


Curriculum Vitae

Full Name:	DR. SHIV KUMAR GUPTA			
Designation:	Professor and Director Working as Professor in Tourism from 01 January, 2009 till date			
Department:	Centre for Mountain Tourism and Hospitality Studies			
Campus:	Chauras Campus , HNB Garhwal University			
Telephone:	91-01370-297020	Fax:	---	
Mobile:	+919412033460			
Email	sk_gupta21@yahoo.com			
Education Qualification:	Ph.D.(Tourism), HNB Garhwal University, 1999			
Teaching Experience:	29 Years	Research Experience:	29Years	
Scopus Author ID: https://www.scopus.com/authid/detail.uri?authorId=57204606150 ORCID (http://orcid.org/): http://orcid.org/0000-0001-7814-3886 ResearchGate: https://www.researchgate.net/profile/Shiv_Gupta21 Google Scholar: https://scholar.google.com.ua/citations?hl=en&user=kJ0oSn8AAAAJ				
Research Interest and Fields of Specialization 1. Sustainable Tourism and Ecotourism 2. Destination Planning and Policy 3. Tourism impact Assessment 4. Travel Trade and Hospitality industry				
Member of Academic Institutions(Board of Studies / Research Degree Committee/School Board) Present/ Past 1. HNB Garhwal University (Convener) 2. Uttaranchal Open University, Halwani 3. Uttarakhand Technical University, Dehradun 4. Sikkim Central University. 5. Kumaon University 6. Bundelkhand University 7. Himgiri Zee University 8. Panjab University, Chandigarh, Tourism & Hospitality 9. Pondicherry University 10. IGNOU 11. Himachal Pradesh University 12. Mizoram University 13. Graphic Era University, Dehradun 14. Dev Sanskriti University 15. Uttaranchal Open University, Haldwani				

Membership of Organizations

- 1) President Northern Region, Indian Tourism and Hospitality Congress for year 2013-2014.
- 2) Founding Committee member of Euro-Asia Tourism Studies Association
- 3) Former Member of Regional Studies Association, United Kingdom

Research Supervision (No. of Ph.D. Degree Awarded in Tourism -15 and Registered 03)
(Number of M.Phil awarded in Tourism Management-3)

Research Projects/ MoU undertaken

- 1) Completed Research Project of 7.0 lakh on **“Tourists’ Behavioral Intentions towards the use of Selected Mobile wallets for Digital Payments”** funded by ICSSR. (2020-2022)
- 2) Completed a research project of 5.00 lakh on “Planning for community based ecotourism through integrated value chain development in Jaunsar region of Uttarakhand: an analytical and strategic framework” funded by ICSSR. (2015-2017)
- 3) Completed a research project of 2.985 lakh on “Status of Tourism and Hospitality Education in Garhwal Region of Uttarakhand: A Critical Appraisal” funded by Directorate of Economic & Statistics, Government of Uttarakhand under SSS program month from September, 2016 to May 2017.
- 4) Completed a research project of 6.34 lakh on Problems and Challenges of Travel Trade Companies in Garhwal Region of Uttarakhand funded by UGC (2011-2013)
- 5) Completed a research project of 5.82 Lakh on “The Changing Nature of Tourists Expectation and Development Forces Impacting the Future of Tourism in Badrinath and Kedarnath Tourism Circuit in Uttarakhand” ,funded by AICTE (2008-2010)

Administrative Experience

- 1) **Member of Executive Council**, , HNB Garhwal University w.e. from 31st October 2020 to 28th February 2023
- 2) **Member of Finance Committee**, , HNB Garhwal University w.e. from 11st November 2020
- 3) Served as Dean, School of Management, HNB Garhwal University w.e. from 15th August, 2012 to 24th January 2017 and 25th January 2020 to 28th February, 2023.
- 4) Currently working as Head/Director, Centre for Mountain Tourism and Hospitality Studies, HNB Garhwal University w.e. from 15th August 2018 .
- 5) Working as Director, University Career Counseling and Placement Cell, HNBG University w.e. from 28th September, 2019
- 6) Worked as Chief Warden, Hostels, HNB Garhwal University i.e. from 17th August 2018 to 9th October, 2018.
- 7) Served as Head of Department, 'Department of Business Management', HNB Garhwal University, Srinagar, Garhwal, Uttarakhand from 31st , July 2014 to 24th January 2017.
- 8) Served as Director, Centre for Mountain Tourism and Hospitality Studies , HNB Garhwal University for three years from 15th August, 2012 to 14th August 2015 .
- 9) Convener, Special Assistance Programme (SAP) of UGC, CMTHS, w.e.f. 14 August 2012 to 30th September, 2014.
- 10) Worked as Head, Department of Tourism, HNB Garhwal University from 26th September 1995 to 30th July 1998. Also perform the responsibility of acting Head from time to time.
- 11) Assistant Controller of Examination for University Examination of HNB Garhwal University, 2000-2001.
- 12) Associated with the Centre Superintendent of Examination as member of Examination committee, for the conduction of University Examination of HNB Garhwal University, 2001-2002.
- 13) Academic Counselor for IGNOU Study Centre, Srinagar Garhwal since 2003.
- 14) Academic Counselor for Career Counseling and Placement cell, H.N.B.G.U., Srinagar (Session 2007-2008) .
- 15) Assistant Proctor, H.N.B.G.U., Srinagar Campus from session 2009-10 to 2013-2014.
- 16) Member of Anti Ragging Squad, H.N.B.G.U., Chauras Campus from session 2009-10 to 2013-2014.
- 17) Co-coordinator and resource person for UGC Refresher Course in Tourism for University and College Teacher organized by Department of Tourism, HNB Garhwal University from October 12 to November 1st 2001.
- 18) Member of the Inspection Committee for approval of various courses in Business Administration, Tourism and Hotel Management of the Institutions affiliated to HNB Garhwal University, Srinagar Garhwal & Uttarakhand Technical University
- 19) Associated in Inter faculty and Inter College Cultural competition of University (4-9th March, 2010)
- 20) Member of the Research and Consultancy Cell, HNBG University
- 21) Co-Convener of 7th Convocation Committee, organised on 1st December, 2019 of HNBGU.
- 22) Co-Convener of Scrutiny Committee, for the recruitment of Faculties of HNBGU in July and August, 2019.
- 23) Member of University Task force for National Institutional Ranking Framework (NIRF) 2021
- 24) Convener, IQAC -Task Group (2019-2021) for the NAAC Criteria Teaching-Learning and Evaluation.

Scientific Visits Abroad/ International Collaboration

- 1) Coordinated the visit of Senior Full bright Scholar Prof. John.C. Crofts from USA to CMTHS, HNBGU from 28th April to 14th May, 2013
- 2) Coordinator, European Union Erasmus+ programme for Inter-institutional collaboration between Dimitrie Cantemir University, Romania and HNBG University, India.
- 3) Visited Dimitrie Cantemir University, Târgu-Mureş, Romania to participate in Staff mobility program for Teaching under EU Commission Erasmus+ faculty exchange program for one week in 2017 and 2022

Conference/Symposium/Workshop Attended during last five years (2016-2022)

PRESENTATION OF PAPERS IN THE SEMINARS AND CONFERENCES

International

1. Participated and paper presented in International conference on “*Tourism Beyond 2050: Future of Mass Tourism*” (February, 14, 2017) organized by “Department of Tourism and Hospitality Management” University of Dhaka, Bangladesh.
2. Participated and paper presented in “*6th Asia Euro Conference 2016 in Tourism, Hospitality and Gastronomy, Envisioning Tourism in 2050.*” (9-12, November, 2016) organized by “IITM, Gwalior.
3. Participated and paper presented in International conference “*AITHC2016 on Advances in Tourism, Hospitality & Aviation: Global viz-a-viz Indian Perspective : Vision 2020*” (2- 3, September, 2016) organized by “Department of Tourism and Hospitality Management” Amity Institute of Travel & Tourism, Amity University, Noida.

DELIVERED KEYNOTE ADDRESS/GUEST SPEAKER/SESSION CHAIR IN CONFERENCE/SYMPOSIUM /WORKSHOP

- 1) Invited lecture on "Heritage Tourism in changing world with reference to Garhwal Region of India" on 10th November, 2021 for five-days AICTE-ATAL Sponsored Online Faculty Development Programme (ATALFDP) on “**Protection and Management of Indian Heritage Assets: Key Aspects and Challenges**” from 8th-12th November, 2021, organized by DTHM, Mizoram University.
- 2) Invited lecture on "Entrepreneurship in Tourism & Hospitality Sector " on 9th October, 2021 in “**Refresher Course in Commerce and Business Administration**” from September 27, 2021 to October 10, 2021 for teachers of Universities and Degree Colleges, organized by UGC-Human Resource Development Centre, University of Allahabad.
- 3) Invited lecture on topic "Entrepreneurship and Start-ups in Tourism & Hospitality Sector: Status, Opportunities and Challenges" on **16th September , 2020** for five-day AICTE-ATAL Sponsored Online Faculty Development Programme (ATALFDP) on "Exploring Entrepreneurship and Start-Up Opportunities through Tourism & Hospitality Business" from 14th-18th September, 2020 organized by

DTHM, Mizoram University

- 4) Keynote Speaker in the inaugural session of one week National Workshop(25th February to 3rd March,2019) on “ Tourism and Hospitality services Management” for Teachers of Universities and colleges” organized by Faculty Development Centre, HNB Garhwal University, Srinagar Garhwal, on 25th February,2019.
- 5) Invited Lecture on Topic “Emerging Trends in International Tourism” in the one week National Workshop (25th February to 3rd March,2019) on “ Tourism and Hospitality services Management” for Teachers of Universities and colleges” organized by Faculty Development Centre, HNB Garhwal University, Srinagar Garhwal, on 1st March ,2019.
- 6)Guest of Honor and speaker in inaugural session of International Conference on Changing Scenario Tourism in the Era of Globalization: Issues and concerns organized by University Department of Commerce and Business Administration, L.N.Mithila University,Darbhanga.,December,7-8,2018.
- 7)Discussant in Third International conference on “Business and Economics with theme Shaping the future through Inclusive Development” held on October 9-10,2018, organized by Faculty of Business Studies, University of Dhaka, Bangladesh.
- 8) Invited Lecture in Refresher Course in Business Management Organized by UGC- Academic Staff College at BPS Mahila Vishwavidyalaya, SonapatUGC-Academic Staff College at BPS Mahila Vishwavidyalaya, Sonapat11th , December 2017.
- 9) Keynote Speaker in the International Conference on “Future Competencies and Challenges in Tourism and Hospitality Industry” held on 22-23 September, 2017, organized by Faculty of Hospitality Management, Amrapali Group of Institutes, Haldwani, Uttarakhand.

Research Papers Published in Journals last six years (2016-2022)

- 1) Gupta S. K., Tiwari Sunil , Hassan Arif , Gupta Poonam (2023) , Moderating Effect of Technologies into Behavioural Intentions of Tourists toward Use of Mobile Wallets for Digital Payments: TAM Model Perspective, in *International Journal of Hospitality and Tourism Systems, Volume 16 Issue 1 January 2023*, Pp43-57ISSN: 0974-6250 (Print) (Scopus) www.publishingindia.com/ijhts/
- 2) Zubair Ahmad Dada, Ashaq Hussain Najar, S. K. Gupta (2022), “Pro-Poor Tourism as an Antecedent of Poverty Alleviation: An Assessment of the Local Community Perception” in *International Journal of Hospitality and Tourism Systems* Pp.37-46, Volume 15 Issue 1 June 2022, by Publishing India Group, New Delhi. ISSN: 09476250 (Scopus) www.publishingindia.com/ijhts/
- 3) Gupta S. K. , Tiwari Sunil & Hassan Arif (2021), “Exploring Behavioural Intentions of Tourists towards the Online Mode of Payments before and after COVID-19 Pandemic: An Investigation from Garhwal Region of Uttarakhand " in “*Journal of*

- Tourism, :An International Journal*”, Pp 73-85 Vol. - XXII, No.2,HNB Garhwal University, Srinagar Garhwal. ISSN: 09727310 www.jothnbgui.in
- 4) Tiwari Sunil, Natalia Tomczewska-Popowycz, Gupta,S.K., Swart,M.P.,(2021)“ Local Community satisfaction towards Tourism Development in Pushkar region of Rajasthan,India ”in *Sustainability 2021,13,13468, MDPI Journal ,https:// doi.org./ 10.3390/su132313468*(SCOPUS Indexed) (Volume -13.Issue-23).
 - 5) Gupta, S.K, , Voda, Mihai & Kumar, Sunil, (2021) “ Stakeholders’satisfaction towards Sustainable Tourism Development in Pushkar region of Rajasthan” in *Geographia Technica, Vol. 16, Issue 1, 2021, Pp 87 – 96* ISSN: 20654421, 18425135 (SCOPUS Indexed).<https://technicalgeography.org>
 - 6) Gupta, S.K & Kumar, Sunil (2020), “Measurement of Tourists’ Perception and Satisfaction towards Tourism Development in Pushkar, Rajasthan” in *Wesleyan Journal of Research* Pp.45-51, Volume 13 Issue No.42, November, 2020, ISSN:0975-1386 (UGC-CARE).
 - 7) Gupta, S.K & Maurya,Abhishek Kumar,(2019),Destination Evaluation and Tourism Economic Impact Assessment: A Case Study of Varanasi In *Journal of the Gujarat Research Society* Vol. 21 Issue 14, December 2019P.p.1446-1456 (ISSN: 0374-8588) UGC-CARE List Group-D
 - 8) Gupta, S.K, Rout Prakash Chandra & Tyagi,Pankaj (2019), “Community Based Tourism Development amid Complex Mountain Issues: A Strategic Analysis of Chakrata Region of Uttarakhand” in *International Journal of Hospitality and Tourism Systems* Pp.47-55, Volume 12.Issue No.1 ,June, 2019, by Publishing India Group, New Delhi. ISSN: 09476250 (Impact Factor 2.575) (Scopus)
 - 9) Gupta, S.K. & Haleem, Mohd (2019), “Emerging Trends of Peer-to-Peer Services in India as a New Business Concept of Collaborative Consumption in Transportation, Accommodation and Food Delivery" in *Ajanta, An International Multidisciplinary Quarterly Peer Reviewed Refereed UGC Listed* (No. 40776) *Research Journal*, Volume-8. Issue No.-1, Part-1, January-March, 2019, by Ajanta Prakashan, Aurangabad. Pp.149-156. ISSN: 2277-5730
 - 10) Gupta,Shiv Kumar, Negru Radu & Voda Mihai (2018) “The Indian Himalaya’s Unique Attributes:Hemkund Sahib and Valley of flowers” in *Geographia Technica* , Pp. 62-73, Vol.13,No.2, Cluj University Press, Romania . ISSN: 1842-5135(Print)2065-4421(Online).DOI:10.21163/GT-2018.132.05(Scopus)
 - 11) Gupta,S.K, & Bhatt,Vijay Prakash(2018) “Status of Tourism and Hospitality Education in Garhwal Region of Uttarakhand State in India: A Critical Evaluation” in *Tourism Development Journal*, Pp. 72-90, Vol.16,No.1, 2018 Himachal Pradesh University, Shimla. ISSN: 0975 7376
 - 12) Gupta, S. K & Vaishnava Abhishek (2017), User Acceptance Behaviour of Online Travelers: An Analytical Study , in *Pacific Hospitality Review*, Pp. 24-31, Volume 5.Issue No.10, July-December 2017, by Pacific Institute of Hotel Management . ISSN: 2320-1398
 - 13) Pankaj Kumar & Gupta, S.K (2017), A Study of Employee Retention in Tourism & Travel Trade Enterprises, in *RESEARCHER: A multidisciplinary Journal*, Pp. 71-83-, Volume XIII. No.1, 2017, by University of Jammu, Jammu. ISSN: 2278-9022
 - 14) Pankaj Kumar & Gupta, S.K (2017),A Study of Human Resource Management Practices with reference to Employees’ Recruitment and Selection in the Travel Trade Enterprises in Garhwal Region of Uttarakhand, in *AVAHAN A Peer Reviewed International Journal of Hospitality and Tourism Research*, Pp. 126-133, Volume05.Issue No.1, October 2017, by Publishing India Group, New Delhi . ISSN: 2347-4556

- 15) Rout Prakash Chandra & Gupta, S.K(2017),Asset based community development in mountain environs: a strategic application for sustainable community based tourism development in the Jaunsar-Bawar region of Uttarakhand, India, in *African Journal of Hospitality, Tourism and Leisure*, Pp.1-11,Volume 6 (3), ISSN: 2223-814X (Scopus) <https://www.ajhtl.com>
- 16) Gupta, S.K & Sharma, Neha (2016), “Evaluation of Guest Satisfaction about Hospitality Services: A Case of Accommodation Units in Nainital, Uttarakhand” in *International Journal of Hospitality and Tourism Systems* Pp.47-55, Volume09.Issue No.2 ,December 2016, by Publishing India Group, New Delhi. ISSN: 09476250 (Impact Factor 2.575)
- 17) Gupta,S.K & Sharma, Neha(2016), Assessment of Guest Satisfaction in Hotels of Nainital: A study from Manager’s Perspective, in *AVAHAN A Peer Reviewed International Journal of Hospitality and Tourism Research*, Pp. 87-91, Volume04.Issue No.1, October 2016, by Publishing India Group, New Delhi . ISSN: 2347-4556
- 18) Gupta, S.K & Thakur, Pallavi,(2016), “International Tourism in India– Perception of Foreign Tourists”in *International Journal of Hospitality and Tourism Systems* Pp. 1-11, Volume09.Issue No.1 June 2016, by Publishing India Group, New Delhi. ISSN: 09476250. (Impact Factor 2.575)
- 19) Gupta,S.K & Rout,Prakash,(2016),“ The Value Chain Approach in Community Based Ecotourism : A Conceptual Framework on Sustainable Mountain Development in The Jaunsar-Bawar Region of Uttarakhand” in *Amity Research Journal of Tourism, Aviation and Hospitality*, Pp.24-32, Vol. 01, issue 01, January-June 2016 by Amity University ,Noida,Delhi (NCR)India. pISSN: 2456-0308(print),e ISSN 2455-9016(e)

ARTICLES PUBLISHED IN THE EDITED BOOK LAST SIX YEARS (2016-2022)

- 1)Sunil Kumar,Gupta,Shiv Kumar ., Vaishnava, Abhishek & Pankaj Kumar (2022), “ Evaluation of E-Service Satisfaction Among Online Travel Agency (OTA) Users ”, in Vipin Nadda , Pankaj Tyagi ,Malini Singh and Priyanka Tyagi edited “*Disruptive Innovation and Emerging Technologies for Business Excellence in the Service Sector* ” published by IGI Global ,USA, Pp 69-80 ISBN: 2327-5502 (Print),and eISSN 327-5529 (ebk.)
- 2)Gupta,S.K.,Haleem,M.(2022),“ Current Technological Trends and Communication Strategies for Marketing in Travel and Tourism”, in **Pankaj Kumar** et al. edited “*Inclusive Growth and Tourism*” published by Victorious Publishers (India),New Delhi, Pp138-160 ISBN: 978-93-92338-03-8 (Print),
- 3)Gupta, S.K, Lakhera, S.K, Agarwal, Trapti& Tiwari, Sunil (2020) “Soft Skills Scale Manual and Book” in Bharti publications New Delhi, Pp.1-7, ISBN: 9789389657265
- 4)Gupta,S.K ., Vijay, Prakash & Vaishnava, Abhishek (2019),“ Online Travel Trade in India :Challenges and Opportunities”, in Mohinder Chand and Vinay Chauhan edited “*Handbook of Research on International Travel Agency and Tour Operation Management*” published by IGI Global ,USA, Pp116-132 ISBN: 9781522584346 (Print),and 9781522584353 (ebk.)
- 5)Gupta,S.K & Rout,Prakash,(2016),“Participatory Tourism Entrepreneurship in Mountainous Himalaya:A Neoliberal Approach to Restructure Economy, Society and Ecology in Parikhat Manhas etal edited “*Sustainable Tourism Development: Building Competitive Advantage for Destinations*” published by “Black Prints” Pp 87-100,ISBN:978-93-84556-66-2.
- 6)Gupta,S.K & Rout,Prakash,(2016),“ The Travel Trade Business in Garhwal Himalaya of India:Opportunities and Challenges”, in Mohinder Chand edited “*Opportunities and Challenges for Tourism and Hospitality in the BRIC Nations*” published by IGI Global ,USA, Pp289-305 ISBN: 9781522507086(Print),9781522507093(e)

MOOCs

Content Writer and Video lecture delivered for the module on “*Growth ,Development and Trends in International Tourism*” for online Annual Refresher Program in Teaching (ARPIT) in Tourism and Hospitality Service Management ,under MOOCs platform SWAYAM ,organized by Ministry of Human Development & National Resource Centre ,H.N.B. Garhwal University,2019.

Total Number of Research Publications: Around 80

BOOKS

- 1) **Gupta,S.K.(2020), “ Foreign Language Skills-II, French” Uttarakhand Open University,Haldwani, Uttarakhand ISBN 978-81-962531-0-3**
- 2) **Gupta,S.K.(2019), “ Foreign Language Skills-I, French” Uttarakhand Open University,Haldwani, Uttarakhand,ISBN 978-93-85740-60-2**
- 3) **Gupta.S.K. & Agrawal,Neeraj (2014), edited “Tourism & Hospitality Industry: Modern State, Problems and Perspectives” Aman Publications, New Delhi, Pages:610,ISBN. 978-81-8204-083-0.**
- 4) John C. Crotts, **Gupta, S.K., & Bagri,S.C. (2013), Edited“Innovation and Competitiveness in the Hospitality and Tourism Industry”Kanishka Publishers, New Delhi . Pages:166, (ISBN No-978-81-8457-484-5)**
- 5) **Gupta, S. K., (2007), “International Air Fare & Ticketing :Methods & Technique” UDH Publishers, New Delhi, Pages:326, (ISBN81-85044-56-2)**
- 6) **Gupta, S. K., (2002), “Tourism & Heritage Resources in Garhwal: An Approach to Planning and Management” by Kavery Books, New Delhi.Pages:417, (ISBN81-7479-056-x).**

EDITOR

- Editor in Chief “Journal of Tourism”, A Bi- Annual International Referred UGC CARE Listed Journal.(ISSN-09727310)
- Associate Editor, “Ecoforum Journal”, an International Journal, Romania. (ISSN. 2344-2174)
- Associate Editor, “Revista de Turism- Studi si Cercetari in turism”, ‘An International Journal’, Romania.(ISSN. 1844-2994)