

## CURRICULUM VITAE



**Prof. S.P. Bansal  
Vice-Chancellor**

**Himachal Pradesh Technical University, Hamirpur(HP)**

**Former VC, Indira Gandhi Haryana State  
University, Meerpur, Rewari, Haryana**

**&**

**Former VC (A/C), BPS Mahila  
University(Haryana State University), Sonapat,  
Haryana**

**&**

**Former Founder Vice Chancellor, Maharaja Agrasen University,  
Solan, Himachal Pradesh from Sept.2012 to April 2016.**

E-mail: [spbansal\\_mtahpu@rediffmail.com](mailto:spbansal_mtahpu@rediffmail.com)

My collective experience in academic and administrative leadership totals over twenty four years. Being an academician and administrator by profession, I have an extensive experience in "inspiring the human spirit" through teaching thousands of students in hundreds of classes. Collectively, I have earned numerous degrees such as M.Com, M.Phil, Ph.D., DCO, SCHE (Switzerland) which I believe will support the "exceptional intellectual calibre" I possess. Optimism, confidence and go-getter attitude are some of personality traits which enable me to reach the heart of my team mates with an ease. My area of interest lies in Tourism Management, Research Methodology, Marketing, Finance, Quantitative Technique, Human Values and Personality Development Programme.

Presently, being the Vice Chancellor of Himachal Pradesh Technical University, Hamirpur and former Vice Chancellor of Indira Gandhi State University, Meerpur, Rewari, Haryana and former Vice Chancellor( A/C) of Bhagat Phool Singh Mahila Vishwavidyalaya, Khanpur Kalan, Sonapat, Haryana and Former founder Vice Chancellor of Maharaja Agrasen University, Solan, Himachal Pradesh, I also hold the position of Professor, Tourism Administration, Institute of Vocational (Tourism) Studies, Himachal Pradesh University. I feel privilege to have additional responsibility of Advisor and Visiting Professor, University of European Tourism(UET) Italia, Milano, Europe,

Visitors' Nominee(2015-18), JawaharLal Nehru University(JNU), N. Delhi, Visitors' Nominee(2016-18), Himachal Central University, Dharamsala, Visitors' Nominee(2018-20), Centre University, Tejpur, Nominated Member of Board of Governors( 2016-19) of IITM, Ministry of Tourism, Govt. of India, Nominated Member of Board of Governors( 2018-23) of IIM Amritsar, Maharashtra RUSA Education Council Expert member (2018-2023), UGC Nominee of DeenDayalUpadhyay Centre for Knowledge Acquisition and upgradation of Skilled Human Abilities and Livelihood(KAUSHAL), Himachal Central University, Dharamsala(HP), Chairperson of UGC expert Committee for granting autonomous status to affiliated institutes of India, Governor Nominated member Executive Council- Gurugram University, Gurugram, Haryana, Member Planning Board of YMCA Haryana State Technical University, Faridabad.

I also feel privilege for being the Chief Editor and Editor of various International and National Journals of repute along with newsletters of the University. Some of the Journals are Tourism Development Journal-An International Refereed Journal (Annual),Tourism Dimensions and Tourism Spectrum- An International Refereed Journal, Himalayan Studies Journal-A refereed Journal (Bi-Annual), H.P. University Newsletter (Quarterly), IHS (UGC Centre of Excellence) News Bulletin, Indian Tourism Congress (ITC) Newsletter, AgraniSamkalp, bi-annual Newsletter of Maharaja Agrasen University. I also have rich experience of completing 11 research projects of national importance along with writing 25 books to my credit. I also remained Principal Investigators of e-PG Pathshala in Management(1.05 Cr. Project) and Tourism & Hospitality (1.12 Cr. Project) - A Centrally sponsored scheme of National Mission on Education through ICT (NMEICT) of MHRD (GOI) through UGC for developing 600+ 640 modules in management and Tourism & Hospitality respectively.

*Being the leader of various professional bodies and administrative positions, I feel happy to share that my experience of being founder President, Tourism and Hospitality Educators and Researchers Association of ASIAN Countries(THERAA), founder Secretary General -Indian Tourism Congress (ITC), Joint Secretary, Professors' Forum of India, founder Chairman, Institute of Vocational (Tourism) Studies, H.P.University, founder Director, Institute of Vocational (Tourism) Studies, H.P.University, Dean Students Welfare, H.P. University, Director, Institute of Integrated Himalayan Studies (Centre of Excellence), H.P University, Director (Nominated)-Himachal Pradesh Tourism Development Corporation, Government of Himachal Pradesh; enabled me to gain credibility, vision and intellectual depth to interact with all the stakeholders and levels of society. I am also associated with various academic bodies of the country such UGC, AICTE, NAAC, NCERT and Ministry of Tourism as an expert member in almost every decision making process.*

My experience of travelling to more than 25 countries on various academic assignments brought me new insights of various international standards of excellence and the best practices

the world is practising for improving the standard of higher education. I have privilege of being the organizer, chair, chief guest of various National and International conferences, seminars and workshops. I have written about 90 research papers and had an opportunity to guide 20 research scholars of Ph.Dprogramme. I also remained a key person in facilitating Memorandums of Understanding between the organization I served and Universities of International repute such as MOUs signed in between Altai State Agrarian University and Altai State Technical University, Russia, Leciester University, U.K., Ghana Technical University, Ghana, Auburn University, U.S.A to promote International Understanding. He has written about 90 research papers and had an opportunity to guide 23 research scholars of Ph.Dprogramme.

My knowledge of internal university administration and productivity assessment, along with will liaise with business and the corporate world while ensuring the academic mission of the university remain his highest priority. My work is appreciated by conferring various awards , few of them are- **Best teacher award of HPU-2012** and Letter of Appreciation from H.E. Governor of Himachal Pradesh for preparing HPU vision document-2020 and promoting international understanding, **Life Time Achievement Award -2013** in Management Excellence by Himachal Pradesh Commerce and Management Association, **PCMA Award of Excellence in Education-2015** for outstanding contribution in Commerce, tourism and management by **Punjab Commerce and Management Association, presented Citation in Honour -2015** for outstanding contribution in Tourism Education and Research by **University of Rajasthan, Jaipur and Life Time Achievement Award -2015** in Tourism education Excellence by **Lyceum of Philippines University, Manila.**

**Vision document-2020 of Himachal Pradesh University( available on university website) is prepared by me( Prof. S P Bansal) in 2012.**

CURRENT POSITIONS	
	<p><b>Vice Chancellor</b>, Himachal Pradesh Technical University, Hamirpur (HP) w.e.f. 12 June, 2018</p> <p><b>Professor (w.e.f.July, 2017)</b> -Tourism, Institute of Vocational (Tourism) Studies, HP University, Shimla.</p> <p><b>Visitors' Nominee(2017-20)</b>,Himachal Central University</p> <p><b>Visitors' Nominee(2018-21)</b>,Centre University, Tejpur, Assam</p> <p><b>Nominated Member of Board of Governors-BOG( 2016-19)</b> of IITTM, Ministry of Tourism, Govt. of India.</p> <p><b>Nominated Member of Society and Board of Governors-BOG of IIM Amritsar</b>), Ministry of HRD, Govt. of India</p> <p><b>Expert member</b> of Maharashtra RashtriyaUchatar Shiksha Abhiyan(<b>RUSA</b>),( <b>2017-22</b>)</p> <p><b>Advisor and Visiting Professor</b>, University of European Tourism(UET) Italia, Milano, Europe</p> <p><b>Member, University Planning Board( Executive Committee)-</b></p>

	<p>2016-19, YMCA Haryana State Technical University, Faridabad, Haryana.</p> <p><b>Principal Investigator(1.05 Cr. Project),</b>e-PG Pathshala in Management-A Centrally sponsored scheme of National Mission on Education through ICT (NMEICT) of MHRD (GOI) through UGC for developing 600 modules in management.</p> <p><b>Principal Investigator(1.12 Cr. Project),</b> e-PG Pathshala in Tourism and Hospitality-A Centrally sponsored scheme of National Mission on Education through ICT (NMEICT) of MHRD (GOI) through UGC for developing 640 modules</p> <p><b>SAARC President,</b>Tourism and Hospitality Educators and Researchers Association of ASIAN Countries(THERAA)</p> <p><b>President :</b> Indian Tourism &amp; Hospitality Congress (ITHC)</p> <p><b>Chief Editor:</b></p> <p><b>Journals:</b> Tourism Innovations, Tourism Spectrum, Tourism Development Journal</p> <p><b>Newsletters:</b> Himachal University Newsletter, MAU Newsletter, ITHC Newsletter</p> <p><b>UGC Nominee,</b> DeenDayalUpadhay Centre for Knowledge Acquisition and upgradation of Skilled Human Abilities and Livelihood(KAUSHAL), Himachal Central University, Dharamsala(HP).</p> <p><b>UGC Nominee,</b> Human Resource Development Centre, Punjabi University, Patiala(Punjab)</p> <p><b>Chairperson of UGC expert Committee</b> for granting autonomous status to affiliated institutes of India.</p>
<p><b>PAST ADMINISTRATIVE POSITIONS</b></p>	
	<ul style="list-style-type: none"> <li>• <b>Vice-Chancellor,</b> Indira Gandhi Haryana State Govt. University, Meerpur, Rewari, Haryana w.e.f.22 April, 2016 to 8 June, 2018.</li> <li>• <b>Vice-Chancellor (additional charge),</b> BPS Mahila University (Haryana State), Sonapat, Haryana w.e.f. 26 July, 2017 to 8 June, 2018</li> <li>• <b>Vice- Chancellor( Two terms),</b> Maharaja Agrasen University, Solan, Himachal Pradesh from Sept.2012 to April 2016.</li> <li>• <b>Visitors’ Nominee (2016-18),</b>Himachal Central University</li> <li>• <b>Founder Chairman and Director,</b> Institute of Vocational (Tourism) Studies, Himachal University, Shimla from July 1999 to March, 2012.</li> <li>• <b>Dean Students Welfare,</b> H.P. University January 2010 to March, 2010.</li> <li>• <b>Director,</b> Institute of Integrated Himalayan Studies (Centre of Excellence), H.P University, Shimla March, 2009 to July, 2012.</li> <li>• <b>Director (Nominated),</b> Himachal Pradesh Tourism</li> </ul>

	<p>development Corporation (HPDTC), Govt. of Himachal Pradesh from 2009 to 2012.</p> <ul style="list-style-type: none"> <li>• <b>Course Director</b> of Government of Himachal Pradesh for Skilled Development, Capacity Building, Training for Regional Guides and Training for Tourism Police Special Cadre from 2002 to 2009.</li> </ul>
<b>EDUCATIONAL QUALIFICATIONS</b>	M.Com., M.Phil, Ph.D., DCO, SCHE (Switzerland)
<b>AREA OF SPECIALIZATION</b>	Tourism Management, Marketing Management, Quantitative Techniques
<b>TEACHING EXPERIENCE</b>	Since 1990 ( MBA, MFC, M. Com., MTA, DAT, BBA students )

#### **ADMINISTRATIVE –CUM- ACADEMIC EXPERTISE/EXPERIENCE**

- UGC Expert for starting *and framing Course Curriculum for UGC National Eligibility Test in Tourism Management*, 2000 onwards.
- UGC Expert for *paper setting for UGC National Eligibility Test for Tourism Administration/ Management*.
- UGC observer for *UGC National Eligibility Test* for different Universities, 2002 onwards.
- Member of UGC Xth Five Year Plan Committee in Tilak Maharashtra University for reviewing the Progress of Xth Plan in 2008.
- UGC Expert for evaluating Innovative/SAP proposals in 2009, 2010 , 2011, 2012 and 2013.
- Member of HP University Strategic Management Committee (2002).
- Chairperson and In-charge of HPU Faculty House, 2006 -2009.
- Secretary General, *Indian Tourism & Hospitality Congress (ITHC)* since February 2003.
- Member of the Review Committee (High Task Force) constituted by the *Ministry of Tourism, Govt. of India, 2003*.for reviewing and making Tourism Syllabus uniform throughout India
- Member of Editorial board of *Journal of Hospitality and Tourism* of Culture & Environment Conservation Society, Bundelkhand University, Jhansi
- Member of Editorial board of *Journal of Tourism* of Centre for Mountain Tourism and Hospitality Studies, HNB Garhwal University, Srinagar Garhwal.
- Member of Editorial Board of *Management Vistas, Guru Gobind Singh Institute of Technology and Management Studies, Yamunanagar, Haryana*.
- Member of Academic Council, Institute of Heritage Management, New Delhi, 2003.
- Member of NCERT Vocational Curriculum Committee, 2005.
- Member of Board of Studies, Department of Tourism Studies, MD University, Rohtak, Haryana 2007-09.

- Member of Research Degree Committee (RDC), School of Tourism Studies, Bundelkhand University, Jhansi, UP, 2006-08 and 2008-2010.
- Member of Board of Studies (BOS), School of Tourism Studies, Bundelkhand University, Jhansi, UP, 2008-10.
- Member of Research Degree Committee (RDC), Department of Management Studies, ML Sukhadia University, Udaipur, Rajasthan 2007.
- Member of Expert Committee (Board of Studies), Uttarakhand Open University, Haldwani (prepared Tourism Course and Lessons for Three Years Course) 2005 onwards.
- Member of Expert Committee (Board of Studies), Kota Open University, Kota, Rajasthan (prepared Tourism Course and Lessons for First Year) 2007 onwards.
- Member of the Teaching Selection Committee at Aurangabad University-2008, Bundelkhand University Jhansi-2008, Kurukshetra University-2009, Punjab University, Chandigarh, 2009.
- Governor's Nominee in Interview/selection Board, Kurukshetra University, Haryana, 2008-10.
- Member Board of Studies (BOS), School of Tourism Studies, Punjab University, Chandigarh, 2009-11.
- Member of Advisory Board, School of Tourism Studies, Punjab University, Chandigarh, 2009-11.
- UGC Nominee as Adviser in SAP progress review committee, Dept. of Tourism, Pondicherry University, Pondicherry, 2009 onwards.
- UGC Expert for Innovative programmes in tourism -2010
- UGC Expert in the expert committee constituted for reframing *Course Curriculum for UGC Nation Eligibility Test in Tourism Management*, 2010.
- Member of Board of Studies (BOS), Department of Tourism Studies, Kurukshetra University, Kurukshetra, 2010-12.
- Expert for the different trainings conducted by Ministry of Tourism, Govt. of India for the service providers/ tourism stakeholders including the immigration staff of various airports in different states in 2009, 2010 and 2011.
- External Expert in The Research Degree Committee in The Department of Tourism studies, Kumaon University, Nainital, Uttarakhand, 2011-13.
- Expert for the revision of tourism and Hospitality course curriculum in IGNOU, New Delhi, March 4, 2011.
- Expert of the Advisory Council of Doon University, Dehradun to start need based tourism courses under capacity building, March 5, 2011.
- Expert in the selection committee for tourism faculty, Uttarakhandopen University, Haldwani.
- Chairman, Anti-Ragging Flying Squad for H P University Campus, 2011.
- Expert member in the Academic Council, Indian Institute of Tourism and Travel Management(IITTM), Ministry of Tourism, GOI, Gwalior, MP, 2011-13.
- External Expert in The Research Degree Committee in The Centre University, Dharamsala, Himchal Pradesh for the approval of Ph.D candidates/topics.

- Member of Board of Studies (BOS), Department of Tourism and Hotel Management Studies, BundelKhand University, Jhansi, 2011-13.
- Member of Board of Studies (BOS), Department of Tourism Studies, Kurukshetra University, Kurukshetra, 2012-14.
- UGC Expert for screening and approval of Innovative programmes in tourism – Jan., 2012
- UGC Expert for screening and approval of UGC Major Research Projects in tourism – Feb., 2012
- External Expert for starting tourism courses and preparing course curriculum in Centre University, Jammu, Feb., 2012
- Expert in the selection committee for tourism faculty, HNB Garhwal Centre University, Srinagar, Uttrakhand, Feb., 2012.
- Expert in the selection committee for tourism faculty, Jammu University, Jammu Feb., 2012.
- Expert in the selection committee for tourism faculty, Kashmir University, Srinagar, Feb., 2012.
- Expert for Board of Studies (Tourism and Hospitality), Technical University, Himachal Pradesh, 2011-13.
- Adviser in the UGC Tourism SAP meeting, Pondicherry University, Pondicherry, April, 2012.
- UGC Expert for allocating Foreign Travel Grant, May, 2012
- Expert in Selection Committee of Central Jammu University, July 2012.
- Expert in selection committee of Himachal Centre University, Dharamsala in August, 2012.
- Expert in Selection Committee of Jammu University, 2013
- Expert in Selection Committee of Kashmir University, Srinagar, 2013
- UGC Expert for screening and approval of UGC Major Research Projects in tourism –2013
- UGC Expert for screening and approval of Innovative programmes in tourism –2013
- Expert for Board of Studies (Tourism and Hospitality), Department of History, Mother Taresa University, KodaiKanal, Tamil Nadu in March, 2013).
- UGC Expert for giving grant under UGC major Projects , UGC New Delhi- 2013 and 2014
- AICTE Expert in granting approval to various tourism and Hospitality Institutes of the country-2013
- AICTE Expert in sanctioning grant to Polytechnic Colleges of the country in AICTE office, New Delhi-2013.
- Attended North Zone Vice Chancellors' conference at Lovely University (Jalandhar) -2012, All India Vice Chancellors' Conference at New Delhi-2013, All India Vice Chancellors' conference at Gujarat Technological University, Ahmedabad-2013.
- Delivered Convocation address as Chief Guest in PG DAV College (E), University of Delhi, April 17,2014.
- UGC expert for SAP review committee at UGC New Delhi-2014.
- UGC Expert member for the inspection of Sikkim Manipal University, Sikkim in May, 2014.
- Addressed Vice chancellors' meet at Gujarat Technological University, Ahmadabad in June-2014.
- Attended Vice Chancellors' meet at HPU on 13 August., 2014.

- Expert member of the selection Committee at PTU in Sept., and Oct., 2014.
- Addressed North Zone Vice chancellors' meet at Aligarh Muslim University, Aligarh in Dec., 2014.
- Attended the meeting of the Task Force / sub-committee of the All India Board of Hospitality & Tourism Management ( AIB-HTM) at AICTE New Delhi on 12 Nov., 2014, Goa on 28-29 Nov., 2014 and Madurai in April, 2015.
- Expert member of Tourism and Hospitality School Board, IGNOU, New Delhi, 2015-17.
- External Expert Member of the Academic Council of Indian Institute of Tourism and Travel Management(IITTM), Gwalior-2014-17.
- Expert member in the process of consultations for formulating the New Education Policy (NEP) by the Ministry of HRD(GOI).
- Expert member of PG Board of Studies in Hotel and Tourism Management, MD University, Rohtak(Haryana)-2015-17.
- Expert member(UGC Nominee) on the Advisory Committee of DeenDayalUpadhyay Centre for Knowledge Acquisition and up-gradation of Skilled Human Abilities and Livelihood(KAUSHAL) at Central University of Himachal Pradesh, Dharamsala.
- Expert Member of Regional Advisory Committee (RAC) for CIPET, Baddi nominated by Department of Technical Education, Govt. of Himachal Pradesh-2015-16.
- Expert Member of Faculty of Commerce and Business Management, Maharaja Ranjit Singh State Technical University, Bathinda-2015-17.
- Attended Academic Council and BOG meet at IITTM (MOT, GOI), Gwalior, Jan 15, 2016.
- Attended AICTE Task Force Joint meeting of sub-committees constituted for developing curriculum for MBA/PGDM in Hospitality Management and MBA/PGDM in Tourism and Travel Management at Bhubneshwar, Jan1, 2016.
- Attended First Board of Governors meet of IITTM at Ministry of Tourism, GOI, Delhi, Feb.2, 2016.

## RESEARCH EXPERIENCE

### A. RESEARCH PROJECTS COMPLETED

- **Economic Impacts of Tourism in Himachal Pradesh**, a major project sanctioned by Department of Tourism and Civil Aviation, Government of Himachal Pradesh for the Year 2006-07
- **Role of Religious Tourism in the Development of Local Community – A Case Study of *ShaktiPeeths***, project sanctioned by IIHS (UGC Centre of Excellence) HP University, Shimla, 2006-07 (Worked as Principal Investigator) .
- **Evaluating Eco-tourism at Renuka, Rewalsar and Pong Dam Wetland for Sustainable Tourism Development**, a major project sanctioned by IIHS (UGC Centre of Excellence) HP University, Shimla, 2005-06 (worked as principal Investigator).
- **Sustainable Tourism Development in Himachal Pradesh**, a major project sanctioned by IIHS (UGC Centre of Excellence) HP University, Shimla, 2004-06 (Worked as Principal Investigator).
- **Heritage Tourism in Himachal Pradesh-Problems & Prospects**, a major project sanctioned by UGC 2002-2004 (Worked as Principal Investigator)
- **Tourism Development and its Impact on the Hilly Environment of Himachal Pradesh**, a major project sanctioned by UGC 1997-1999 (Worked as Principal Investigator).



- **Potential of Tourism in Himachal Pradesh -A study of Kinnaur District**, a minor project sanctioned by H.P. University, Shimla, 1998 (Worked as Principal Investigator).
- **Rural Indebtedness in Himachal Pradesh- A zone-wise comparative study**, A major project sanctioned by UGC 1995-98 (Worked as Co-Principal Investigator).
- **Social Assessment Study of DPEP Districts in Himachal Pradesh**, a major project sanctioned by World Bank, New Delhi to the Tribal Institute, H. P. University for two years and completed in 1995-96. (Worked as a Project Member and visit the tough terrain areas of the selected blocks of Himachal Pradesh to assess the social strata).
- **Evaluating Eco-tourism in Natural Areas of Himachal Pradesh for Sustainable Tourism Development** a major project sanctioned by UGC, 2009-11 (worked as Principal Investigator).
- **Rural Tourism in Himachal Pradesh- A study of Baroh and Pragpur village**, A Major Research Project sanctioned by Ministry of Tourism, Govt. of India through IITM, Gwalior, 2011( working as Principal Investigator).

## B. PUBLICATIONS

### BOOKS (as Author /co-Author/ Editor)

- **Tourism Dimensions- Innovations, Challenges and opportunities(Ed.)**, Indu book Services, New Delhi, 2016, pp 297.
- **Tourism- A Multifaceted Perspective(ed.)**, Bharti Publications, Delhi, 2016, pp 345.
- **Management's Next Frontier- Bharatiya Scriptures Applied(Ed.)**, Swami Vivekananda Peeth of Maharaja Agrasen University and BhartiyaShikshanMandal, Chandigarh, 2015, pp.250.
- **Tourism and Hospitality- Trends, Concerns and Opportunities (Ed.)**, Bharti Publications, Delhi, 2015, pp 477.
- **Tourism: Innovations and Challenges in the age of m-Commerce, (Ed.)**, Bharti Publications: New Delhi, 2015.
- **International Business- Trends, Issues and Challenges (Ed.)**, Bharti Publications, Delhi, 2015, pp 473.
- **Tourism Inclusive Growth and Sustainable Development (Ed.)**, Bharti Publications, Delhi, 2015, pp 783.
- **Tourism- Present and Future Perspective(Ed.)**, Kanishka Publishers, New Delhi, 2015, pp.462
- **Tourism-Concepts, Issues and Challenges(Ed.)**, Neha Publishers and Distributors, New Delhi, 2014-15, pp. 553.
- **Corporate Social Responsibility-Sustainable & Economic Growth**, Bharti Publications, Delhi, 2014, pp 386.
- **Tourism towards New Horizons: Status, Issues and Perspectives (Ed.)**, Kanishka Publishers, New Delhi, 2014.
- **Essentials of Marketing Research**, Kalyani Publishers, Ludhiana, 2013, pp.23.36.
- **Altai-Himalaya – Two foundations of Euroasia, A monograph published under Indo-Russia Scientific and cultural exchange forum** jointly by HPU and Altai Agricultural University, *Sattayam publishing* House, New Delhi (2012), pp. 376.

- **Tourism for development-A Strategic Approach(Ed.)**, Bharti publications, New Delhi (2012).
- **Global Economic Slowdown: Opportunities and Challenges(Ed.)** by Kanishka Publishers, New Delhi, 2012, ISBN 978-81-8457-364-0,Volume I, pp 376 and volume II, pp. 377-582.
- **Tourism for Development- A Managerial Approach (Ed.)**, Kanishka Publishers, New Delhi, (2011), pp.492.
- **Tourism Infrastructure Development- A Sustainable Approach**, Kanishka Publishers, New Delhi, (2009), pp. 411.
- **Sustainable Tourism Development- A Himalayan Experience**, Indus Publications,New Delhi, (2007), pp. 263.
- **Cutting Edge Research in Tourism: New Directions (Ed.)**, Abhishek Publications, Chandigarh, (2007), pp. 544.
- **Cutting Edge Research in Tourism; Emerging Issues and Challenges(Ed.)**, Abhishek Publications, Chandigarh, (2007), pp. 641.
- **Marketing Research**, Kalayani Publishers, Ludhiana, First Edition, (2006), pp. 403.
- **Tourism in the New Millennium–Challenges &Opportunities(Ed.)**, Abhishek Publications, Chandigarh, (2002), pp.486.
- **Marketing Management - A Textbook**, Kalyani Publishers,Ludhiana, First Edition, 1996, pp. 229, Second edition (1998), pp. 337 and Third Edition, (2002) pp. 594.
  - **Marketing Management** for M.Com. of MD University and Kurukshetra University, Kalyani Publisher, (2004), pp.473
  - **Principles of Marketing** for Jammu University, Kalyani Publisher, (2004), pp. 430
  - **Principles of Marketing** for Madhya Pradesh Universities, Kalyani Publisher, (2004), pp. 321
  - **Marketing Management** for Bharathidasan University, Kalyani, (2004), pp 293
  - **Marketing Management** for Madurai Kamraj University, Kalyani Publisher, (2004), pp 315
  - **Marketing Management** for Uttar Pradesh Universities, Kalyani Publishers, (2004), pp. 568
- **VipnanPrabandh**, Kalayani Publishers, Ludhiana, First Edition, (1998), pp. 246, 2<sup>nd</sup> Edition, (2003) pp. 661.
- **Tourism Development and Its Impact**, SaiPrintographer, New Delhi, (2001) pp. 335.
- **Tourism towards 21st Century (Ed.)**, Deep and Deep Publications,New Delhi, (1998), pp. 280.
- **Management of Hydro-electric Power: Generation and Distribution**, Deep & Deep Publications, New Delhi, (1994), pp. 225.

#### STRATEGIC ASSIGNMENTS

- Prepared **Vision Document-2020 (SwarnaDrashti)** of Himachal Pradesh University in 2011 (As main coordinator)

- Prepared **Vision Document of Institute of Integrated Himalayan studies** (UGC Centre of Excellence), H P University in 2012
- Prepared **Vision Document** Maharaja Agrasen University in 2014.

### **JOURNALS**

- Ten Issues of Tourism Development Journal-An International Refereed Journal (Annual) - As founder Chief Editor
- Five Issues of Tourism Innovations- an International Refereed Journal of Indian Tourism and Hospitality Congress- As founder Chief Editor
- One Issue of Himalayan Studies Journal-A refereed Journal (Bi-Annual) -As Chief Editor
- Three issues of Tourism Dimensions -An international refereed journal (Bi-annual) - as founder Patron and Chief Editor
- Two issues of Tourism Spectrum -An international refereed journal (Bi-annual) - as founder Chief Editor

### **NEWSLETTERS**

- Four Issues of H P University Newsletter – bilingual (Quarterly) - As founder Chief Editor
- Two Issues of IIHS (UGC Centre of Excellence) News Bulletin- As Chief Editor
- Five Issues of Indian Tourism & Hospitality Congress (ITHC) Newsletter- as founder Editor
- Three Issues of Maharaja Agrasen University Newsletter-As founder Patron

### **CHIEF CONSULTANT**

Completed Socio-Economic Base line survey of HPPCL (Govt. of HP) for Kashaang Stage II and III (as being Director of IIHS)

### **DOCUMENTARIES**

Two documentaries were prepared – one on SHAND cultural Event and other on ChaldaMahasu cultural Event at SarajjJubbal (as being Director of IIHS).

### **GRANTS OBTAINED:**

- Special Grant from UGC for Starting Five Years Integrated Course (Master) in Tourism Administration in IVS, MTA (first in country) in 2007.
- Special Grant received from UGC for starting Two Years Pahari Miniature Painting Course in IIHS, HPU.
- Special grant of Rs. 2 Crore for the Department from Ministry of Tourism in 2011 for starting Three Years Bachelor in Hotel Management ( BHM) in IVS, MTA, HPU.
- Grant from UGC under Assistance Programme (SAP) to Institute of Vocational (Tourism) Studies, HPU from UGC in the tune of Rs. 36 Lacs for Five Years (2013-18).
- Got special assistance of Rs. 7 crore to Institute of Integrated Himalayan Studies, UGC Centre of Excellence (IIHS), HPU from University Grants Commissions (UGC) (2014-19).

- Sanctioned Rs. 1.05 Cr. By UGC for e-PG Pathshala in Management-A Centrally sponsored scheme of National Mission on Education through ICT (NMEICT) of MHRD (GOI) for developing 600 modules in management (As Principal Investigator), 2015-16.
- Sanctioned Rs. 5 Lac by the Association of Indian Universities(AIU) for Joint Research Project of AIU and MAU for studying “Excellence in Higher Education: An Empirical Study on Quality sustainability of select Universities of Northern India”, 2015-16.

## RESEARCH PAPERS/ ARTICLES PUBLISHED

As per (Annexure 1)

## FOREIGN ASSIGNMENTS

### *Countries visited*

*Visited France (Paris), UK London, Birmingham, Wolver Hampton) , Switzerland, USA ( New York, San Francisco, Connecticut, Los Angeles, Las Vegas), Malaysia, Hong Kong, Singapore, Macao, Nepal. Srilanka, Tashkent, Thailand, Philippines, Italy(Milano,Venice,Rome), Russia(Moscow), Manaco, Myanmar, UAE ( Dubai, Sharjah, Abudhabi), Indonesia (Bali) and Oman( Muscat) on Indian Government Fellowship, attending/organizing conferences, visiting Professor in universities to deliver special lectures.*

- **Delivered Inaugural Keynote in an International Conference** organized by Indian Tourism Congress(ITC) in **Academic collaboration** with **Lyceum of Philippines University, Manila**, July 27-31, 2015. **(Also acted as conference Secretary).**
- **Delivered Inaugural Keynote and chaired the technical session in an International Conference** organized by Indian Tourism Congress(ITC) in **Academic collaboration** with **Bali Tourism Institute, Bali**, June21-24, 2014. **(Also acted as conference Secretary).**
- **Delivered Inaugural Keynote in an International Conference on ‘Tourism Towards New Horizons: Issues and perspectives’**, organized by organized by Indian Tourism Congress(ITC) in **Academic collaboration** with **Taylors University, Malaysia**, September 05-08, 2013 **(Also acted as conference Secretary).**
- **Guest of Honour in the inauguration of the conference and Chaired technical session on Tourism Trends – Issues and Challenges and presented paper** in Four Day International Conference on organized by Commerce and Management Association of India (CMAI) in **Academic collaboration** with Skyline University College, **Sharjah at Dubai, UAE**, February 05-08, 2013.
- **Delivered special Expert lecture to the Faculty of Waljat College of Applied Sciences, Muscat, Oman on 6<sup>th</sup> February, 2013.**
- **Chaired technical session on Changing Trends of Business Tourism and presented Two papers in** Four Day International Conference on **Changing Trends of Business Travel: From Silk Route to contemporary MICE Tourism Contemporary Tourism Issues and Practices**, organized by Indian Tourism Congress (ITC) in collaboration with Tashkent State University of Economics (the Faculty of International Tourism) Tashkent at **Tashkent**, August 10-13, 2012.
- **Chaired technical session on ‘Tourism Management’** in Four Day International Conference on **‘Global Economic Melt Down in South Asian Countries’**, organized by Commerce and Management

Association of India (CMAI) in **Academic collaboration** with **International Institute of Hotel Management (IIHM)**, Thailand at Bangkok, February 07-10, 2012 .

- **Deliverer special lecture to the students of International Institute of Hotel Management (IIHM), at KasemBundit University, Bangkok on 8 Feb., 2012.**
- **Chaired technical session on 'Tourism Marketing'** in Five Day International Conference on **'Regional Tourism – Trends, Changes and Challenges in South Asia'**, organized by Indian Tourism Congress(ITC) in Academic collaboration with **Srilanka Institute of Tourism and Hotel Management**, Srilanka at **Colombo**, June 22-26, 2011.
- **Chaired technical session on Tourism Marketing Issues' and presented paper on 'Destination Development and Branding : A case study of Himachal' and Community perception about Tourism Impacts in Himachal Pradesh- An Empirical Analysis** in Four Day International Conference on **Contemporary Tourism Issues and Practices**, organized by Indian Tourism Congress(ITC) in collaboration with Emirates Academy for Hospitality Management (EAHM) **Dubai** and Skyline University College, **Sharjah at Dubai, UAE**, September 10-13, 2010.
- Visited Bangkok and Pattaya (Thailand) to organize an **International Conference on Issues and Trends of Tourism Development -Changes and Challenges** as being Secretary General of Indian Tourism Congress (ITC) at *Bangkok*, Thailand, June 24-27, 2009.
- Chaired the technical session in an **International Conference on Destination Branding and Marketing- New Advances and Challenges for Practice**, organized by Institute for Tourism Studies, Macao, Purdue University, USA and Peking University, China, at Macao (China) December 17-19, 2007.
- Visited Institute of Tourism Studies, Hong Kong Polytechnic University, **Hong Kong** and Tourism Institutes in the Universities of **Kaulalumpur** and **Singapore** in December (18-23), 2007 to interact with faculty and students.
- Visited **Switzerland** to attend workshop on **Tourism and Hospitality** organized by Swiss Education Group at Leysin, Switzerland, from 17 to 30 June, 2006 and signed MOU on behalf of Institute of Vocational studies with Swiss Hotel Management School – University Centre and world leader in Hospitality Education, for providing on-the-job training to MTA and MHM students.
- Visited University of **Surrey**, Guildford, **UK** to present paper on **Role of Tourism in Conservation – A Case of Great Himalayan National Park, Kullu, Himachal Pradesh**, in an **International Conference on Cutting Edge Research in Tourism – New Directions Challenges and Applications**, 6-9 June 2006 organized by University of Surrey, Guildford, UK
- Visited Connecticut, **USA** in an **International Conference on Responsible Business in a Global Economy** (May 29-30, 2003) organized by NEBAA (New England Business Administration Association) and Southern Connecticut State University, New Haven, Connecticut, USA with the aim
  - To present a paper on **"Terrorism and Tourism Business"** on 29 May 2003.
  - To Participate in Dean's session to discuss on **Business Education- Some Challenges** on 29 May 2003.
  - To Chair academic technical session on **Business Education** on May 30, 2003.
- Visited various Universities of **USA** like Quinnipiac University, Hamden, Connecticut; Fairfield University, California; UCLA University, Los Angeles; Stanford University, California; etc. from 1<sup>st</sup> June

to 12<sup>th</sup> June 2003 to discuss various academic matters and to tie up IVS, MTA, H. P. University with these universities.

- UGC, Govt. of India offered fellowship and sponsored my name for Two months visit in **France** (Paris) in 1999 in the frame of **Indo-French Program of Co-operation in Social Sciences** for carrying research on **Socio-Economic Impact of Tourism in France**
- Study on Impact of Tourism in France and other countries in Europe- A survey was conducted at **various places of UK and Switzerland** in 1999.

#### **FOREIGN COLLABORATIONS**

- Altai-Indian Himalaya Scientific and Cultural Exchange Forum-2011(Joint collaboration of Russia and IIHS (India) as Director of IIHS)
- Two MOUs signed in between Altai State Agrarian University and Altai State Technical University, Russia and Institute of Integrated Himalayan Studies (India) for Academic collaboration in 2012 as being Director of IIHS.
- MOU signed in between Liecter University, UK and Maharaja Agrasen University to promote International Understanding in 2013(As Vice Chancellor of MAU)
- MOU signed in between Ghanna University, Ghanna and Maharaja Agrasen University to promote International Understanding in 2014(As Vice Chancellor of MAU)
- MOU signed in between Lyceum of the Philippines University, Manila and Maharaja Agrasen University to promote International Understanding in 2015(As Vice Chancellor of MAU)
- MOU signed in between University of European Tourism(UET) Italia,Milano and Maharaja Agrasen University to promote International Academic Understanding in 2015(As Vice Chancellor of MAU)

#### **SEMINARS/ CONFERENCES/ WORKSHOPS**

- **Delivered Keynote in the inaugural of 8<sup>th</sup> Directors' Conclave-2016 in IITTM (Ministry of Tourism, GOI) Gwalior on 16 Feb., 2016 on the topic *Make in India: Setting the Agenda for Tourism Sustainability.***
- **Expert Speaker** for National Social Science Association(**NSSA**) National Conference on **Influence of Saraswati River on Indian Social Science Contemplation**, Pehowa, Haryana, Nov. 15, 2015.
- **Address at All India Vice Chancellors** in the Technical Session on **"Global Ranking and Excellence in Higher Education "** at AIU- 89th Annual General Meet at LPU, Jalandar, Punjab on 23-25 May, 2015.
- **Chief Guest in UGC sponsored 2 days National Seminar on " Tourism Entrepreneurship: A Paradigm Shift in Global Economy" organized by Avinashilingam Institute for Homescience and higher education for women Coimbatore, 5- 6 March, 2015.**
- **Delivered Key note and Session Chair at 7<sup>th</sup> ITHC International Convention on Tourism "Inclusive Growth and Sustainable Development: Agenda for Tourism and Hospitality Industry"** at Manali (Himachal Pradesh), India ,6<sup>th</sup> – 8<sup>th</sup> February, 2015.

- **Delivered key note address and Guest of Honour in 3 days International Geography Conference on 'Tourism, Environment and Development' held in Magadh University, Bihar, 26-28 February, 2015**
- **Guest of Honour and Delivered Key note address in the Inaugural of International Conference on "Emerging Dimensions of Tourism in India: opportunities and Challenges" organized by University of Rajasthan, Jaipur, Feb. 14, 2015**
- **Guest of Honour and Delivered Key note in "National Tourism Entrepreneurship Development Summit (NTEDS)" organized by Central University of Jammu, Jammu, Feb.20, 2015.**
- **Delivered Keynote address and session chair in 7<sup>th</sup> ITHC International Convention on Tourism "Inclusive Growth and Sustainable Development :Agenda for Tourism and Hospitality Industry"at Manali (Himachal Pradesh), India ,6<sup>th</sup> – 8<sup>th</sup> February, 2015.**
- **Guest of Honour and Key Note speaker in the inaugural of Directors' Conclave-2015 in IITTM (Ministry of Tourism, GOI) Gwalior on 17 Feb., 2015.**
- **Chief Guest and delivered Inaugural address at Faridabad in International Conference on 'Global tourism trends' organized by DAV Centenary College in August-2014.**
- **Chief Guest in the Valedictory of Directors' Conclave-2014 in IITTM (Ministry of Tourism, GOI) Gwalior on 19 Feb., 2014.**
- **Chief Guest in the Annual Function of BR Senior Secondary School, Baddi, 2013.**
- **Chief Guest and Delivered Inaugural Keynote address in the National Seminar at Kirorimal College, University of Delhi, 2013.**
- **Chief Guest and Delivered Keynote address in the IIPA National Seminar on Consumerism and Socio-Economic Development in India in S.S. P.G. College, Shahjahanpur (UP) on 9 Nov., 2013.**
- **Chief Guest and delivered Key note address in the Inauguration of ICSSR Faculty Development Programme organized by Manipur University, Imphal-2013**
- **Chief Guest and delivered inaugural key note in the One day workshop on "Tourism Trends: Issues and Perspectives" organized by Maharaja Agrasen University, Solan, September 25, 2013.**
- **Delivered Inaugural Address, Chaired one Technical session and presented paper on Increasing Tourism and Flourishing Home stays: A Tourists' Perspective in Himachal Pradesh in the International conference on 'Tourism Towards New Horizons: Issues and perspectives', organized by Indian Tourism Congress(ITC) in Academic collaboration with Taylors University, Malaysia, September 05-08, 2013**
- **Delivered special Lecture/Academic Interaction on the topic Human Resource and Service Quality in Tourism and Hospitality: Issues and Challenges to the Faculty ofWaljat College of Applied Sciences, Muscat, Oman, Feb. 06, 2013**
- **Chief Guest and delivered Key note address in the Valedictory function of the International Conference on Tourism and Hospitality Industry-Modern State, Problems and Perspectives in Dehradun organized by HNB Garhwal University Srinagar and Graphic Era University, May12, 2013.**

- **Delivered Inaugural Keynote address and Valedictory Chief Guest in the National Seminar on Contemporary Tourism Planning: Introspecting Problems and Prospects in Dr. Babasaheb Ambedkar University, Aurangabad, April 21-22, 2013.**
- **Chief Guest and delivered inaugural key note in the UGC International Conference on “Eco and Sustainable Tourism ICES-2013” organized by E.M.G. Yadava Women’s College, Madurai, Tamil Nadu, March 11, 2013.**
- **Chief Guest and delivered inaugural key note in the UGC National Conference on “Contemporary Trends in Tourism and Hospitality” organized by Women’s Christian College, Chennai, Tamil Nadu, March 12, 2013.**
- **Guest of Honour at conference Inaugural and delivered Key note presentation during National Seminar on One Billion Tourists-one billion opportunities organized by Punjab University Chandigarh, ICSSR NW Regional Centre and Maharaja Agrasen University, Baddi, Feb. 15, 2013.**
- **Delivered special Lecture/Academic Interaction on the topic Human Resource and Service Quality in Tourism and Hospitality: Issues and Challenges with the Faculty of Waljat College of Applied Sciences, Muscat, Oman, Feb. 06, 2013**
- **Guest of Honour and Chaired the Technical Session of CMAI conference at Sky Line University, Sharjah, UAE, Feb. 05, 2013**
- **Guest of Honour at conference Inaugural and delivered Key note presentation on Tourism: Passport for Prosperity and Poverty Alleviation during Directors Conclave-2013 at IITM (Ministry of Tourism, GOI) Gwalior, Feb. 02, 2013.**
- **Chief Guest and delivered valedictory address in the Refresher course on Tourism and Hospitality at Academic Staff College, Women Centre University, Sonapat, Haryana in Jan, 2013.**
- **Delivered Key note address during 3<sup>rd</sup> India, International Hotel, Travel and Tourism Research conference organized by Banarsidas Chandiwala Institute of Hotel Management and Catering Technology, New Delhi, Jan. 30, 2013.**
- **Delivered Inaugural Key note address in the National Seminar on One Billion Tourists and One Billion opportunities in Punjab University, Chandigarh-2013.**
- **Chief Guest in the Annual Function of Panipat Institute of Engineering and Technology, Panipat, 2013.**
- **Guest of Honour at conference Inaugural and delivered Key note presentation during National Seminar on One Billion Tourists-one billion opportunities organized by Punjab University Chandigarh, ICSSR NW Regional Centre and Maharaja Agrasen University, Baddi, Feb. 15, 2013.**
- **Delivered special Lecture/Academic Interaction on the topic Human Resource and Service Quality in Tourism and Hospitality: Issues and Challenges with the Faculty of Waljat College of Applied Sciences, Muscat, Oman, Feb. 06, 2013**
- **Guest of Honour and Chaired the Technical Session of CMAI conference at Sky Line University, Sharjah, UAE, Feb. 05, 2013**
- **Guest of Honour at conference Inaugural and delivered Key note presentation on Tourism: Passport for Prosperity and Poverty Alleviation during Directors Conclave-2013 at IITM (Ministry of Tourism, GOI) Gwalior, Feb. 02, 2013.**



- **Chief Guest and delivered valedictory address in the Refresher course on Tourism and Hospitality at Academic Staff College, Women Centre University, Sonapat, Haryana in Jan, 2013.**
- **Delivered Key note address during 3<sup>rd</sup> India, International Hotel, Travel and Tourism Research conference organized by BanarsidasChandiwala Institute of Hotel Management and Catering Technology, New Delhi, Jan. 30, 2013.**
- **Chief Guest and delivered valedictory address on Cultural, Politics and Ethnicity: Emerging Issues in North West India during 16th conference of North West Indian Sociological Association National Seminar organized by Indian College of Social Sciences Research and Govt. College, Palampur, Himachal, Nov. 24, 2013.**
- **Delivered Inaugural Speech as Chief Guest in the Annual Function of St. Ed. Ward School, Shimla, Oct., 2012.**
- **Chaired technical session on Changing Trends of Business Tourism and presented Two papers in Four Day International Conference on Changing Trends of Business Travel: From Silk Route to contemporary MICE Tourism Contemporary Tourism Issues and Practices, organized by Indian Tourism Congress (ITC) in collaboration with Tashkent State University of Economics (the Faculty of International Tourism) Tashkent at Tashkent, August 10-13, 2012.**
- **Delivered Key note during the valedictory of Faculty Development Programme organized by RayatBaharaInstitute of Hotel Management, Chandigarh, May 2012.**
- **Chief Guest at the Valedictory Function of the National Seminar on “ Tourism Planning and Development in India : Setting Agenda for Tourism Research” on Feb., 29, 2012 at Department of Tourism and Hotel Management, Kurukshetra University, Kurukshetra and delivered Valedictory speech.**
- **Chaired technical session on ‘Tourism Management’ in Four Day International Conference on ‘Global Economic Melt Down in South Asian Countries’, organized by Commerce and Management Association of India (CMAI) in Academic collaboration with International Institute of Hotel Management (IIHM) , Thailand at Bangkok, February 07-10, 2012 .**
- **Chaired technical session on ‘Development of Sustainable Tourism in North-East India’ in Three Days ITC National conference on ‘Sustainable Tourism: Issues and Challenges’, organized by Tejpur University, Assam at Tejpur and Kaziranga, January 6-8, 2011. Presented two papers “Implications of Sustainable Rural Tourism: A case study of Pragpur Heritage village in Himachal Pradesh” (selected as Best paper of the conference) and “Community Based tourism Initiatives (CBTIs): Approach for achieving sustainable tourism development”.**
- **Chaired technical session on ‘Tourism Education and capacity Building’ in Director’s Conclave-2011 on Tourism and Global Peace: Setting Agenda for organized by Indian Institute of Tourism and Travel Management (IITTM)Gwalior, An organization of Ministry of Tourism, GOI and Kuoni at Gwalior, December 24-25, 2011 .**
- **Chaired technical session on ‘Sustainable Tourism’ in Two Day National Seminar on ‘Tourism and Hospitality Industry: Omissions, Innovations and Challenges’, organized by UIMHT Punjab University at Chandigarh, October 15 -16, 2011.**

**Presented Key note during the plenary session of the conference and presented two papers on “Innovations in Tourism and Hospitality Industry – Aiming 21<sup>st</sup> Century” and “Evaluating the Gap in Tourism Education vis a vis Industry needs”.**

- **Chaired technical session on ‘Tourism Marketing’** in Five Day International Conference on ‘Regional Tourism – Trends, Changes and Challenges in South Asia’, organized by Indian Tourism Congress(ITC) in Academic collaboration with **Srilanka Institute of Tourism and Hotel Management , Srilanka at Colombo, June 22-26, 2011.**
- **Presented two papers on “Tourism Impacts, Community Development and Sustainability in Kullu District of Himachal Pradesh: A Stakeholders Perspective” and “Vicissitudes and Dynamics of Adventure: A Case Study of Uttrakhand”.**
- **Presented paper on “A New Paradigm Development for Sustainable technologies”** in the National Seminar on “ A New Paradigm Development- An Analysis ”organized by **DeenDayalUpadhyay Chair, Himachal Pradesh University, Shimla , March 29-30, 2011.**
- **Presented Keynote Address on “Rural Tourism in Himachal Pradesh: Present Scenario and Future Challenges”** in Two Days National Seminar on “Rural Development : Present Scenario and Future Challenges” and presented papers on **Rural Tourism in Himachal Pradesh: Present Scenario and Future Challenges** and **Sustainable Rural Tourism for Community Development: A study of Nagar Village of KulluDistt. In Himachal Pradesh**organized by **Youth for Sustainable Development (YSD),at SHIMLA (India), March 26-27, 2011.**
- **Presented paper on “Career opportunities and Skill development in Tourism and Hospitality”** in the National Seminar on “ Skill Development in Tourism and Hospitality Sector” organized by **Indira Gandhi National Open University (IGNOU), New Delhi , March 14, 2011.**
- **Chaired Two technical sessions and presented Two papers on “A community paradigm for rural tourism : Impacts and Sustenance” and “Community’s perception regarding impacts of community based tourism initiatives (CBTI’s)”** in Two Day international conference on “Innovations in Alternative Tourism ”organized by **School of Hospitality and Tourism Management (SHTM), University of Jammu at Jammu (India),Feb.17-18, 2011 .**
- **Presented paper on “Learning and Training Techniques”** in the Director Conclave 18-19 December, 2010 organized by **Indian Institute of Tourism and Travel Management(IITTM), Gwalior on “HRM in Tourism: Excellence through Innovation”.**
- **Chaired technical session on Destination Development and presented Two papers on “Event Tourism for promoting Destination: A Case study of winter carnival Manali and “Adventure Tourism Market Segments and the Promotional Policies therein”** in Two Day international conference on “Challenges and Strategic Interventions for tourism in India”organized by **Institute of Tourism Studies, University of Lucknow, Lucknow and Indian Tourism Congress, at Lucknow (India), December 04-05, 2010.**
- **Made Presentation on Curriculum Designing for Tourism at school level** in one day workshopjointly organized by **Institute of Vocational Studies (MTA) HPU and Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh, 26 September,2010.**
- **Made Presentation on Home Stay Scheme: Status and Opportunities in HP** in one day workshopjointly organized by **Institute of Vocational Studies (MTA) HPU and Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh, 25 September,2010.**

- **Made Presentation on Community Participation and tourism development** in one day workshop jointly organized by **Institute of Vocational Studies (MTA) HPU and Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh**, 24 September, 2010.
- **Made Presentation on “Hotel Industry in Shimla: Challenges and Issues”** in one day workshop jointly organized by **Institute of Vocational Studies (MTA) HPU and Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh**, 22 September, 2010.
- **Chaired technical session on Tourism Marketing Issues’ and presented paper on ‘ Destination Development and Branding : A case study of Himachal’ and Community perception about Tourism Impacts in Himachal Pradesh- An Empirical Analysis** in Four Day International Conference on **Contemporary Tourism Issues and Practices**, organized by Indian Tourism Congress(ITC) in collaboration with Emirates Academy for Hospitality Management ( EAHM) **Dubai** and Skyline University College, **Sharjah at Dubai, UAE**, September 10-13, 2010 .
- **Presented Keynote Address and Chaired technical session on Tourism Development and future vision’** and presented paper on **Sustainable tourism practices: Prospects and challenges** in Two Day International conference on **Sustainable Tourism-2010 : Prospects and Challenges for India** organized by Women’s Christen College- **Chennai** and Kuoni Academy at **CHENNAI (India)**, August 05-06, 2010 .
- **Key Presentation on Environment-Issues and Challenges in Three days workshop on Environment and Wildlife Film Festival & Forum** organized by **CMS VATAVARAN**, Department of Art and Culture and WWF-India, 2-4 July, 2010.
- **Presented welcome speech and key presentation on ‘Low carbon Practices’ in the Energy Conservation Campaign** organized during **Common Wealth Games-Low Carbon Fair** organized by **CMS VATAVARAN and IIHS , HPU, Shimla**, 30 June, 2010.
- Panelist, session moderator and presented two papers in three day international conference on **Himalayan Environment: Issues and Challenges** organized by Institute of Integrated Himalayan Studies (UGC Centre of Excellence) at Himachal Pradesh University, Shimla (India), March 22-24, 2010.
- **Chaired technical session on Tourism Development and Conservation’ and presented paper on “Supernatural Intervention in Grand Tourism Project : the role of voices in tourism development in Two Day Workshop on “Trans- Himalayan Tourism”** organized by The Business School , University of Jammu and Department of Tourism, J & K Govt., at **Jammu University, Jammu (India)**, March 05-06, 2010 .
- **Participated in Directors meet and Workshop on Tourism & Hospitality Education”** organized by **Department of Tourism and Hotel Management, Kurukshetra University** at Kurukshetra, Haryana (India) February 20, 2010.
- **Keynote address delivered in All India Convention of Tourism** organized by ITC (Indian Tourism Congress) and KITTS (Kerala Institute of Tourism and Travel Studies) Trivandrum, February 5-6, 2010.
- **Presented the conceptual Note of the conference and three papers** presented in the Conference on **Destination Image and Branding – Strategies and Implications**, organized by Institute of Vocational (Tourism) studies, HPU, Shimla, Sept., 11-12, 2009.
- **International Tourism under Crisis – Challenges and Issues**, paper presented in the International Conference on **Issues and Trends of Tourism Development-Changes and**

**Challenges**, organized by Indian Tourism Congress (ITC) at Bangkok, Thailand, June 24-27, 2009 and also acts as Convener of the conference.

- **Eco-tourism practices-Role of Stakeholders**, paper presented in the International Conference on **Issues and Trends of Tourism Development-Changes and Challenges**, organized by Indian Tourism Congress (ITC) at Bangkok, Thailand, June 24-27, 2009 and also acted as Conference Convener.
- **Economic Impact of Tourism- A case of Himachal**, paper presented in the Tourism Conclave on **Unforgettable Himachal-Opportunities Unlimited**, organized by Ph. D Chamber of Commerce and Department of Tourism and Civil Aviation, Govt. of Himachal at Shimla, June 12-13, 2009.
- **Chaired one Technical Session and delivered Keynote of the Technical Session** in the **National Seminar on Changing Paradigm in Indian Tourism and Hospitality: Implications for Growth and Sustainability**, organized by **Department of Tourism and Hotel Management, Kurukshetra University** at Kurukshetra, Haryana (India) March 16-17, 2009. Paper on **Possibilities of Capacity Building of Local Community for Sustainable Ecotourism Development** was also presented in the Seminar.
- **Delivered Inaugural Keynote Address and Chaired one Technical Session** in the **National Conference on Contemporary Tourism Development: Issues and Challenges with special reference to Goa**, organized by **Smt. Parvatibai Chowgule College of Arts and Science** at Goa (India) Feb. 12-14, 2009.
- **Delivered Keynote Address and Chaired one Technical Session on Tourism** in the **international Conference on Achieving Excellence in Business Organization: Issues and challenges** organized by **Centre for Management studies, The University of Burdwan** at Burdwan, WB (India) Jan. 29-31, 2009.
- **Chaired one Technical Session** in the **6<sup>th</sup> National Tourism Conference on Indian Civil Aviation Sector: Future Directions**, organized by **Indian Tourism Congress and Indian Institute of Tourism and Travel Management (IITTM)** at Gwalior (India) Jan. 17-18, 2009. Paper on **Assessment of Economic Impacts of Tourism: An Exploratory Study of Expenditure pattern of tourists** was also presented in the Conference.
- **Attended International Conference on Ever the twain shall meet; relating international and domestic tourism** organized by **Research Committee on International Tourism International Sociological Association** at Jaipur (India) November 24-27, 2008.
- **Chaired one Technical Session** in the **International Conference on Backpackers Mobilities? An Expert Conference on Backpacker Tourism**, organized by **The Association for Tourism and Leisure Education (ATLAS) and Institute of Vocational Studies, HPU** at Shimla (India) March 26-28, 2008 and **paper presented on Understanding Backpacker Movement**.
- **Chaired one Technical Session and act as Moderator** in the **International Conference on Destination Branding and Marketing- New Advances and Challenges for Practice**, organized by **Institute for Tourism studies, Macao, Purdue University, USA and Peking University, China**, at Macao (China) December 17-19, 2007.
- **Tourism Education-Key Indicators** paper presented in the **National Conference on Creating Customer Value- Through Innovations in Tourism Industry**, organized by **Centre for Tourism and Hospitality Management (CHTM), Jammu University, Jammu and Indian Tourism Congress (ITC)**, December 14-15, 2007 and also chaired one technical session of the conference.

- **HRD and Education Key Issues of Tourism** paper presented in the National Workshop on Industry-Institute Partnership, organized by Department of Tourism studies, Pondicherry University, Pondicherry, March, 2007 and also chaired one technical session of the workshop.
- **Accessibility of Potential Areas: Challenges and Strategies** paper presented in the **National Seminar on Strategy for Sustainable Development of HP with special emphasis on Industry, Tourism, Bio-Tech and IT**, 6-7 Nov., 2006 organized by IMS (Institute of Management Studies, HPU) and CII (Confederation of Indian Industry) Shimla,.
- Attended workshop on Tourism and Hospitality organized by **Swiss Education Group at Leysin, Switzerland**, from 17 to 30 June, 2006. Swiss Hotel Management School – University Centre and world leader in Hospitality Education awarded **Swiss Certificate in Hospitality Education (SCHE)**.
- **Role of Tourism in Conservation – A Case of Great Himalayan National Park, Kullu, Himachal Pradesh**, paper presented in the International Conference on Cutting Edge Research in Tourism – New Directions Challenges and Applications, 6-9 June ,2006 organized by University of Surrey, Guildford, UK
- **SWOT Analysis of Eco-Tourism Policy of Himachal Pradesh, National Workshop** paper presented in the National Workshop on Eco-Tourism Policy, organized by ATREE, Gangtok, Sikkim, March 28, 2006.
- **Sustainable Tourism Development: Role of Community – A case of Sangla Valley** paper presented in the National Seminar on Issues and Trends in Eco-tourism Development in India, organized by AITTA (All India Tourism Teachers Association) and KITTS (Kerala Institute of Tourism and Travel Studies) Trivandrum, January 6-7, 2006 and also chaired one technical session of the conference on 7<sup>th</sup> January.
- **Global Tourism Trends**, paper presented in the International Conference on **Global Tourism – Issues and Challenges**, organized by Department of Tourism and Hotel Management, Kurukhetra University 27-29 March 2005, and also chaired one technical session of the conference on 27<sup>th</sup> March.
- **Tourism Education In India: A Qualitative and Quantitative Analysis**, Paper presented in the national Conference on **Tourism Education** organized by Department of Tourism and Hotel Management, Kurukhetra University 25-26 March 2005.
- **Synergistic relationship between tourism, bio-diversity, local people and management: A tool for achievement of Sustainable Tourism Development**, Paper presented in the National seminar on “Sustainable Tourism: Planning and Development organized by AITTA and Centre of Mountain and Hospitality Research, H.N.B. Garhwal University, March 1 and 2, 2004 at Rishikesh.
- **Camping tourism in Himachal Pradesh: A case study of selected camping sites of Shimla**, presented in National seminar on “Emerging Trends in Tourism” organized by IITTM Gwalior, Feb. 9, 10 2004.
- **Terrorism and Tourism Business**, Presented in the International Conference on **Responsible Business in a Global Economy**, organized by New England Business Administration Association and Southern (NEBAA) Connecticut State University, New Haven, Connecticut, USA, May 29-30, 2003.

- **Sustainable Tourism Development-A tool for the poverty alleviation**, presented in the **National Seminar on Sustainable Tourism for Poverty Alleviation** organized by IITTM Gwalior, February 22 – 23, 2003.
- **Community Development and Tourism**, presented in the **National Conference on New Directions in Indian Tourism: Local Impacts and Global Trends**, organized by University of Burdwan, Burdwan, December 19 – 20, 2002.
- **Role of Tourism in Entrepreneurship**, presented in the National Workshop on **Tourism and Entrepreneurship**, Organized by Institute of Vocational Studies, Master of Tourism Studies, H. P. University, Shimla, on Sept. 27, 2002, **(Acted as Workshop coordinator)**.
- Research Paper entitled **Sustainable Tourism Development – Considerations in Implementation**, presented in the **International Conference on Tourism Development and Conservation**, organized by Bundelkhand University, Jhansi, and Tourism recreation Research Centre, Lucknow, February 28 – March 2, 2002.
- Research Paper entitled “Eco Tourism by Community Involvement”, presented in the **International Workshop for the Restoration of Chilka Lagoon**, organized by Chilka Development Authority, Chilka, Bhubaneswar, January, 2002.
- Research Paper entitled **Global Tourism in 21<sup>st</sup> Century- Problems & Prospects** presented in the International Conference on **Tourism in the 21<sup>st</sup> Century- Challenges and Opportunities**, organized by Institute of Vocational Studies, Master of Tourism Studies, H. P. University, Shimla, Sept. 20-21, 2001 **(Acted as Conference Director)**.
- Participated in three days Workshop in UGC New Delhi to frame **Course-Curriculum for UGC National Eligibility Test (NET) in Tourism Management** started Sept. 18-20, 2000 & Oct. 9-12, 2001.
- Research paper entitled **Economic Impact of Tourism on Mountain Environment of H.P.** presented in the National Seminar on **Development Alternatives for Underdeveloped Areas of India – Social Science Perspectives**, organized by development of Economics, H.P. University, Shimla, April 24-25, 2000.
- Research Paper entitled **Human Resource Development – a study of HPSEB**, presented in the International Conference on **Human Resource Development in this Millennium**, organized by AASTHA \_ Foundation for Development & Welfare, University of Delhi, Delhi, February, 18-20, 2000.
- Research Paper entitled **Tourism Development and its impact in Underdeveloped and Developing Countries with reference to India and France**, presented in the seminar entitled **From Global to Local Economic Liberalization and Development in India**, organized by Dr. Fredric Landry, Coordinator – Centre for Indian and South Asian Studies ( CEIAS ), University of Paris 10, Paris France, November, 1999.
- Research Paper entitled **Socio – Economic Impact of Tourism and Role of NGOs in H.P.** presented in the National Seminar “institution Building and Role of NGOs” organized by Institute of Management Studies, Bikaner, October 2-4, 1999.
- **Socio-Economic Development of Tourism and its Impact in Himachal Pradesh**, A Paper presented in the National Seminar on **Socio – Economic Development in Hills/Mountain Areas**, organized by Centre for Adult Continuing Education and Extension, HPU and Indian University association for Continuing Education, Delhi, Dec. 11-13, 1998, Shimla.

- **Environmental and Ecological Aspects of Hydro-electric Power Projects in Tribal Areas of H.P.- A study of Karcham- Wangtoo Project in Kinnaur District**, A paper presented in the National Seminar on Tribal Studies organized by **Institute of Tribal Studies**, H.P. University, Shimla, May, 1996.
- **Sustained Tourism Initiatives in Himachal Pradesh**, A paper presented in Workshop organized by **Department of Tourism- H.P. and International Center for Integrated Mountain Development- Nepal**, 14-16 November, 1995.
- **Privatization of Hydro-electric projects in Himachal Pradesh**, A paper presented in A National Conference Organized by **Punjabi University, Patiala**, on **Globalization and Liberalization of Indian Economy -Its Impact on Punjab**, 13-14 May, 1994.
- **Challenges of Management Education in the 90's and Beyond**, paper presented in the National Seminar Organized by **The Institute of Chartered Financial Analysts of India**, Hyderabad, 28-30, Dec., 1993.
- **Social Cost-Benefit Analysis of Hydro-electric Projects in Hills**, A paper presented in the National Seminar Organized by **HIPA**, Fairlawn, Shimla, 7-9 May, 1991.

#### **COURSES CONDUCTED:**

- **Refresher Course:** Conducted **21 days refresher Course in Commerce**, Academic staff College, H.P. University, Shimla, Aug 7-26, 2000 (Act as Course Co-coordinator).
- **Tourist Guide Courses:** Regularly conducting **Tourist Guide Courses** at various places of Himachal Pradesh on behalf of Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh, (Acting as Course Director).
- **Tourism Police Orientation Course:** Conducting **Tourism Police Orientation Course** at Shimla, Dharamsala, Solan, Una, Hamirpur, Chamba, Kinnaur, Kullu and Manali on behalf of Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh every year from the year 2002 onwards (*Acting as Course Director*).
- **Tourism Orientation Courses for Hotel Staff and Transporters:** Conducting such courses time to time at various places of Himachal Pradesh on behalf of Ministry of Tourism, Government of India and Department of Tourism, Govt. of Himachal Pradesh, under the scheme "Capacity building for service providers"

#### **EVENTS ORGANIZED**

##### **INTERNATIONAL CONFERENCES**

- **8<sup>th</sup> ITHC International Convention on Tourism "Asia Pacific Tourism: Innovations and Challenges in the Age of M-Commerce"** by Indian Tourism and Hospitality Congress (ITHC) in **Academic collaboration with Lyceum of Philippines University, Manila**, July 27-31, 2015. (**as conference organising Secretary**).
- **7<sup>th</sup> ITHC International Convention on Tourism "Inclusive Growth and Sustainable Development :Agenda for Tourism and Hospitality Industry"** at Manali (Himachal Pradesh), India, 6<sup>th</sup> – 8<sup>th</sup> February, 2015 (**as conference organising Secretary**).

- **International Conference on tourism** organized by Indian Tourism Congress (ITC) in *Academic collaboration* with **Bali Tourism Institute, Bali**, June 21-24, 2014. **(Also acted as conference Secretary).**
- **International Conference on 'Tourism towards New Horizons: Issues and perspectives'**, organized by Indian Tourism Congress (ITC) in *Academic collaboration* with **Taylors University, Malaysia**, September 05-08, 2013 **(Acted as conference Secretary).**
- **International Conference on 'Global Economic Melt Down in South Asian Countries'**, organized by Commerce and Management Association of India (CMAI) in *Academic collaboration* with **International Institute of Hotel Management (IIHM) , Thailand at Bangkok**, February 07-10, 2012 **(Acted as conference coordinator of the conference).**
- **International Conference on 'Regional Tourism – Trends, Changes and Challenges in South Asia'**, organized by Indian Tourism Congress (ITC) in *Academic collaboration* with **Srilanka Institute of Tourism and Hotel Management , Srilanka at Colombo**, June 22-26, 2011 **(Acted as organizing Secretary of the conference)**
- **Organised Shimla Round Table Conference-2010 with Russian Delegation on behalf of Institute of Integrated Himalayan Studies at HPU Shimla.**
- **International Conference on Contemporary Tourism Issues and Practices**, organized by Indian Tourism Congress (ITC) in collaboration with Emirates Academy for Hospitality Management (EAHM) Dubai and Skyline University College, Sharjah at **Dubai, UAE**, September 10-13, 2010 **(Acted as Convener of the conference).**
- **International Conference on Himalayan Environment: Issues and Challenges** organized by *Institute of Integrated Himalayan Studies (UGC Centre of Excellence)* at Himachal Pradesh University, Shimla (India), March 22-24, 2010, **(Acted as Conference Director)**
- **International Conference on Issues and Trends of Tourism Development-Changes and Challenges**, organized by Indian Tourism Congress (ITC) at **Bangkok, Thailand**, June 24-27, 2009 **(Acted as Convener of the conference)**
- **International Conference on Backpackers Mobilities? An Expert Conference on Backpacker Tourism**, organized by **The Association for Tourism and Leisure Education (ATLAS) and Institute of Vocational Studies, HPU** at Shimla ( India) March 26-28 , 2008 , **(Acted as Conference Director)**
- **International Conference on Cutting Edge Research in Tourism- Challenges and Opportunities**, organized by Institute of Vocational Studies, Master of Tourism Studies, H. P. University, Shimla, March, 17-18, 2007, **(Acted as Conference Director)**
- **International Conference on " Tourism in The 21<sup>st</sup> Century- Challenges and Opportunities"**, Organized by Institute of Vocational Studies, Master of Tourism Studies, H. P. University, Shimla, Sept. 20-21, 2001, **About 110 delegates from 05 Countries participated, (Acted as Conference Director)**

#### **INTER-UNIVERSITY NATIONAL TOURISM QUIZ**

Organized National Tourism Quiz on 27<sup>th</sup> Sept. **1999, 2000, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010 and 2011** on *World Tourism Day*. About 20-25 teams participated each year from



all over India. Chief Minister and many other great personalities were the chief Guest on many occasions.

#### **WORKSHOPS CONDUCTED**

- Two day National Workshop on **Bharatiya Prabandhan Pathyakram Nirmaan Abhiyan** (06-07 February, 2016) for the inclusion of Bharatiya Values and Ethics and excellence in syllabus and Curriculum of Management in collaboration with Sanskriti Uthan Nayas, New Delhi.
- One day National Workshop on **Entrepreneurship and Tourism** organized by Institute of Vocational Studies, Master of Tourism Studies, H. P. University, Shimla, on 27<sup>th</sup> September, 2002.
- One day workshop on **Hotel Industry in Shimla: Challenges and Issues**, jointly organized by **Institute of Vocational Studies (MTA) HPU and Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh**, 22 September, 2010.
- One day workshop on **Minor Stakeholders of tourism industry: Problems and Opportunities**. Jointly organized by **Institute of Vocational Studies (MTA) HPU and Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh**, 23 September, 2010.
- One day workshop on **Community Participation and tourism development** jointly organized by **Institute of Vocational Studies (MTA) HPU and Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh**, 24 September, 2010.
- One day workshop on **Home Stay Scheme: Status and Opportunities in HP** jointly organized by **Institute of Vocational Studies (MTA) HPU and Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh**, 25 September, 2010.
- One day workshop on **Curriculum Designing for Tourism at school level** jointly organized by **Institute of Vocational Studies (MTA) HPU and Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh**, 26 September, 2010.
- One day workshop on **Home Stay Scheme: Status and Opportunities in HP- Phase II** jointly organized by **Institute of Vocational Studies (MTA) HPU and Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh**, 22 September, 2011.
- One day workshop on **Curriculum Designing for Tourism at school level- Phase II** jointly organized by **Institute of Vocational Studies (MTA) HPU and Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh**, 24 September, 2011.
- One day workshop on **Disaster Reduction Management** jointly organized by **Institute of Integrated Himalayan Studies (IIHS) HPU and Department of Revenue, Govt. of Himachal Pradesh, NSS and NCC**, 13 October, 2011.
- One day workshop on **Rural Tourism and its Impact in Pragpur Heritage village of Himachal Pradesh** jointly organized by **Institute of Vocational (Tourism) Studies, HPU and Ministry of Tourism, Govt. of India through Indian Institute of Tourism and Travel Management (IITTM), Gwalior**, 13 January, 2012 (*Delivered special presentation*).

#### **NATIONAL CONFERENCE**

- Conference on **Destination Image and Branding – Strategies and Implications**, organized by Institute of Vocational ( Tourism) studies, HPU, Shimla, Sept., 11-12, 2009 (**Acted as Conference Director**).

#### **ASSOCIATESHIPS:**

Received **three months Associateship** in **Indian Institute of Advance Study**, Shimla.

Availed all the three terms of the associateship in November 2002, 03, and 2004. During the tenure, various Workshops, Conferences, Seminars, Round Table, Symposia etc. were attended and various papers on tourism themes presented.

#### **AWARDS & RECOGNITION:**

- Received 'VIKAS RATAN AWARD', by **International Integration and Growth Society**, New Delhi
- Received 'JEWEL OF INDIA AWARD', by **International Institute of Education and Management**, New Delhi.
- Selected for MAN OF THE YEAR-2002, Award, by **American Biographical Institute, Inc.**, USA.
- Chosen for distinguished standing and has been conferred with an **honorary appointment to the Research Board of Advisors** by the Board of Director, Governing Board of Editors and Publication Board of the **American Biographical Institute (ABI)** since 2002.
- Received '21<sup>ST</sup> CENTURY EXCELLENCE AWARD-2003' and 'CERTIFICATE OF MERIT', by **International Business Council**, New Delhi for outstanding achievements.
- Received 'RAJIV GANDHI SHIROMANI AWARD-2004', by **International Achievers Development Organization**, New Delhi for excellent devotion in the respective field.
- Received '21<sup>ST</sup> CENTURY HEALTH EXCELLENCE AWARD-2005', by **International Institute of Education and Management**, New Delhi FOR outstanding achievements and remarkable role in the field of education.
- Received 'NOBLE INDIA AWARD WITH GOLD MEDAL-2007', by **Economic Growth Society of India**, New Delhi for having extra achievement in the respective field as 'Individual Contribution for Nation's Development'.
- Received 'RAJIV GANDHI EXCELLENCE AWARD-2010', by **Economic Growth Society of India**, New Delhi in lieu of the yeomen services rendered with excellence in their respective fields.
- Received 'RASHTRIYA VIDYA SARASWATI PURASKAR AWARD-2010', by **International Institute of Education and Management**, New Delhi for outstanding achievements and remarkable role in the field of education.
- **Best teacher award of HPU-2012** and Letter of Appreciation from H.E. Governor of Himachal Pradesh, Smt. Pratibha Singh for preparing HPU vision document-2020 and promoting international understanding.
- **Life Time Achievement Award -2013** in Management Excellence by Himachal Pradesh Commerce and Management Association.
- **CCI Technology Education Excellence Award-2014** as vice chancellor(awarded to Maharaja Agrasen University ) at Gujarat Technological University, Ahmedabad in the presence of Vice Chancellors of various universities, H.E. Ndubuisi Amaku, Ambassador of Nigeria, H.E. Shada Mohd. Abdali, Ambassador of Afganistan, H.E. Rizali. W. Indrakesuma, Ambassador of Indonesia and H.E. Dr. Lewis Mbilizi, Ambassador of Malawi.

- **PCMA Award of Excellence in Education-2015** for outstanding contribution in Commerce, tourism and management by **Punjab Commerce and Management Association**.
- **Presented Citation in Honour -2015** for outstanding contribution in Tourism Education and Research by **University of Rajasthan, Jaipur**.
- **Life Time Achievement Award -2015** in Tourism education Excellence by **Lyceum of Philippines University, Manila** and Indian Tourism and Hospitality Congress(ITHC).
- **Award of Excellence for outstanding contribution- 2018** in education in general and tourism and Hospitality in particular by Chandigarh University.

## **DOCTORATE STUDENTS GUIDED**

### **COMPLETED**

- **Performance Appraisal of Himachal Pradesh Agro Industries Corporation Limited, Ajay Katoch** in 1997
- **Normative Model for Financial Appraisal of commercial Undertakings, Sunil Angra** in 2000
- **Rural Indebtedness among the Agricultural Labors in Punjab – A Study of Four Districts, Kamal Dev** in 2001
- **Performance Appraisal of Himachal Pradesh SC/ST Development Corporation Ltd, Om PrakashVerma** in 2002
- **Performance appraisal of Co-operative Marketing Societies in H.P., Deep Shikha** in 2002
- **Cultural and Heritage Tourism A study of Himachal Pradesh &Rajasthan,PrashantGautam** in 2005
- **Problems & Prospects of International Tourists in Himachal Pradesh,Chander Mohan** in 2006
- **Marketing of Tourism in Himachal Pradesh,SushmaRewal** in 2007
- **Tourism as a form of Leisure - Gender Analysis, Sonia Khan** in 2007
- **Developing Sustainable Tourism infrastructure in Himachal Pradesh- a study of Kullu-Manali tourism Region,Manoj Sharma** in 2007
- **The problem of growth management: reinventing the Himalayan tourist destination, Manali, for sustainability,PurnimaChauhan** in 2009
- **Growth and Potential of Tourism in tribal areas of Himachal Pradesh, NitinVyas** in2010.
- **Destination Branding and Image Building-A study of Himachal Pradesh,Suman Sharma** in 2011
- **Adventure Tourism: A Comparative study of Himachal and Uttrakhand,AmitGangotia** in 2011
- **Tourism Potential and its Impacts in Himachal Pradesh- A case study of Lahaul- Spiti, Kullu and Una Districts, Jaswinder Kumar, 2012.**
- **Role of Travel Agencies in the Development of Business Tourism, Praveen Kumar, 2012**
- **Religious Tourism in Himachal Pradesh-A study of Shakti peeth circuit of Himachal Pradesh, YogeshBehl, 2012.**

- **Sustainable Rural Tourism in Himachal Pradesh- A study of Kullu and Kangra Districts**, Rakesh, 2012.
- **Adventure Tourism Market Segment and Promotional Policies Therein: A Case Study of Himachal Pradesh**, Arun Singh Thakur, 2013.
- **Perception Towards Tourism Services Among Adventure Tourists in Himachal Pradesh**, Jyoti Kumar Chandel, 2015.
- **Community Based Tourism**, Sandeep Walia, 2016

## Annexure 1

### RESEARCH PAPERS/ ARTICLES PUBLISHED (as author /co-author)

- **Jyoti Kumar Chandel, Sat Prakash Bansal, Said Gattoufi (2018)**, Examining the relationships among antecedents of behavioural intentions in adventure sports context, Józef Piłsudski University of Physical Education in Warsaw, Faculty of Physical Education and Sport in Białą Podlaska, Pol. J. Sport Tourism, pp. 39-47
- **Bansal, S.P., Kumar, J., (2015)**. Sustainable Tourism and Community Development: Beyond Predicament, Tourism for Inclusive Growth and Sustainable Development, Bharti Publications, Delhi
- **Bansal, S.P., Kumar, J. (2015)**. Flagrant Prospects of Ecotourism: Requisite of Make in India, "Tourism & Hospitality-Trends, concerns and Opportunities" by Bharati Publications, New Delhi ISBN 978-93-85000-20-1
- Dimensions of Wellness, Tourism – Present and Future Perspective , S P Bansal et al (eds.), **Kanishka Publishers**, New Delhi (2015), pp. 349-359.
- **Bansal, S.P., Kumar, J. (2014)**. Increasing Tourism and Flourishing Homestays: A Tourists' Perspective in Himachal Pradesh, Tourism towards New Horizons-Status, Issues and Perspectives. S P Bansal et al (eds.), Kanishka Publishers, New Delhi, pp. 70-80.
- **Bansal S.P. , Ramjit & Amit Gangotia, (2014)** Measuring the Impact of Sales Promotion, Service Quality and Customer Experience : A Case of e-ticketing Transactional Corporations Review (TNCR) Vol. 6, Number 4, December 2014, 419-438, ISSN 1918-6444 (Print), ISSN 1925-2099 (Online)
- Understanding the relationships of value, satisfaction and behavioural intentions among adventure tourists ( co-author), **Int. J. Leisure and Tourism Marketing**, Vol. 4, No. 2, 2014, pp.156-171.
- **Bansal, S.P., Kumar, J. (2013)**. Attributes, Patterns and satisfaction of Religious Tourism- An Analytical Approach, Global Business Practices: Contemporary Perspectives, O.P. Verma et al (eds.), Nirmal Book agency, Kurukshetra, pp. 187-196.

- **Bansal S.P.**, A.S. Thakur and P. Gautam (2013), Analysis of Promotional Strategies Adopted by Adventure Tourism Service Providers , Tourism and Hospitality Industry- An Insight, pp., 103-114, Neha Books, New Delhi.
- **Bansal S.P.** and PrashantGautam, (2013) Business Tourism Development in IndiaL Visitor's Perspective, *Tourism Innovations*, Vo. 3 (1), February, pp. 127-137, ISSN 22788379
- **Bansal S.P.**,PrashantGautam and A.S. Thakur (2013), Measuring Expectations and Experiences of Tourists: A Study of Adventure Tourists in Himachal Pradesh, *Productivity*, 53 (4): 329-337, Jan-Mar.
- **Bansal S.P.** and Suman Sharma (2013) Destination Image and Branding of Himachal Pradesh, **Tourism Innovations- A journal of Indian Tourism Congress ( ISSN no. 2278-8379)**, Vol. 2, No. 1, August, pp. 100-108.
- **Bansal S.P.**, AmitGangotia (2012), Empirical study on the changing face of Little Lhasa:Pre& Post IPL, Tourism and Hospitality Industry-Challenges and Innovations, Page Number: 136-152, , NehaPublicationISBN; 978-93-80318-22-6
- **Bansal S.P.** , AmitGangotia (2012) Emerging Challenges Of Tourism Education In India: Issues & Reality, *Tourism for Development: A Strategic Approach*, Page No.305-320, ,Bharati Publication, ISBN : 978-93-81212-18
- **Bansal S.P.** and PrashantGautam (2012), Expansion of Tourism in Indian Himalayas, Altai- Himalaya - Two Foundations of Eurasia, pp. 244 293,Satyam Publishing House.
- **Bansal,S.P.**, Kumar, J., Event tourism for promoting destination: a case study of winter carnival, Manali. Challenges and Strategic Interventions for Tourism, Royal Publication, Lucknow (2012) ISBN No. 978-81-910072-6-8
- **Bansal,S.P.**, Kumar, J., Rural Tourism, Heritage and Sustainability: A case study of Heritage village in Himachal Pradesh, *Tourist Destination Management- Strategic Practices and Policies*, Prof. Ashok Aima et al (eds.), Kanishka Publishers, New Delhi (2012), pp.261-277.
- **Bansal,S.P.**, Kumar, J., Sustainability, Rural Tourism Impacts and Community opinion: A study of Pragpur and Baroh Villages in Himachal Pradesh, *Tourism Innovations- A journal of Indian Tourism Congress (ISSN no. 2278-8379)*, Vol. 1, No. 1. August, 2012
- **Bansal,S.P.**, Kumar, J., Capacity Building for Rural Tourism: A community perspective, *Research Review – A Journal of Commerce and Management Association of India (CMAI)*, vol. I (Annual), Feb., 2012, ISSN 227-4033, pp 15-25.
- **Bansal S.P.** , AmitGangotia&Ramjit (2012) Investigating the Structural Relationship between Service Quality Experience Satisfaction and Behavioral Intention for Online Travel Agencies, *Tourism Development Journal (A Journal of Tourism Research)*, VOL 10,NO1,2012, ISBN : 09757376
- **Traditional Ecological Knowledge for Sustainable Subsistence**, *University News-A* weekly journal of Higher Education, Special Issue on Cultural Heritage , AIU, vol. 50, No. 09, Feb. 27 – March 04, 2012, pp. 7-12.

- **Genesis of Altai-Indian Himalaya Scientific and Cultural Exchange** in *Altai Himalaya: Two Foundations of Euroasia*, Prof. Makarychev Sergey Ladimirovich *et al* (eds.), Sattiyam Publishing house, New Delhi (2012), pp. 3-14.
- **Global Tourism: Strategy to promote Inbound Tourism in India** in *Global Economic Slowdown: Opportunities and Challenges*, Prof. S P Bansal *et al* ( eds.), **Kanishka Publishers**, New Delhi ( 2012 ), volume II, pp. 412-418.
- **Innovations in Tourism and Hospitality Industry- Aiming 21<sup>st</sup> Century**, Tourism and Hospitality Industry- Challenges and innovations, Lalit K. Bansal *et al* ( eds.), Delhi, **Neha Publishers & Distributors** , (2012), pp. 09-32.
- **Bansal S.P.**, AmitGangotia (2011), Changing Dimensions Of Adventure Tourism: A Case Study of Himachal Pradesh Journal SDEIAT (Conference proceedings), Page No. 34-43, ISBN:978-81-909704-4-0
- **Bansal S.P.**, AmitGangotia (2011), Vicissitudes and dynamics of adventure: a case study of Uttarakhand, *Tourism for Development: A Managerial Approach.*, Page number, 278-291, Kanishka Publications ISBN; 978-81-8457-312-1
- **Bansal, S.P.**, Kumar, J., *Tourism Impacts, Community Development and Sustainability in Kullu District of Himachal Pradesh : A Stakeholders Perspective*, *Tourism for Development- A Managerial Approach*, Chandigarh, Kanishka Publishers, (2011), pp. 78-89.
- **Bansal, S.P.**, Kumar, J., *Ecotourism for Community Development: A Stakeholder's Perspective in Great Himalayan National Park*. *International Journal of Social Ecology and Sustainable Development*, 2(2), 31-40, April-June 2011.
- **Bansal, S.P.**, Kumar, J., *Women Empowerment and Self-sustainability through tourism: A case study of self-employed women in Handicraft sector in Kullu valley of Himachal Pradesh* , *Bi-annual Research Journal published by Himachal Pradesh University*, July (2011), pp. 120-130.
- **Linking the 'Big Five' Personality Domains to Organizational Commitment**, *International Journal of Research in Commerce, IT and Management(IJRCM)*, Volume No. 1, Issue no. 3-August (2011).
- **"Rural Tourism in Himachal Pradesh: Present Scenario and Future Challenges"** in the conference proceedings titled "Rural Development: Present Scenario and Future Challenges by Youth for Sustainable Development (YSD), Shimla, 2011, pp. 33-44.
- **"Sustainable Technologies for Sustainable Livelihoods- A New Paradigm of Development"** in the book titled "Sumangalam- An Analytical Study" by DeenDayalUpadhyay Chair, Himachal Pradesh University, Shimla , Harshita Papers and Stationers, Delhi, 2011, pp. 93-109.
- GautamPrashant, **S. P. Bansal** and L.K. Bansal, *South Asian Travel: Tourist Attachment, Control and Confusion* *Tourism Development Journal*, Vol 9 No. 1 (2011). pp. 53-60.
- **Bansal S.P.** & AmitGangotia (2010) , *Perception Of Tourist: A Case Study Of Uttrakhand* *International Journal of Hospitality and Tourism Systems*, Vol. 3 No.1 July 2010-June 2011, Page No. 118-141, 2010, ISSN 0974-6250.

- **Bansal S.P.**, S. Kulshrestha and PrashantGautam, Legacy of Sports Tourism: A study of Commonwealth Games, *Tourism Development Journal-An International Journal*, Vol 7, (2009) No.1, pp. 67-78.
- **Bansal S.P.**, S. Kulshrestha and PrashantGautam, Determinants in Tourism Destination Choice, *International Tourism & Hospitality Research*, Volume 3, No. 1, December, (2009) pp. 85-100. ISSN
- **Bansal S.P.** and PrashantGautam, Commonwealth Games 2010: Sustainability Issue of Hospitality Sector, *Tourism Development Journal*, Vol 5&6 No. 1 (2008). pp. 58-65.
- **Bansal S.P.**, PrashantGautam and NamrtaBhatta, Measuring Educational Tourism, *Tourism Management- New Dimensions*, Gupta and Gupta (Eds), Abhishek Publication, Chandigarh (2007).
- **Bansal S.P.** and PrashantGautam, Different Destinations: Criterion for Choice of Traveling Public, *Cutting Edge Research in tourism – New Directions*, S.P. Bansal et. al. (Eds.), Abhishek Publication, Chandigarh (2007). pp. 408-422.
- **Bansal S.P.** and PrashantGautam, Implementing Sustainable Tourism: a Critical Appraisal of Tourism at Wetlands, *Cutting Edge Research in tourism – Emerging Issues and Challenges*, S.P. Bansal et. al. (Eds.) ,Abhishek Publication, Chandigarh (2007). Pp. 210-232.
- Tourism Infrastructure Development Through Public-Private Partnership, *Cutting Edge Research in Tourism; Emerging Issues and Challenges*, Bansal S. P. et al (eds.), Chandigarh, Abhishek Publications, (2007), pp. 18-47.
- **Bansal S.P.** and PrashantGautam, Successful Ecotourism Practices – Role of Stakeholders *Tourism Development Journal*, Vol 4 No. 1 (2006). pp. 54-60.
- **Bansal S.P.** and PrashantGautam, Sustainable Tourism Development: role of Community – a case study of Sangla Valley in Himalayas paper published in the proceedings of National Seminar on “ *Issues and trends of Eco-tourism in India*” Organized by Kerala Institute of Tourism and Travel Studies and AITTA (All India Tourism Teachers’ Association) at Thiruvanthapuram on 6-7 January 2006, pp. 1-16.
- **Bansal S.P.** and PrashantGautam, Tourism Education in India: A Qualitative and Quantitative Analysis, *Tourism Education – An Emerging Essential*, Bhardwajet. al. (Eds.), Kanishka Publishers, New Delhi, 2006: 63-84.
- **Bansal S.P.** and PrashantGautam, Global Tourism Trends, *International Tourism –Issues and Challenges*, Bhardwajet. al. (Eds.), Kanishka Publishers, New Delhi, 2006: 29-45.
- **Bansal S.P.** and PrashantGautam, Sustainable Synergistic Relationship Between Tourism, Bio-Diversity, Local People and Management: MaharanaPratapSagar (Pong Dam Wetland) in Himachal Pradesh, *Sustainable Tourism Planning and Development*, Bagri, S.C. (Ed.), Bishen Singh Mahendra Pal Singh, Dehradun, 2006: 11-27.
- **Bansal S.P.** and PrashantGautam, Role of Tourism in Conservation – A Case of Great Himalayan National -Park, Kullu, Himachal Pradesh, *Journal of Tourism*, Volume VII, 2005, pp- 75-82.

- **Bansal S.P.** and PrashantGautam, Camping Tourism in Himachal Pradesh – An Emerging Eco-tourism Trend (A study of camping sites of Shimla). *Tourism Development Journal*, Vol. 2&3, No.1, 2005, pp.
- Community Development and Tourism, **Anveshan**, Vol 1(1) July-December (2005), pp. 35-52.
- Human Resource Development Policies and Practices of Public Sector Undertakings: A case study of H.P. SC&ST Development Corporation, **Human Resource Development in The 21<sup>st</sup> Century –Concepts and Case studies**, Goel S.L. and P.N. Gautam (eds.), New Delhi: Deep and Deep Publications, (2005), pp. 131-162.
- **Bansal S.P.** and PrashantGautam, Attitude and satisfaction Level of Tourists, and their role in the Tourism Promotion, in Aparna Raj (ed.), *Tourist Behaviour- A Psychological Perspective*, New Delhi: Kanishka, 2004, pp. 281-299.
- Sustainable Tourism Development – Considerations in Implementation, **The Green Portal**, (2004), Vol.1 (2): 34-45.
- Socio - Cultural and Economic impacts of Tourism on Himalayan region of J&K and Himachal Pradesh,**Journal of Tourism**, Vol. VI, No. 1&2, (2004), pp. 81-94.
- Impact of Self Employment Assistance Schemes on the Socio-Economic conditions of Scheduled Castes and Scheduled Tribes of Himachal Pradesh, **Prabandh**, December (2004), pp. 65-84
- Living on Debt- purpose-wise indebtedness among the agricultural laborers in Punjab (Productive and Non Productive purposes) **Rajagiri Management Journal**, Vol. 2, Issue 2, Jan-June (2004), pp. 30-39
- **Bansal S.P.** and PrashantGautam, Cultural and Heritage Tourism in Himachal Pradesh, *Tourism Development Journal*, Vol.1, No.1, (2003), pp.31-40.
- **Bansal S.P.** and PrashantGautam, Heritage Tourism in Himachal Pradesh, *Prabandh*, June 2003, pp.175-188.
- **Bansal S.P.** and PrashantGautam, Tourism Education – Key Issues, *Academe*, Vol. IX, January 2003, pp. 52-55.
- Indebtedness among Agricultural Laborers in Punjab –A Critical Appraisal of Rate of Interest,**Shimla Management Journal**, Vol. 3 No. 1-2, Nov. 02 May 03. pp. 150-161.
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**PERSONAL DETAILS:**

<b>Father's Name</b>	Sh. K.L. Bansal
<b>Date of Birth</b>	19th Dec., 1965
<b>Permanent Address</b>	Res. MIG-17, BansalKunj, Opp. Housing Board Godown, Housing Board Colony, Sanjauli, Shimla-171006, (H.P.)
<b>Office Address</b>	<b>Vice Chancellor, Himachal Pradesh Technical University,</b> Hamirpur(HP)- 177 001



**Place:**

**(Signature of the Candidate)**

**Date:**