

# Dr. Bharti Gupta

Sr. Assistant Professor



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## Objective:

To use my abilities in a way that would deliver value to my organization while building the strengths I need to become a successful professional.

## Education:

<b>Ph.D.:</b> (2007-2010)	School of Hospitality and Tourism Management, University of Jammu, J&K, India Thesis Title: Competency Profiling and Manpower Planning for Travel Agencies and Tour Operating Sector of Northern India.
<b>MHRM.:</b> (2006-2008)	Pondicherry University, India.
<b>M.T.M.:</b> (2002-2004)	Centre for Hospitality and Tourism Management, University of Jammu, J&K, India
<b>B.T.S.:</b> (1999-2002)	Indira Gandhi National Open University, New Delhi, India

## Professional Experiences

<b>Sr. Asst. Professor:</b> July 2013- Present	Central University of Jammu J&K, India (Full Time)
<b>Asst. Professor:</b>	Central University of Himachal, Himachal Pradesh, India (Full Time)
<b>Lecturer(on-Contract).:</b>	Centre for Hospitality and Tourism Management, University of Jammu, Jammu, India
<b>Lecturer (on-contract):</b>	Department of Travel and Tourism in Government Polytechnic College, Bikram Chowk, Jammu, India.
<b>Academic counsellor: &amp; Evaluator</b>	Indira Gandhi Open University, New Delhi, India (Contractual)

## Academic Achievements

### Research Guidance:

- Supervised 04 Ph.D. research scholars
- Supervised 04 MPhil research scholars.

### Projects:

- Principal Investigator of the project envisaged by NITIAYOG on title "Development of Eco-friendly and Cost-effective Tourism in Hills" submitted under UGC- STRIDE Component -3 that is a part of the Collaborative Research Project under Consortium of Central Universities in the Indian Himalayan Region.
- Principal Investigator of the minor project on "Exploring Cultural Heritage of Gujjar Tribe of J&K via-a-vis Creative Tourism" funded by the Central University of Jammu.
- One of the Project Directors of an international project sponsored by UNESCO on "Accelerating Women Entrepreneurship in Rural India: Towards Digital Empowerment for Self-Reliance and Gender Equality"

## Invited Lectures:

- Invited as resource faculty in two-day State level Management Development Programme (MDP) for Doctors, Nursing Professionals/Defense forces hospitals/GMCH/Tutors of govt. and private nursing colleges/GNM/ANMT Schools and MLHP of district Kathua organized by Academy of Hospital Administration (AHA), India in collaboration with Government Medical College & Hospital, Kathua that held from 31-01-2023 to 1-02-2023 at GMCH, Kathua.
- Invited as a resource person by the School of Hotel Management & Tourism, Lovely Professional University in its 4<sup>th</sup> International Conference titled, "Sustainable Developmental Goals and Management Practices on the theme Regenerative Tourism: Innovations, Creativity and Sustainability" on 03<sup>rd</sup>-04<sup>th</sup> February 2023.
- Invited as visiting faculty to deliver an online lecture on "Understanding the Basics of Conducting Qualitative Research in Tourism Studies" from November 30<sup>th</sup> to December 4<sup>th</sup>, 2020 at the **University of Macerata (Italy)**, Department of Education, Cultural Heritage and Tourism under the aegis of the International Seminars' Week "Tourism and Destinations in Turbulent Times"
- Invited to deliver lectures on "Understanding the Relevance of Qualitative Research Strategy in Tourism Studies" during the International Seminars Week, 03-07 April 2017, at the Department of Education, Cultural Heritage and Tourism in the **University of Macerata, Italy**.
- Invited as a resource person in the National workshop for delivering six days lecture series on "Uses and Application of SPSS in Tourism Research" organized by the Department of Tourism, CMTHS, H.N.B. Garhwal University on 06-11 July 2009.

## Session Chaired/Co-chaired:

- Chaired a session at International Conference on Nanotechnology for Better Living held from 7-11 September 2021 at the National Institute of Technology, Srinagar.
- Chaired a session at 3<sup>rd</sup> International Research Symposium in Tourism Hospitality & Events: Impact, Innovation, Interdisciplinary organized by the University of Sunderland, UK on 23<sup>rd</sup> May 2019.
- Chaired a session in the 6<sup>th</sup> India International Hotel, Travel & Tourism Research Conference & 7<sup>th</sup> Indian Hospitality Congress Annual Conference held at Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi on 10<sup>th</sup>-12<sup>th</sup> February 2016.
- Chaired sessions in the Fifth International Conference on Interdisciplinary Social Science organized by Common Ground Publishing, Illinois University, USA held at the University of Cambridge, U.K on 2-5 August 2010.

## Course Coordinator:

- Acted as a coordinator of the course, "Skill Based Creative Tourism Development for Revitalizing the Identities of Local Community" sanctioned under the program scheme Global Initiative of Academic Network (GIAN) of MHRD that was conducted in May 2022.

## E-Content Creation:

- Created text-based e-content for the IGNOU study material on BTMC-135, Concepts and Impacts of Tourism in 2020
- Created video-based e-content in 2020 for the IGNOU study material on "TS 3- Management in Tourism" courses of the School of Tourism and Hospitality Services Management. TS-3 course is one of the Massive Online Open Courses (MOOC) offered on the SWAYAM platform of the Government of India. Each video corresponds to two Quadrants (Quadrant 1, e-tutorial, and Quadrant-3, Assessment)

## Curriculum Development:

- Contributed to the design of courses that are being taught in MBA (Tourism and Travel Management) at the Central University of Jammu.
- Contributed to the design of two courses of the MBA (Travel & Tourism) at the Central University of Himachal Pradesh.
- Contributed as an expert for the revision of subjects on Languages in the curriculum of the diploma program in "Travel and Tourism" in April 2006 under the National Institute of Technical Teachers' Training and Research.
- Contributed as one of the resource persons in the national workshop on framing the syllabus of Diploma and M.A. in Yoga organized by Yoga Centre, University of Jammu on 24-25 March 2006.

## Guest Editor:

Acted as a guest editor to the Journal of Tourism- an International Research Journal on Travel and Tourism. Vol. XVII, No. 1, 2016. ISSN: 0972-7310.

## Member of Editorial Board:

Section Editor (Travel & Tourism) of International Journal of Tourism & Hospitality Reviews

## Selected Publications:

- Pedapalli, S.C.K., **Bharti Gupta** and P. Mahajan, (2022), Climate change and tourism: a paradigm for enhancing tourism resilience in SIDS”, Worldwide Hospitality and Tourism Themes, vol. 14 No.5, pp. 431-440.
- Swati Samnotra and **Bharti Gupta** (2020). Peace and Tourism: Exploring the Erractic Relationship in Case of Kashmir. Journal of Tourism An International Journal of Travel and Tourism, Vol. XXI,(1)47-60 ISSN 0972-7310
- Parul Jasrotia and **Bharti Gupta** (2018). Comparative study of foreign values and Indian spiritual values - A case study of tourists visiting Rishikesh. Indian Journal of Applied Hospitality and Tourism Research. Vol. 10. ISSN 0975 – 4954
- Asma Bashir and **Bharti Gupta** (2017). Intangible Cultural Heritage and Experiential Tourism: A Netnographic Analysis of Tourists Engaging in Craft Based Tours in Jammu and Kashmir. Journal of Tourism an International Journal on Travel and Tourism, Vol. XVIII, (2), 1-18. ISSN 0972-7310
- Aamir Ali Ansari and **Bharti Gupta** (2017). Film Induced Tourism: A Motivational Tool for Converting Film Watcher to Film Tourist. Indian Journal of Applied Hospitality and Tourism Research, Vol.9, 34-40. ISSN No. 0975-4954.
- **Bharti Gupta** (2011). Competencies’ Importance and Performance in Tourism Industry: An Application of the Importance Performance Analysis Model. Journal of Interdisciplinary Social Sciences, 5 (9), 117-134. ISSN No. 1833-1882.
- Satish Bagri, **Bharti Gupta** and Babu George (2009). Environmental Orientation and Ecotourism Awareness among Pilgrims, Adventure Tourists, and Leisure Tourists. Tourism, 57(1), 55-68. ISSN No. 1332-7461.
- Vinay Chauhan and **Bharti Gupta** (2009). Role and Effectiveness of Industrial Training in Tourism Education. International Journal of Hospitality & Tourism Systems, 2(1), 143-157. ISSN No. 0974-6250.
- **Bharti Gupta** and Sonia Sharma (2008). Pilgrims’ Expectations and Satisfaction in the Hospitality Industry: A Case of Katra. International Journal of Hospitality and Tourism Systems, 1(1), 162-180. ISSN no. 0974-6250.
- **Bharti Gupta** (2008). Importance of Evaluating the Gap in Tourism Education vis-à-vis Industry Needs. Tourism Development Journal, 5 (6), 82-88.

## Conferences/Seminars/Workshops:

- Participated in 50-plus events as of now

## Research Awards:

- NET-JRF and SRF
- Graduate Scholar Award in an International Conference at Cambridge (2010)

## Professional Memberships

- Life-time member of the Social Science and Humanities Research Association (SSHRA)
- Lifetime member of the Teaching and Education Research Association (TERA)
- Life Member of the Indian Tourism and Hospitality Congress (ITHC)
- Life Member of the Indian National Trust of Art and Culture (INTACH)
- Life Member of the Public Relations Society of India (PRSI)

## International Visits for Academic Purpose

- Cambridge (2010); Surrey (2016); Macerata, Italy (2017) Derby (2019); Sunderland (2019)

## Languages Known

- English, Hindi, Dogri, Punjabi, Sanskrit (basic) and French (basic),

## Computer Software Literacy

- NVivo, SPSS, JAMOVI, VOSviewer and PLS-SEM 4.

## Hobbies

- Reading, Writing, and Cooking.