

CURRICULUM VITAE

Dr. SONIA KHAN
Date of Birth (13th April 1969)

Email: khansonia@hotmail.com

Permanent Address
Flat No. 8, Block 13
Housing Board Colony
Shoghi – 173219
Shimla, India

Tel: 00 91 177 2860906

Mob: 0091 9816013469

Field of Interest : **Tourism and Leisure Studies**

Education

Oct 2007 : **PhD, Tourism**
1994-1996: **Master in International Leisure Studies (Honors)**
WICE, CHN (now Stenden University), Leeuwarden,
The Netherlands.
1992-1994: **Master in Tourism Administration** H.P University,
Shimla, India.
1988-1991: **Bachelor of Arts**, St. Bede's College, H.P University
Shimla, India.

Experience

25 years of postgraduate teaching experience in India and Abroad
(20years permanent position, **H.P. University India**, 2000-till date).
(1 year in permanent teaching as Residential Visiting Faculty, **Universiti Utara Malaysia 2011-2012**)
(2 sessions Online/Distance Teaching, **Royal Roads University, BC Canada**. 2008-2010 from GAU).
(2 academic years teaching, **Girne American University, Cyprus, Sept 2004-June 2005 and Sept 2008-June 2009**).
(5 years, part time capacity, **H.P. University, India** (Nov 1995-June 2000).

Present Position

- **Permanent Employment (June 2000- Till Date) - INDIA**
Professor (2015), Institute of Vocational (Tourism) Studies (IVS),
H.P. University, Shimla, India
- **Professor and Director (IVS) – 2017-2019**
- **Associate Professor, Tourism (2012-2015)**

Past Employment (in reverse order) Besides the continuing permanent employment in India, **the assignments abroad have been on leave from India**

- **Visiting Asst. Prof Tourism (Sept 2011-August 2012) MALAYSIA,**
School of Tourism and Hospitality Management, COLGIS
Universiti Utara Malaysia (on leave from India)
 - Taught Undergraduate and MBA Tourism Courses
 - Acted as a Reviewer for the Journal ‘Annals of Tourism Research’
 - Was Member of Internationalization Committee
 - Guided Research projects of Tourism students

- Served as panel member of Phd Defense of students
 - Worked on an Edited Book to be published by the Dept.
 - Worked on Cross Border (Malaysia-Thailand) Tourism Project
- **Associate Faculty, Tourism and Hospitality (2008-2010) CANADA**
Royal Roads University, 2005 Sooke Road
Victoria, BC, Canada V9b 5Y2 (online teaching)
- Developed a Course on Strategic Marketing of Tourism
 - Online Delivery/Teaching of the course through Moodle
- **Head (Asst.Prof), Tourism & Hospitality (Sept 2008-June 09) CYPRUS**
Faculty of Business and Economics, Girne American University,
North Cyprus (on leave from India)
- Taught Postgraduate and Undergraduate teaching of Tourism Courses.
 - Conducted Admissions, Internships, guided Masters Thesis
 - Successfully achieved UNWTO TEDQUAL accreditation for tourism program of the University (2009-2011).
- **Sr.Lecturer, Dept. of Tourism & Hospitality Management, CYPRUS**
(September 2004-June 05) Faculty of Business and Economics, Girne
American University North Cyprus (on leave from India)
- Taught Post Graduate and Graduate Courses in Tourism.
 - Carried out Admissions
 - Carried out Student Counseling.
- **Assistant Professor, H.P. University, India**
(June 2000-Till Date, 2014, permanent employment)
- **Lecturer in Tourism (Guest Faculty) H.P. University, INDIA**
(November 1995 - June 2000).
- Taught various courses in Tourism.
 - Organized field tour of students.
 - Organized departmental seminars and quiz programs.
- **Project Assistant, Tourism, SWDC, Bunbury, W. AUSTRALIA**
(May 1995-September 1995)
- Carried out a research project for development of Mining tourism in two shires of Collie and Harvey, Western Australia.
 - Carried out a project on Rural Tourism in the South West Australia.
 - Assisted in planning tourism workshops organized by the SWDC.
 - Participated in various National and International Tourism Conferences.
 - Toured various Shires of the South West to study tourism and make suggestions.
 - Was member of 'Rails to Trails' Project.
- **Tour Executine, Shotam Tours, Modiluft, Delhi, INDIA**
(June 1994-August 1994)
- Planned various itineraries for German clients.

- Co-ordinated and liaised with Educational Institutions for their yearly student tours.

Computer Skills	Knowledge of computers, have done an extensive course on E Commerce and have working knowledge of SPSS, for research used in my Ph.D.
Languages	English (Fluent), Hindi (Fluent), German (working knowledge). Some knowledge of Turkish.
Memberships	Member of Internationalization Committee, University Utara Malaysia Member of South Asian Academy of Management [SAAoM] Member of LEADS project on Cross Border Tourism (Malaysia) Life Member of World Leisure and Recreation Association. Life Member of Indian Leisure Studies Association. Life member of India Tourism Congress Member of India International Centre (IIC, N. Delhi) Was a member of the Steering Committee of the South West Regional Tourism Strategy, West Australia.

Projects Completed (Masters)

- “ Leisure Behavior of Women In Kinnaur” 1996
 “ Rural Tourism for South West” (Western Australia) 1995
 “Tourism Themes for Collie and Harvey Shires” (Western Australia) 1995

PhD Guidance: Successfully Supervised 3 students for PhD on the following topics (8 students enrolled in PhD presently)

1. Tourism Education in India: Perception of Academicians and Industry Professionals. **(PhD Awarded, March 2021)**
2. Quality of Work Life of Hotel Employees: A Study of 3, 4 and 5 Star hotels of Northern India **(PhD Awarded, March 2015)**
3. Tourism Planning in Himachal Pradesh: An Evaluation of Tourism Policies **(PhD Awarded, April 2015)**
4. Behaviour Analysis of Tourists: A Comparative Study of Domestic and Foreign Tourists in Himachal **(Awarded, May 2015)**

Journal Editorship: Chief Editor, Tourism Development Journal, published by Tourism Department, H.P, University Shimla.

Publications - Prof. Sonia Khan

Books

- **Khan, Sonia.** (Feb 2009). *Gender Issues in Tourism: Understanding Male and Female Tourist Behavior:* VDM Verlag Dr. Muller Aktiengesellschaft & Co. KG . Germany.
- **Co editor of Book** *Tourism in the New Millennium-Challenges and Opportunities,* Abhishek Publications: N. Delhi. 2002

- **Co editor of Book** *Cutting Edge Research in Tourism-Emerging Issues and Challenges*, Abhishek Publications, N. Delhi. 2007

Research Papers

1.Kumar. R., and Khan, S. (Dec 2021). Tourism education in India: A supply-demand gap. *International Journal of Hospitality and Tourism Systems*, 14(2) 116-123, ISSN 0947-6250. (Scopus)

2. Khan, S. (Dec, 2020). Chaos, curries and curiosities: Some experiential dimensions of Indian culture for foreign tourists. *Journal on Tourism and Sustainability*, 4(1), 41-55. ISSN 2515-6780.

3.Kamal, V., and Khan, S. (2020). Sports Tourism: A road for future development in Himachal Pradesh. SHODH Sanchar Bulletin, An International Bilingual Peer reviewed Refereed Research Journal, 10(40), 11-16. (UGC approved).

4. Khan, S. (June, 2020). COVID 19: Tourism at crossroads ! Where next? *Journal on Tourism and Sustainability*, 3(2), 32-40. ISSN 2515-6780.

5. Khan, S. (2019) Travel Lifestyle of Young Indian Students: ‘Gender Distinct’ or ‘Gender Blurred’? *International Journal of Hospitality and Tourism Systems*. 12(2), 17-26. ISSN 0947-6250. (Scopus)

6.Khan, S. (2017). What really matters to hotel guests: A study of guest reviews of 3 Star hotels in Bangkok. *International Journal of Hospitality and Tourism Systems*, 10(1), 13-21. ISSN 0947-6250. (Scopus)

7. Khan, S. (2016). Performing ‘The Tourist’ on Social Networking Media: An Analysis of Tourists’ Travel Posts on Facebook. In M.C. Dhiman (Ed.), *Opportunities and Challenges for Tourism and Hospitality in BRIC Nations* (pp.305-319). Pennsylvania (USA). IGI Global.

8. Ping, S., Xu, J., and Khan, S. (2016). Cruise industry as a career option: Perception of Hong Kong undergraduate students. *Tourism Development Journal*, 14(1), 29-43. ISSN 09757376.

9. Khan, S. (2015). Backpacker or Flashpacker? A blurred identity. *International Journal of Business Application*, 2(1/2), 7-29. ISSN: 2149 1747.

10. Khan, S. (2015). How slow is ‘slow’. Dilemmas of slow tourism. *TEAM Journal of Hospitality and Tourism*, 11(1), 39-49. ISSN: 1823-4003

11. Khan, S. (2015). ‘Otherness’ of Ethnic Enclave Attractions in Multicultural Cities: A Study of Chinatown and Little India. *Asia Pacific Journal of Innovation in Hospitality and Tourism*, 4(1), 63-76. ISSN 2289 1471. (Scopus)

12. Khan, S. (2014). Word Play in destination marketing: An analysis of country tourism slogans. *TEAM Journal of Hospitality and Tourism*, 11(1), 27-39. ISSN: 1823-4003.

13. Khan, S. (2014). Walking the Walk: An Evaluation of Pedestrian Tourism on the 'Mall Road' Shimla. *International Journal of Hospitality and Tourism System*, 17(1), 38-48. **(Scopus)**
 14. Khan, S. (2014). Tourism Business: An Ethical Dimension. *International Journal of Hospitality and Tourism Systems*, 7(2), 63- 70. ISSN 0974-6250. **(Scopus)**
 15. Khan, S. (2013). Perceived and Projected Image of India as a Tourism Destination. *South Asian Journal of Tourism and Heritage*, January, 97-107. ISSN No 0974-5432.
 16. Khan, S. (2013). An insight into stereotypical images and encountered reality of South Asia as a tourism destination. *Asia Pacific Journal of Innovation in Hospitality and Tourism*, 2(1), 17-36. ISSN No 0974-5432. **(Scopus)**
 17. Khan, S. (2013). Travel Behavior: The Hidden En Gendered Dynamics. *International Journal of Hospitality and Tourism Systems*, 7(1), 37-44. ISSN 0974-6250. **(Scopus)**
 18. Uludag, O., Khan, S., & Guden, N. (2011). The Effects of Job Satisfaction, Organizational Commitment, Organizational Citizenship Behaviour on Turnover Intentions, *FIU Hospitality Review*, 29(2), 1-21. ISSN 0739-7011
 19. Khan, S. (2011). Gendered Leisure: Are Women More Constrained in Travel for Leisure? *TOURISMOS, An International Multidisciplinary Journal of Tourism*, 6(1), 105-121. ISSN 1790-8418**(Scopus)**
 20. Khan, S. (2011). Gender Advertising in Tourism: An Assessment of Tourists' Perceptions. *South Asian Journal of Tourism and Heritage*, 4(2), 54- 63. ISSN No 0974-5432
 21. Khan, S. (2010). Inventions in Global Tourism Management: Opportunities and Challenges for South Asian Nations. *International Journal of Management Practices*, 2(3/4), 57-76. ISSN 1307-1629
 22. Khan, S. (2005). Leisure Behavior of Women: A Study of Women's Leisure in the Remote Region of Kinnaur in the Indian Himalayas. In L. R. Sharma (Ed.), *Quality of Life in the Himalayan Region* (pp. 176-179). Delhi: Publishing Company: Delhi. ISBN 81-7387-173-6
 23. Khan, S. (2004). Gender Inequity of the Job Market in a Globalization Era: A Comparative Study of Jobs for Women on Canadian and Indian Job Sites on the Internet. In G. Prasad, and A.D.Mishra, (Eds.), *Globalization Myth and Reality* (pp. 320-335). New Delhi: Concept Publishing Company. ISBN 81-8069-128-4
 24. Khan, S. (2002). Tourism in the WTO Regions – An Insight. In Bansal, S.P., Sushma, Khan, S. and Chander Mohan (Eds.), *Tourism in the New Millenium-Challenges and Opportunities* (pp. 42-50). Chandigarh: Abhishek Publications. ISBN 81-85733-29-5
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Book Review

25. Sustainable tourism: A marketing perspective (1998) by Victor T.C. Middleton with Rebecca Hawkins, Butterworth and Heinemann Oxford: UK. In *Tourism Development Journal*, 4(1), 2006, MTA. IVS, H.P.U. ISSN 0975 7376.
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Paper Presentations

1.Khan, Sonia (April 2016). The Role of Travel and Tourism as a Primary Link between, people, Culture and heritage for spiritual attainment. At the National Seminar on Tourism and Culture: Linking People, Spirituality and Heritage. School of Hospitality and Tourism, Bahra University, Shimla, 14th April, 2016.

2. Khan, Sonia (Feb, 2016). “Mind the Gap’- Bridging the divide between Tourism and Hospitality Education and Employability. At the, 6th HOSTCON National Conference on Tourism for All- Augmenting Curricular Aspects of Tourism and Hospitality Education. Panjab University Chandigarh, 27-28 Feb 2016.

3.Khan, Sonia (2005). Gender Inequity in the Job Market: A Comparative Study of Jobs for Women in the Hotel Industry of India and Canada. At the International Conference ‘National and International Concerns for gender Justice: India and Canada. Centre for Canadian Studies, HPU (27-28 March 2015).

4.Khan Sonia (2015). Culture of remote regions of Himachal Pradesh. At National Seminar of Cultural Tourism Development in Himachal Pradesh (20-21 march, 2015).

5.Khan, Sonia (2003). Gender Inequity in the Job Market: A Comparative Study of Jobs for Women on Canadian and Indian Job sites on the Internet’ (paper presented at) the National Seminar on *Women at Work*, Canada and India, at Shimla. - March 2003.

Resource Person

1. Speaker- Webinar on Tourism, Covid and Future Careers. Organized by Tourism Old students association, Kullu, on

2.Speaker – Webinar on ‘Tourism Destination Image of South Asia’, organized by Nepal Mountain Academy, July 7, 2020

3. Speaker- Webinar on ‘Covid-19. Global Problems Require Global Solutions: Rethinking Tourism’, organized by host ‘On Tourism and Sustainability’ UK, May 1, 2020

4.Speaker – Webinar on ‘Rethinking and Reinventing Tourism post COVID-19. Organized by The Traveller Trails, 18th April, 2020.

5.Speaker/Resource person at ICSSR sponsored National HOSTCON-2020 Conference on Future Trends Tourism and Hospitality organized by UIHTM 13th and 14th March 2020.

6.Speaker at One Day Workshop “Balance for Better”- organized by Centre for Women Studies, H.P. University, 7th March 2020.

7.Guest Speaker at Seminar on “Soft Skills”. Organized by Institute of Tribal Studies, Oct, 2018

8. Speaker at ‘Women’s Day Program’ organized by organized by Centre for Women Studies, H.P. University, 7th March 2019.

9.Key Note Speaker at National Conference ATIPRAVIDHI 2018- Emerging Trends in Management, Law and Tourism: Issues and Challenges in Sustainable Development. Bahra University 23rd February, 2018,

10.Key Note Speaker at National Seminar on Tourism- Paryatan ke Samajik Sarokar' organized by Sainj College Kullu in collaboration with ICSSR 23-24 Feb, 2017.

11.Key Note Speaker for National Seminar on Tourism and Culture: Linking People, Spirituality and Heritage. School of Hospitality and Tourism, Bahra University, Shimla, 14th April, 2016.

12. Session Chair and Resource person at the 6th HOSTCON National Conference on Tourism for All- Augmenting Curricular Aspects of Tourism and Hospitality Education. At Panjab University Chandigarh, 27-28 Feb 2016.

13.Guest Speaker and resource person at Community Based Tourism Project Workshop- IDIPT-HP April 16, 2015.

14.Resource Person for Gender Sensitization Workshop under Community Based Ecotourism project. IDIPT-HP. April 11, 2015

Journal Editorship

- Was a Reviewer, **Annals of Tourism Research (ATR)-2012.**
- Reviewer, **Leisure Studies, Routledge.**
- Reviewer, **Athens Tourism Journal**
- Chief Editor** "Tourism Development Journal" published by Tourism Department, H.P. University, Shimla. India.
- **Editor Member/Reviewer-** African Journal of History and Culture (AJHC)
- **Reviewer-** Asia-Pacific Journal of Innovation in Hospitality and Tourism (APJIHT),
- **Reviewer-** South Asian Journal of Global Business research

Programs Organized

- organized a National seminar on Cultural tourism
- Organized a Personality Development Program
- Organized Tourism Students Alumni Meet
- Organized Curriculum Revision Workshop
- International Conference of ATLAS on Backpacker Tourism, 26-28 March 2008, at Shimla (organized by our Tourism Department of H.P. University), India
- International Conference 'Cutting Edge Research in Tourism: New Directions and Challenges), 17-18 March 2007, Shimla (organized by our Tourism Department of H.P. University), India.
- International Conference on Tourism at Himachal Pradesh University, Sept. 2001. India.
- Yearly Tourist Police Course since 2002 till date H.P. University, Shimla, India
- Workshop on Entrepreneurship in Tourism 2002, H.P. University, Shimla .
- Yearly National Tourism Quiz Programs, 2000-2009, on World Tourism Day, 27th Sept. H.P. University, Shimla

Participation in National and International Conferences/Workshops/Seminars

- Attended Teacher's Refresher Course on Environmental Sciences, RC292, 14sept-3rd Oct, 2015, HRDC, Shimla, India.
- Attended Teacher's Refresher Course on Research methodology RC262, 4th-23 March 2013, ASC, Shimla, India.
- Attended workshop on Hotel Industry in Shimla: Challenges and Issues, jointly organized by IVS, HPU and Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh, 22 September,2010.
- Attended workshop on Minor Stakeholders of tourism industry: Problems and Opportunities." jointly organized by IVS, HPU and Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh, 23 September, 2010.
- Attended workshop on Community Participation and tourism development jointly organized by IVS HPU and Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh, 24 September, 2010.
- Attended workshop on Home Stay Scheme: Status and Opportunities in HP jointly organized by IVS HPU and Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh, 25 September, 2010.
- Attended workshop on Curriculum Designing for Tourism at school level jointly organized by IVS HPU and Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh, 26 September, 2010.
- Attended Teachers Refresher course at H.P. University, Shimla, India, March 2010.
- Organized a National Conference on Destination Image and Branding, H.P. University, Shimla, India, Sept 2009.
- Assisted KITSAB, Cyprus Tour Operators Association for building a better promotional program for North Cyprus Tourism, 2009.
- Attended Seminar on Tourism in the Muslim World, organized by Organization of Islamic Countries (OIC) and Ministry of Tourism, North Cyprus. April 14-15, 2009.
- Attended Tourism Workshop organized by International Institute of Peace through Tourism (IIPT), Green Zone, Cyprus, April 9, 2009.
- Organized and attended the International Conference on Backpacker Tourism at H.P. University, Shimla, India. 26-28 March 2008.
- Organized and attended the International Conference on Cutting edge research in Tourism, at H.P. university, Shimla, India. 18-20 March 2007.
- Attended 3 weeks Teachers Refresher course on Information Technology (Dec 1-Dec 21, 2005), H.P. University, India.
- Attended Inflibnet: Training and Awareness Program on E-Resources and Library Automation-H.P. University, Shimla, 26th-30th July 2004.
- Participated and made a presentation in the National Seminar on Women at Work- Canada and India, 2003, Shimla, India.
- Attended one month teachers orientation program at H.P. University, Shimla- Nov 2002.
- International Conference of Tourism in the 21st Century-Challenges and Opportunities, 2001, Shimla.
- Attended Workshop on Tourism, Secretariat, Shimla, H.P. November 1995
- Attended West Australian Tourism State Conference, Burswood, 1995, Western Australia
- Attended Indian Ocean Tourism Organization Meet, 1995, Perth
- Attended Workshop on Eco Tourism, Capel, 1995, WA
- Participated in Seminar on Australian Farm and Country Tourism (AFACT), Brunswick, 1995, Western Australia
- Participated in Rural Tourism Entrepreneurs Meet, South West Evedon Resort, Harvey, 1995, WA.

Positions Held - Chief Editor-Tourism Development Journal, H.P. University, India (2011-18)

- Incharge of UNWTO TEDQUAL accreditation of Tourism Program of Girne American University, 2009.
- Member of North Cyprus Promotion Review Committee (2008-09).
- Was President of the Students Central Association (SCA) 1989-90 St. Bede's College. Shimla, India
- Was Vice President of SCA 1990-91 St. Bede's College, Shimla, India.

Interests Tourism / Leisure (Planning, Research, Teaching and Academic Liaison)

Strengths I have excellent communication skills both oral and written. Am a diligent, conscientious and a sincere worker, always open to learning new skills. I am very adaptable and flexible in adjusting to new environments. Have been educated, lived and worked in different cross-cultural environments. I have an adjusting and amiable personality.

As Assistant Professor in Tourism, in Malaysia, Cyprus and India, as well as Associate Professor and Professor in Tourism at India, I have taught graduate and postgraduate tourism courses. I have been engaged in regular Tourism course curriculum design and development, pedagogic work; lecturing, invigilation, setting of examination papers and marking of exam papers, guiding project dissertations of students, supervising student internship and job placements; administrative work like student admissions, and promotional of the degree program by framing publicity and marketing material for the course. As Associate Faculty (distance teaching) for Royal Roads University, Victoria, Canada, I have engaged in Course preparation and Online Course Delivery (through moodle) for a Course on Strategic Tourism Marketing. Have been teaching courses on Tourism System, Planning, Sustainable development, Geography of Tourism, Total Quality Management, Event Management, Accommodation Industry, E Tourism, Organizational Behavior, Contemporary issues in Tourism and Communication Skills. As a Professor I have students enrolled with me for PhD and till date I have successfully supervised three students who have obtained their PhD

Besides the above, I have been regularly involved in personal development through participating in staff development activities like participation in seminars, workshops and teacher orientation programs. Am also invited to deliver Expert Lectures on Tourism at other Indian Universities and have been participating in Webinars. I am continuously working towards research publications in tourism. I wish to grow intellectually and enrich my academic experience by availing opportunities of working in different teaching environments.

1. Dr. Brian White
 Director, School of Tourism and Hotel Management
 2005 Sooke Road
 Victoria, BC
 Canada V9B 5Y2
 Tel: 00 1 250 391 2511
 Fax: 00 1 250 391 2546
 Email: Brian.White@RoyalRoads.ca

2. Dr. Francis Lobo, Honorary Professor (Retd)
School of Marketing, Tourism and Leisure, Faculty of Business and Law
Edith Cowan University
Email: jflobo@tpg.com.au
Home address; 3 Ghost Gum Road, Willetton 6155, WA, Australia

3. Prof. Emeritus Dato' Dr. Abdul Kadir Bin Lebai Din. Abdul Din Kadir
School of Tourism, Hospitality and Environment management
COLGIS, Universiti Utara Malaysia
Sintok 06010
Kedah
Malaysia
Email: kadirdin@uum.edu.my
Tel: 0060194505666

4. Dr. Basri Rashid
Dean, School of Tourism, Hospitality and Environment management
COLGIS, Universiti Utara Malaysia
Sintok 06010
Kedah
Malaysia
Email: basri@uum.edu.my
Tel: 0060194505666

5. Dr. Noor Azimin
Head, School of Tourism, Hospitality and Environment Management
COLGIS, Universiti Utara Malaysia
Sintok 06010
Kedah
Malaysia
Email: azimin@uum.edu.my

6. Dr. Sushma Rewal Chugh
Professor, Tourism, IVS
H.P. University
Summer Hill
Shinla 171005 (H.P)
India
Email: sushma_chugh@yahoo.co.in