

## **Dr. Chander Mohan Parsheera**

Professor  
Institute of Vocational Studies (Tourism)  
HIMACHAL PRADESH UNIVERSITY  
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### **OUTSTANDING CREDENTIALS**

1. Manager Operations- SITA Adventures, Delhi from 1996-1998
2. Secretary, Indian Tourism Congress for Northern Region from 2003-2005
3. Member, Industry Council from 2009-2011 at Pacific Asia Travel Association (PATA)
4. Fellow Royal Geographical Society, London from 2009 to 2015
5. Member, International Eco Tourism Society
6. State Task force Member for National Education Policy 2020
7. Steering Committee Member for CAMPA, Himachal Pradesh, 2019 onwards
8. President, Chanderbhaga Sangam Samiti

### **Additional responsibilities in Himachal Pradesh University**

1. Director, Institute of Tribal Studies, 2018 onwards
2. Director, Internal Quality Assurance Cell (IQAC), 2018- 2023
3. Director, Institute of Vocational (Tourism) Studies, 2016- 2018 & 2020- 2022
4. Placement officer for tourism from 2000 to 2015

### **Member Board of Studies in other Universities**

1. Board of Studies Member for Himachal Pradesh Technical University, Hamirpur
2. Board of Studies Member for Central University, Himachal Pradesh
3. Board of governing body, APG University, Shimla

### **Member/ Nominee for selection committees**

1. Central University, Himachal Pradesh, Dharamsala
2. Uttarakhand Public Service Commission
3. Different colleges affiliated with HP University

## **Area of specialization in tourism**

1. Adventure Tourism in general and climbing in particular
2. Destination Planning

## **Contribution of my specialization to tourism Universities/ colleges of India**

- First time started a Leadership Development Program in HP University to train the students in outdoor environment, mainly involving adventure training, survival programs in High altitude in year 2000. Presently, most of the Indian Universities and few colleges with tourism subject are following this with names like Leadership Development Camp or Program as a regular course curriculum at some universities.

## **Contribution of my specialization to global alpinism**

- Global climbers from more than ten countries including world record holder in climbing all the peaks of the world above 8000 meters in shortest period and without oxygen like Mr. Kim Chang Ho from South Korea sought consultancy in climbing several peaks in Indian Himalaya.

## **Major research projects handled**

1. Comparative study of Uttarakhand, Himachal and Jammu Kashmir to frame suitable tourism policy for Uttarakhand Government, year 2012- 2013, Sponsored by GIZ
2. Coordinator DRS Level –I, ‘Synergizing cultural tourism development and environment protection in Himachal Pradesh’.

## **Other projects**

1. Coffee table book on tribal landscape of Himachal Pradesh, 2019
2. Implementation of FRA in HP with special ref to Lahaul Spiti district, 2018
3. An assessment of financial inclusion in district Kinnaur, 2018
4. Profile of all tribes of Himachal Pradesh, 2019
5. Forest Rights Act implementation in tribal areas of Himachal Pradesh, 2019
6. Constitutional rights for the tribal women in Himachal Pradesh, 2019
7. Tourism Audit for Himachal Pradesh by AG office, Shimla in 2020
8. PATA Himalayan Chapter- a program of launching new chapter of Pacific Asia Travel Association for the Himalayan countries, ongoing.

### **Books, monographs and booklets**

1. Co- Author, “Cutting Edge Research in Tourism: New Directions”, Abhishek Publications. 2007
2. Chanderbhaga River and its confluence – monographs published by Himachal Pradesh University, Shimla. 2016
3. Chanderbhaga Sangam Parv- two booklets on Chanderbhaga River, published in 2016 and 2017
4. Gujars of Himachal Pradesh, Published by Institute of Tribal Studies, HP University. 2019
5. Glossary of Tribal Dialects, Published by Institute of Tribal Studies, HP University. 2022

### **Popular tourism vision documents prepared & presented to World Bank, Local government and communities**

1. Bhutan Model for tourism (Basically modified Bhutan Model in true sense) for Lahul Spiti district of Himachal Pradesh which is a tribal district rarely explored before Atal Rohtang Tunnel. This model was well publicised and discussed with world bank too for funding.
2. Rohtang Initiative – this was launched in 2010 and various programs were undertaken by the local community to save Rohtang Pass and its rich biodiversity
3. Package Based Integrated Model of tourism- presented to Kullu Manali administration to control heavy influx of tourism in the area
4. Lahul Spiti- after tunnel, turbine and tourism. It was locally popular as TTT which was launched in 2013 considering the would be impact of Rohtang Tunnel, Mega Hydro Projects and tourism in the hidden valley of Lahul Spiti.

### **EDITORSHIP**

1. **Editor**, Tourism Development Journal, an international journal published by IVS, HP University, 2017-2017

### **AWARDS**

1. Appreciation award by HP University- 2021
2. Appreciation award by HP University - 2022

### **FELLOWSHIP**

1. Royal Geographic Society, London

## LECTURES DELIVERED

Delivered about three hundred (200) expert lectures in various occasions. The subjects of lectures assimilated lineage of knowledge from Vedic treasures to contemporary situations.

## EDUCATIONAL QUALIFICATIONS

**Doctor of Philosophy in Tourism** (2006) on “*Problems and perspective of International tourists in Himachal Pradesh*”

**Masters of Tourism Administration** (1994) Himachal Pradesh University, Shimla

**Bachelor of Arts** (1991) Himachal Pradesh University, Shimla

## INDUSTRY EXPERIENCE

**1995-1999:** Manager (operations) in Adventure Section of SITA World Travels, Malcha Marg, New Delhi. During this period few popular expeditions were **American Veterans on the route of World War II, B.S.E.S London Expedition in CB Ranges, 1100 Kms Cycle the Ganges for Rotary Manchester, 1300 Kms Motorcycling on Indian Coastal Lines with Nouvelles Frontiers France**. There are some climbing expedition, not participated after BC but coordinated successfully are Bhagirathi III, Shivling, Kedar Dome, Satopant Peaks with Austrian, Spanish, Korean, Russian and Slovakian teams. Established first luxury camp with charitable hospital named Camp Sarchu Heights in 1997 at 4100 Mt in Sarchu.

## TEACHING AND RESEARCH EXPERIENCE (24 years)

Lecturer	1999- 2013
Associate Professor	2013- 2016
Professor	2016 onwards

## RESEARCH SUPERVISION

Ph.D. Awarded	06
Co Guide for a scholar from Kyoto University Japan	01

## RESEARCH PUBLICATIONS (AS FOLLOWING)

Books	03
Monographs	02
Papers in Journals	10
Papers presented in international/ national conferences	10

## Research papers

Kashyap, Hiramani and Parsheera, Chander Mohan (2014). Tourism as a mode of economic development in Himalayan region: a study of Himachal Pradesh. In Vijay Kaushal (Ed.), Himalayan Journal of Contemporary Research. (pp.754-761)

Kashyap, Hiramani and Parsheera, Chander Mohan (2014). Unique cultural tradition of Western Himalaya- a case study of Phagli festival of Manali. In Sharma Mritunjay and Virender Kaushal (Eds.), Contemporary researches in humanities and social sciences- a deep insight. (pp. 152-157).

Kashyap, Hiramani and Parsheera, Chander Mohan (2015). Pahari Paintings of Western Himalayas: a study of Arki paintings. In Himalayan Journal of contemporary research. (pp. 1097-1102)

Parsheera, Chander Mohan and Kashyap, Hiramani (2016). Himachal Pradesh through small hydro power project. In Confluence of Knowledge – an international multidisciplinary refereed journal. (pp. 69-75)

Parsheera, Chander Mohan and Kashyap, Hiramani (2016). Role of fairs and festivals in the promotion of cultural tourism- a case study of Sair fair of Arki. In Hill Quest- a national multidisciplinary refereed journal. (pp. 23-34), Shimla: Pratibha Sapandan.

Rewal, Sushma and Parsheera, Chander Mohan (2016). Tourism destination competitiveness of India and China: International tourists' perspective. In Opportunities and challenges for tourism and hospitality in the BRIC Nations, IGI GLOBAL, USA.

Sarta, Nikhil and Parsheera, Chander Mohan (2019). ROHRU-The Tourist Destination of the Future. International Journal of Scientific and Research Publications, Volume 9

Parsheera, Chander Mohan and Gupta, Dikshit (2022). THE FUTURE OF TOURISM 4.0 AND ITS POTENTIAL IMPACTS ON THE TOURISM INDUSTRY, IJFANS International Journal of Food and Nutritional Sciences

Parsheera, Chander Mohan and Gupta, Dikshit (2023). Revolutionizing destination marketing: the power of technology in enhancing the tourism experience, Rabindra Bharati University Journal of Economics, October, 2023

National Seminar on “Power projects in Lahaul and Spiti- boon or pain”, 30 January 2013, Tribal Bhawan Kullu

## Talks

Resource person in international tourism conference on “Inclusive Growth and Sustainable Development: Agenda for Tourism and Hospitality Industry” organized by Indian Tourism & Hospitality Congress, at Manali. 2015

Resource person in national conference on “Tourism for All: Augmenting Curricular Aspects of Tourism and Hospitality Education” organized by Punjab University, Chandigarh. 2016

Resource person in a spiritual community event on “Lala Meme- a spiritual leader of Lahul Spiti”, organised by Lala Meme Foundation, Buddhist Temple, Badah. 2011

Resource person in a spiritual community event on “Element of Kailash and its influence on life in Lahaul Spiti”, organised by Lala Meme Foundation Tribal Bhawan, Kullu. 2012

Resource person in a National Seminar on “Lahaul Spiti- after tunnel, turbine and tourism” Organised by Lahul Spiti People Association, Tribal Museum, Keylong. 2012

Resource person in a National Seminar on “Volunteering and community work”, Shimla, Gaiety Theatre. 2014

Resource person in a National Seminar on “NGT orders on Rohtang Pass- benefits and doubts of local communities”. Organised by JSJKS at Manali. 2014

Keynote speaker on theme “Lotsava Rinchen Zangpo- history of a great Buddhist scholar”, organised by LSJKS at Tribal Bhawan, Kullu. 2014

Keynote speaker on “Modified Bhutan Model for sustainable development of Lahaul Spiti”, Organized by different tribal associations at different places in Manali, Shimla, Keylong, Chandigarh & Delhi. 2014, 2015, 2016, 2017

Keynote speaker on theme “Tribal culture, music and youth”, Organized by Lahaul Spiti Students Association, Bal Bhawan, Chandigarh. March, 2015

Keynote speaker on theme “Musical legacy of Lahaul Spiti”, Organized by LMF at Indian institute of advance studies/ Gaiety theatre. May, 2015

Keynote speaker on theme “Panchayati Raj institution and Buddhism”, Organized by LSJKS at Kaza. 2015

Keynote speaker on theme “Arunachal Pradesh to Lahaul – India is one”. Organised by Himalaya Parivar at Delhi. 2015

Keynote speaker on theme “Hydro projects and impact on tribal environment”, Organized by Save Lahul Spiti at Tribal Bhawan, Kullu. 2015

Keynote speaker on theme “Tribal languages and youth”. Organized by LSSWA at Science Hall, HP University, Shimla. 2016

Keynote speaker on theme “Tourism in Lahaul Spiti: potential, threats and challenges”, Organised by Lotsava Rinchen Zangpo Society, Kaza. 2016

Organizer, Chander Bhaga Sangam- a saga through ancient Hindu- Buddhist scriptures.  
Tandi Sangam, 2016, 2017, 2018

Delivered a lecture on “Accessible Tourism in India: The need of the hour”, organised by Central University, Dharamsala. 2018

Keynote address in the Raj Bhawan, Himachal Pradesh on “Birsa Munda” 15 November, 2022.

### **Lectures delivered in different webinars during Covid Period**

[Kindly click on this link](#)

### **Paper presentation**

Attended international conference on “Fund Raising for Pacific Asia Travel Association” along with a paper presentation in September, 2011 in New Delhi.

Attended ICSSR seminar on “Green Hospitality and Tourism Industry: Status Trends and Future Prospects” organized by Punjab University, at Chandigarh and presented a paper in the seminar. 2014

Attended national seminar on “Natural Resource Management for Sustainable Development: Present Needs and Our Common Future” organized by Maharaja Agrasen University, at Baddi and co-chaired the technical session. 2014

Attended national seminar on “Tourism for Communities & Communities for Tourism” organized by Maharaja Agrasen University, at Baddi and presented a paper in the seminar. 2014

Attended national seminar on “Cultural Tourism Development in Himachal Pradesh” organized by Himachal Pradesh University, at Shimla and presented TWO PAPERS in the seminar. 2015

Attended international seminar on “National and International Concerns for Gender Justice: India and Canada” organized by Centre for Canadian Studies, at Himachal Pradesh University, Shimla and presented a paper in the seminar. 2015

Attended international conference on “Contemporary Issues In International Business, Tourism and Sustainability: Issues and Challenges” organized by Maharaja Agrasen University, at Baddi and presented a paper in the conference. 2015

Attended international seminar on “Tourism and Hospitality: Beyond the Agenda of One Billion Tourists and One Billion Opportunities” organized by Punjab University, Chandigarh and presented a paper in the seminar. 2015

Attended national conference on Tourism for All: Augmenting Curricular Aspects of Tourism and Hospitality Education” organized by Punjab University, Chandigarh and presented a paper in the conference. 2016

## Editorial in newspapers

Manali- thirty years back and later (translated from Hindi title), Divya Himachal.

Unsung Heroes of Rohtang Tunnel (translated from Hindi title), Dainik Jagran

## Articles in local magazines in Hindi

- लाहुल स्पीति जाने के लिय परमिट और शुल्क- ग्रीन ट्रिब्यूनल का फैसला, Published in Tribal Today. 2014
- भूटान का पर्यटन मॉडल- लाहुल स्पीति के परिदृश्य में, Published in Tribal Today. 2014
- रोहतांग टनल और अर्जुन गोपाल उर्फ ताशी दावा, Published in Tribal Today. 2014
- देव सदन में लला मेमे पुण्य तिथि और रक्तदान शिविर, Published in Tribal Today. 2014
- महान अनुवादक आचार्य रत्नभद्र, रिनचेन जंगपो लोचेन टुलकू रिम्पोचे जी, Published in Tribal Today. 2014
- संगीत चक्र प्रवर्तन, Published in Tribal Today. 2014
- बन्दा वीर बहादुर, Published in Himalaya Dhwani, 2016

## Seminar organised for the tribal youth, sponsored by Ministry of Tribal Affairs, GOI and Department of Tribal Development, Govt. of HP

- Importance of soft skills in professional life, Shimla, 08 Oct. 2028
- Importance of soft skills in professional life, Kullu, 12 Feb. 2019
- Importance of soft skills in professional life, Kinnaur, 06 Nov. 2023

## PERSONAL PROFILE

<b>Father's Name</b>	Shri Ram Nath Parsheera
<b>Mother's Name</b>	Smt. Dekid Parsheera
<b>Date of Birth</b>	28 <sup>th</sup> October, 1968
<b>Nationality</b>	Indian
<b>Marital Status</b>	Married
<b>Office Address</b>	Institute of Vocational Studies, Himachal Pradesh University, Summer Hill, Gyan Path Shimla-171005 (HP)
<b>Residential Address</b>	House No. 4, Forty Flats, Teachers Colony, HP University, Summer Hill, Shimla 171005 (HP)
<b>Contact No.</b>	0177-2633251 (Office), 98162 04444 (Mobile)
<b>E-mail</b>	<a href="mailto:parsheera@gmail.com">parsheera@gmail.com</a>
<b>Hobbies</b>	Tourism

(Chander Mohan Parsheera)