international conference on ‘Tourism, Hospitality and Sustainable Development Goals’ jointly organized by NITHM, India, Vidzeme University of Applied Sciences, Latvia and Luxor University, Arab Republic of Egypt during 08-10 February, 2020 at NITHM campus Hyderabad.
26. Chaired a technical session on “Sustainable Tourism Education” during the international conference on ‘Tourism, Hospitality and Sustainable Development Goals’ jointly organized by NITHM, India, Vidzeme University of Applied Sciences, Latvia and Luxor University, Arab Republic of Egypt during 08-10 February, 2020 at NITHM campus Hyderabad.
27. Delivered a special lecture as part of the panel session on “Integrating Tourism and Livelihood Activities for Socio-economic Resurgence: The Way Forward ” in the webinar on ‘Pro-Poor Tourism vis-à-vis Livelihood Stability During Post Covid-19’ organized by Department of Tourism Studies, Pondicherry University on 22nd May, 2020.
28. Delivered a lecture on the title “Building effective campus recruitment strategy” on June 25, 2020 in the Two Week Faculty Development Programme

(FDP) in Online Mode for University and College Teachers on “Application of Digital Tools and Technology in Teaching and Learning” organized by Indira Gandhi National Tribal University during June 16-29, 2020.

29. Delivered two special lectures titled " Data Sources & Collection Methods" and "Tests of Normality, Reliability & Validity" on 7 & 8 August 2020 respectively at the Seven day Faculty Development Programme on ‘Hospitality and Tourism Management Research: Methodological Analysis’ organized by School of Hotel Management, Siksha O Anusandhan Deemed to be University, Bhubaneswar in association with Indian Tourism and Hospitality Congress during 05-11 August, 2020.
30. Delivered a special lecture on “Aspects of Sustainable Tourism Post Covid-19” as a resource person in the national webinar on “North East India Tourism and Aspect of Sustainable Tourism Post Covid-19” organized by Department of Tourism and Travel Management Saraighat College, Assam in association with ICT Academy on September 26, 2020.
31. Delivered a special lecture on “Wellness and Yoga Tourism” as a resource person on the occasion of World Tourism Day organized by Department of Tourism and Hotel Management, Central University of Karnataka on September 27, 2020.
32. Delivered a special lecture as part of the panel session on “Tourism Education in Asia” in the ‘1st Asian Tourism Research Conference 2020 – Interpreting the landscape of Asian Tourism’ organized by School of Tourism Studies, Mahatma Gandhi University, Kerala during 01-03 December, 2020.
33. Delivered a special lecture as a Resource Person to the participants of “Online Pre-PhD Course Work” organized by UGC HRDC, Dr. BR Ambedkar Marathwada University, Aurangabad on January 27, 2021.
34. Delivered a special lecture titled “Use of plagiarism detection software” as a Resource Person to the participants of two-week Capacity Building Programme on ‘Research and Publication Ethics’ organized by Department of Tourism

Management, Indira Gandhi National Tribal University, Amarkantak, MP during June 15-28, 2021.

35. Delivered a special lecture titled “The conundrum of legislation for monument preservation and tourism promotion in India” on 19th February 2022 as a Resource Person to the participants of short term course on “Tourism and its linkages with history” organized by UGC HRDC, DHG Vishwavidyalaya, Sagar MP during February 19-25, 2022.
36. Delivered a Keynote address titled “Need for legislation for neo-normal tourism business” on 23rd April 2022 as a session-chair in the international conference on “The Trends and Disruptions in Hospitality & Tourism” organized by School of Hotel Management, Siksha O Anusadhan University, Bhubaneswar Odisha during April 22-24, 2022.
37. Delivered a lecture titled “Validity, Reliability and Factor Analysis” on 21st September 2022 as a Resource Person in the two-week capacity building programme for young social science faculty members organized by Department of Economics, Indira Gandhi National Tribal University, and sponsored by ICSSR New Delhi during September 19-30, 2022.
38. Delivered a lecture titled “Socio-cultural and Economic Impact of Tourism Development on Shree ram Van Gaman Path” in the International Conference on ‘Shree Ram Ban Gaman Path and Tourism Development: Prospects and Challenges’ organized by Department of Tourism Management, Indira Gandhi National Tribal University, during 10-11 February, 2023.

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

2003

1. Presented a paper entitled “Tourism the leading Service Sector in India, Issues and Concerns” in the national seminar on “*Emerging Trends in Management*”

organized by Department of Management Studies, K.I.T.S., Ramtek Nagpur. On 2nd and 3rd Feb. 2003.

2. Presented a paper entitled “Rural Tourism in India – A Potential Analysis” in the National Seminar on “*Emerging Trends in Service Sector*” on March 21-22, 2003 held at KLS’s Institute of Management Education and Research Belgaum, Karnataka.
3. Presented a research paper entitled “Prospects of Rural Tourism in Pondicherry” in a National Seminar on “*Tourism Development in post independent Era, Problems and Prospects*” held at Aurangabad University on March 24-25, 2003.
4. Presented a research Paper entitled “Tourism in Pondicherry: a Sustainable Approach” in a National Seminar on “*Converging To Synergise Tomorrow’s Dimensions: Challenges, Opportunities and strategies for India*”. Organized by Schools of Management, Pondicherry University, on November 1-2, 2003.
5. Presented a research Paper entitled “Revitalization of rural areas through Tourism” in an International Seminar on “*Environment and Health*”. Organized by Madras University, on December 1-2, 2003.

2004

6. Presented a research Paper entitled “Planning Nature and Culture Tourism in Madhya Pradesh” in a National Seminar on “*Emerging trends in tourism*”. Organized by Indian Institute for Tourism and Travel Management (IITTM), on February 9-10, 2004.
7. Presented a research paper entitled “Sustainable tourism planning: A case study of Kausani-Almora-Jageswar-Binsar and Ranikhet circuit” in a national seminar on “*Sustainable Tourism Planning & Development*” organised by All India Tourism Teachers’ Association on March 1-2, 2004.
8. Presented a research paper entitled “Ecotourism a key to Sustainable development: A case study of Lata village in the Nanda Devi National Park” in national seminar on “*Resource Appraisal technology application and*

Environmentatl challenges in Central Himalaya” organized by Geography department of HNB Garhwal University on 01-03 November, 2004.

9. Presented a research paper entitled “Indian Tourism – Challenges Ahead!” in national seminar on “*Global Impact on Indian Tourism*” organized by Department of Commerce, Kendrapara College, Kendrapara, Orissa on 25-26 December, 2004.

2005

10. Presented a research paper entitled “Ecotourism Promotion in Nanda Devi Bio-Sphere Reserve: A Study of Financial Planning and Management” in International seminar on “*Ecotourism Planning and management in Protected Areas*” organized by Centre For Mountain Tourism and Hospitality Studies of HNB Garhwal University on 28 February-03 March, 2005.
11. Presented a research paper entitled “Occupational Skills at the Entry Level of Tour Operation” in National seminar on “*Human resource Practices in travel and Tourism Sector*” organized by Centre for Mountain Tourism and Hospitality Studies of HNB Garhwal University on 19-21 March, 2005.

2006

12. Attended UGC & ICMR sponsored national seminar on “Health status of Tribal Women and Children in India” and presented a paper on “Promoting Ecotourism in Nandadevi Biosphere Reserve for Sustainable Development of the Tribal Villages with special reference to women folk ” organized by Department of Anthropology, Pondicherry University Pondicherry on 10th and 11th March 2006.

2007

13. Presented a paper entitled “Planning sustainable ecotourism in Nandadevi Biosphere Reserve; A study of People Perception, Planning and Management” in the national seminar on ‘Ecotourism – Problems and Prospects’ organized by Institute of Management Studies, Kuvempu University, Jnanasahyadri, and Sahyadri Science college Shivamogga, Karnataka on December 1, 2007

2008

14. Coordinated and presented a research paper entitled “Impact of sixth pay commission on the growth of Tourism in India” in the national seminar on Indian Tourism – Opportunities Unlimited!” at Department of Tourism Studies, Pondicherry University on 31st March 2008.

2009

15. Presented a paper entitled “Old Age Tourism: A Social Marketing Perspective” at the national seminar on ‘Crises Management – The Challenge of Tourism and Hospitality Industry’ on 30th April 2009 organised by Department of Tourism Studies, Pondicherry University in collaboration with South India Hotels and Restaurants Association (SIHRA).

2010

16. Presented a paper entitled “Mountain Tourism in Uttarkashi District of Uttarakhand: An Analysis of Tourists’ Perception” at the UGC - SAP national seminar on ‘Creativity and Innovations in Tourism Entrepreneurship: Contemporary Trends’ organized by Department of Tourism Studies, Pondicherry University, Puducherry during March 19-20, 2010.

2011

17. Presented a paper entitled “A study on perception of operators and perspective tourists about the efficacy of an e-commerce platform for India” at the 1st International Conference on Tourism & Technology 2011 organized by Indian Institute of Technology, Delhi during July 7-9, 2011.
18. Presented a paper entitled “An e-commerce platform need and suitability for Indian Tourism” at the national conference on Indian Aviation and Tourism Opportunities, Challenges and New Directions organized by Mangalore University and Mangalore Airport during August 21-22, 2011.

2012

19. Presented a paper entitled “Mega Sports in India: Tourism Planning and Long Term Implications” at the UGC National conference on ‘Managing Tourism

Business for Sustainable Competitive Advantage' organized by Department of Tourism Studies, Pondicherry University during March 23-24, 2012.

20. Presented a paper entitled "Enhancing value chain system for community oriented sustainable tourism in the Mamallapuram – Puducherry Circuit" at the National conference on 'Responsible Tourism- New Dimensions' organized by Department of P.G. Studies & Research in Tourism Administration, Kuvempu University on May 31, 2012.

21. Presented a paper entitled "Measuring locals' attitude toward Sustainable tourism: A case of Puducherry" at the National conference on 'Positive Behaviour: Perspectives and Applications' organized by Department of Applied Psychology, Pondicherry University on September 21-22, 2012.

2013

22. Presented a paper entitled "Capacity building for sustainable tourism development – A conceptual study" at the national conference on 'Indigenous people and tourism in India: Issues and Challenges' organized jointly by Department of Tourism, Hospitality & Hotel Management, Indira Gandhi National Tribal University, Amarkantak (MP) in collaboration with ICSSR, New Delhi on May 22-23, 2013.

23. Presented a paper entitled "Enhancing value chain system for empowering local community in the Mamallapuram- Puducherry Circuit" at the International conference on 'Tourism and Hospitality Industry: Modern State, Problems and Perspectives' organized jointly by CMTHS, HNB Garhwal University, Srinagar Garhwal, Uttarakhand and Graphic Era University, Dehradun on May 11-12, 2013.

2014

24. Presented a paper entitled "Legislation for upkeep of tourist destinations - Need for a broad framework" at the Joint International conference on 'Current Researches in Tourism and Hospitality' organized jointly by Department of Tourism Studies, Pondicherry University, Indian Institute of Tourism and Travel Management and Bournemouth University, UK on Feb 18-21, 2014.

25. Presented a paper entitled “Role of Agents and Stakeholders in Sustainable Tourism Development – a conceptual Study” in the National Conference on “Disaster Management: Issues and Challenges” organized by Department of Geography, Tourism and Travel Management, Madras Christian College, Chennai on 28th February, 2014.
26. Presented a paper entitled “Community oriented sustainable tourism development- a conceptual study” in the National Conference on “Higher education and sustainable development in emerging economies” organized by Department of Economics, Pondicherry University on 13-14 August, 2014.

2015

27. Presented a paper entitled “A Prospective study on online marketing of SME’s of service sectors in India” in the National Conference on “Empowering Small and Medium Entreprises for Global competitiveness” organized by Department of International Business, Pondicherry University in association with ICSSR, New Delhi on 05-06 February, 2015.
28. Presented a paper entitled “A conceptual study on community based Rural Tourism as a vehicle for Rural Transformation” in the national Conference on “Economic Reforms in India” organized by Department of Economics, Pondicherry University in association with ICSSR, New Delhi on 05-06 February, 2015.
29. Presented a paper entitled “Social media: a sustainable tool for marketing communication?” in the first International Conference on “Emerging Management Practices” organized by G. Pullaiah College of Engineering & Technology, Kurnool Andhra Pradesh on 21 February, 2015.
30. Presented a paper entitled “Role of Public-Private partnership in tourism sector of Indian economy” in the International Conference on “Tourism leisure and hospitality – in a global economy” organized by Department of Tourism, Christ University Bengaluru on 24-25 February, 2015.
31. Presented a paper entitled “Sustainable tourism & community development; a case of Mamallapuram – Puducherry circuit” in the International Conference

- on “Tourism leisure and hospitality – in a global economy” organized by Department of Tourism, Christ University Bengaluru on 24-25 February, 2015.
32. Presented a paper entitled “A study on tourism education in India – need for a standard curriculum for master degree programme” in the International Conference on “Tourism leisure and hospitality – in a global economy” organized by Department of Tourism, Christ University Bengaluru on 24-25 February, 2015.
33. Presented a paper entitled “Need for legislative & regulatory framework for management of tourism” in the TNSCHE sponsored national Conference on “Sustainability of Tourism – Is it a conundrum” organized by Department of Tourism and Travel Management, Government Arts College, Ooty on 20 March, 2015
34. Presented a paper entitled “Promoting regional tourism between India-NEPAL: Need for a joint marketing strategy” in the national Conference on “Neighborhood Initiatives of the Modi Government: Challenges and Road Ahead” organized by UGC Center for South Asia Studies, Pondicherry University and co-sponsored by Ministry of external affairs, Govt. of India, New Delhi, ICSSR New Delhi, & MAKA Institute of Asian Studies Kolkata during 20-22 April, 2015
35. Presented a paper entitled “Tourism policy in India and its competitiveness in the neighbourhoods” in the 12th National convention of the Indian Tourism and Hospitality Congress (ITHC) and conference on “Strategic Development of Domestic Tourism Development in India” organized by Institute of Tourism Studies, University of Lucknow on 1-2 November, 2015.

2016

36. Presented a paper entitled “Studies on capacity building approaches in tourism” in the 6th HOSTOCON National conference on “Tourism for all: Augmenting Curricular Aspects of Tourism and Hospitality Education” organized by University Institute of Hotel & Tourism Management, Punjab University Chandigarh held during 27-28 February 2016.

37. Presented a paper entitled “Obstacles of sustainable tourism development in Chilka lake: From the service providers’ perspective” in the UGC SAP (DRS-II) national conference on Pro-poor Tourism: Strategies to ensure sustainable growth” organized by Department of Tourism Management, Pondicherry University held during 18-19 March 2016.
38. Presented a paper entitled “Bringing the pro-poor tourism concept in the tourism curriculum in India” in the UGC SAP (DRS-II) national conference on Pro-poor Tourism: Strategies to ensure sustainable growth” organized by Department of Tourism Management, Pondicherry University held during 18-19 March 2016.
39. Presented a paper entitled “Marketing of indigenous art forms as tourism resources – A case of Mithila paintings of Bihar” in the International conference on Advancements in Tourism and Hospitality Marketing (ATHMCON-2016)” organized by North-East Hill University, Shilong held during 17-18 May 2016.
40. Presented a paper entitled “Sustainable benchmarking in Indian tourism and hospitality sector: a failed concept in view of natural & man-made disasters?” in the ICSSR sponsored national conference on Natural Disaster & Women: a gendered perspective” organized by Dept. of Sociology, Pondicherry University, held during 6-7 October, 2016.
41. Presented a paper entitled “Tourism Development in Mamallapuram-Puducherry Circuit: an Entrepreneurial Perspective” in the 6th Asia Euro conference 2016 in Tourism, Hospitality and Gastronomy titled Envisioning Tourism in 2050” jointly organized by Taylor’s University, Universite Toulouse and IITTM, held at IITTM Gwalior during 9-12 November, 2016.

2017

42. Presented a paper entitled “Sustainability and Economic Development: a Dichotomy for Amarkantak Tourism?” in the International Conference cum Workshop on Sustainable entrepreneurship development practices in tourism and hospitality sector in the Himalayan states” organized by CMTHS, HNB

Garhwal University in collaboration with Ministry of Tourism, Govt. of India during 28-30 April, 2017.

43. Presented a paper entitled “Heritage Tourism in Amarkantak: developing a conceptual model for integrated management” in the Ministry of Tourism, GOI sponsored national conference on “Contemporary Research & Practices in Tourism & Hospitality” organized by Dept. of Tourism Studies, Pondicherry University, held during 5-6 May, 2017.
44. Presented a paper entitled “Socio-cultural lifestyle of residents & their participation in tourism activities: an evaluative study of Bhitarkanika sanctuary, Odisha” in the Ministry of Tourism, GOI sponsored national conference on “Contemporary Research & Practices in Tourism & Hospitality” organized by Dept. of Tourism Studies, Pondicherry University, held during 5-6 May, 2017.
45. Presented a paper entitled “Tourism Education in India: current issues & challenges” in the Ministry of Tourism, GOI sponsored national conference on “Contemporary Research & Practices in Tourism & Hospitality” organized by Dept. of Tourism Studies, Pondicherry University, held during 5-6 May, 2017.
46. Presented a paper entitled “Promotion of Heritage Tourism for Preservation of Tribal Culture: A Case of Amadubi Village in Jharkhand” in the ICSSR sponsored national conference on “Tangible and Intangible Heritage of Adivasi Culture in Central India: Continuity & Change” organized by Dept. of Tribal Studies, Indira Gandhi National Tribal University, held during 15-16 September, 2017.
47. Presented a paper entitled “Socio-economic factors in tourism development: a conceptual study with reference to the state of Jharkhand” in the Ministry of Tourism sponsored national seminar on “Development of Tourism Industry in India – Issues & Challenges” organized by Dept. of Management Studies, Guru Ghasidas Vishwavidyalaya, Bilaspur, held during 16-17 November, 2017.
48. Presented a paper entitled “Development Theories & Tourism – A Study in the Perspective of Indian Tourism” in the Ministry of Tourism sponsored national

seminar on “Development of Tourism Industry in India – Issues & Challenges” organized by Dept. of Management Studies, Guru Ghasidas Vishwavidyalaya, Bilaspur, held during 16-17 November, 2017.

2018

49. Chaired and Presented a paper entitled “Safeguarding Biodiversity and Sustainability of Culture” in five-day International Interdisciplinary Winter School on “Endangered Cultures and Sustainability with special reference to Tribal and Folk Communities in India” jointly organized by IGNTU Amarkantak, IGRMS Bhopal, University College Cork Ireland, and Anthropological Survey of India, Kolkata held at IGNTU Amarkantak during 08-12 January, 2018.

50. Presented a paper entitled “Tourism Education in Indian Universities-Problems & Prospects” in two-day National Conference on “Tourism Spectrum” jointly organized by Karnataka University’s Karnataka Arts College, Dharwad held during 09-10 March, 2018.

51. Presented a paper entitled “System Approach in Tourism Education to assure the quality and excellence” in the International Tourism Research Conference (ITRC) 2018 held on 4th October, 2018 at Bandaranaike Memorial International Conference Hall (BMICH) Colombo, Sri Lanka organized by Department of Economics, Faculty of Arts, University of Colombo.

2019

52. Presented a paper entitled “What motivates the residents of Jharkhand to take up travel?” in the International Conference on Religious Tourism in South and East Asia: Opportunities and Challenges organized by Indira Gandhi National Tribal University, during 11-13 January, 2019.

53. Presented a paper entitled “Interrelationship of Tourism and Culture – a case study of Kinnaur District of Himachal Pradesh” in the International Conference on Religious Tourism in South and East Asia: Opportunities and Challenges organized by Indira Gandhi National Tribal University, during 11-13 January, 2019.

2022

54. Presented a paper entitled “Towards preparing an inclusive NEP syllabus for tourism and hospitality programmes in India” in the national Conference on ‘The making of New India: Opportunities and Challenges’ organized by Department of Political Science and Human Rights, Indira Gandhi National Tribal University, during 26-27 August, 2022.

2023

55. Presented a paper entitled “Tourism Education System in India – Dynamics for Past, Present, and Future” in the ICSSR sponsored national Conference on ‘Dreams and Opportunities in Higher Education’ organized by Faculty of Education, Indira Gandhi National Tribal University, during 13-14 February, 2023.

56. Presented a paper entitled “Effects of digital storytelling on tourists’ expectation and experience and decision to travel” in the Ministry of Tourism Sponsored International Conference on ‘Redefining Tourism Through G20’s Key Priority Areas (KPAs)’ organized by the Department of Tourism and Hospitality Management, Mizoram University, during 18-19 May, 2023.

57. Presented a paper as a panelist on the theme “Marketing Spiritual Tourism in India: Trends and Challenges” in the Ministry of Tourism Sponsored national symposium on ‘Spiritual Tourism’ organized by the Department of Tourism Studies, Pondicherry University, during 22-23 June, 2023.

Ph.D Guidance:

PhD. Studies Guided

1. Empirical study on management of select heritage tourism sites in South India - M.Raghul – Awarded– 13.07.2017
2. Sustainable tourism development in wetlands – a study with reference to Chilka lake, Odisha – Nabanita Khuntia – Awarded– 02.07.2018

3. A study on factors influencing tourists perceived benefits of Facebook pages of State Tourism Departments- Prem Kumar – Awarded – 24.01.2019
4. A Study of Stakeholders’ Perspective on Tourism Education in India - Sumit Kumar Singh - Thesis submitted – 25.01.2019 and Awarded – 29.07.2019
5. MICE Tourism in Hyderabad: An Empirical Study– D.Sumithra Parimalam - Thesis submitted – 18.12.2018 and Awarded – 15.06.2020
6. Influence of Socio-Economic Factors on Tourism: A Study of Residents’ Travel Motivation in Select Districts of Jharkhand – Shashi Kanta Minj – Enrolled on 28.07.2016 - Submitted on 02.06.2022– awarded on 09.09.2022
7. Neelapala Venkat - Promoting Accessible Tourism in Pilgrimage Destinations in AndhraPradesh – Submitted on 30.05.2023 -Awarded on 19.12.2023

PhD. Studies Undergoing

1. Ms. Adorn Verma – Influence of Tourists psychology on sustainable wildlife tourism – an empirical study of the impact of psychological and socio demographic factors on sustainable tourism in Kaziranga National Par – IITTM Gwallior - PrePhD Synopsis seminar – 11.08.2023
2. Mr. D C Soni - Voluntry Tourism- A Tool of Community Development Assessing the role of NGOs in India - PrePhD Synopsis seminar – 03/11/2023
3. Mr. Dinesh Kumar Jaiswal – Transformation in online tourism education in India – Contemporary Practices and Future Strategies - PrePhD Synopsis seminar – 14/12/2023
4. Mr. Sunil Kr Sahu – Smart City Tourism in Bhopal: Policy Implications and Strategies – PrePhD Synopsis seminar – 22/12/2023
5. Mr. Shreeansh Mishra – Study on contribution of Self-Help Groups in developing tourism in Kerala
6. Ms. Payal Sarkar - Analysing Impacts of Gastronomy for Development Tourism in Kolkata, West Bengal
- Major research project on “” funded by with a budget of submitted report on

Research Projects (ongoing/completed)

Sl No.	Title of the project	Name of the funding agency	Grant amount	Duration	Date of commencement	Date of Completion
1	Enhancing value chain system for community oriented sustainable tourism in the Mamallapuram – Puducherry Circuit	UGC, New Delhi	6,40,200/- (Rs. Six Lakh forty thousand two hundred Only)	2013-15	September 2013	December 23, 2017.

Membership of Professional bodies:

- Indian Tourism and Hospitality Congress – Life Member
- All India Management Association (Puducherry Chapter) – Life Member

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

- Atna Journal of Tourism Studies – Member – Editorial Board
- Mekal Insights – Executive Editor