

**Dr.K.N. Lokesh Kumar**

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**Educational Qualification**

COURSE	COLLEGE	UNIVERSITY	YEAR OF PASSING	%
B.Sc.Ed (MPC)	Regional Institute of Education (NCERT)	University of Mysore	2008	67
MBA(Tourism& Travel)	Indian Institute of Tourism and Travel Management	IITTM (An Autonomous Body Under Ministry of Tourism, GOI)	2011	89
Ph.D.-Tourism Management	ANU College of Arts, Commerce & Law	Acharya Nagarjuna University	2021	

**Honors/ Fellowships**

- Gold medalist from Indian Institute of Tourism & Travel Management for MBA (Tourism &Travel)-2009-2011 and received gold medal from the then Tourism Minister Dr. Mahesh Sharma.
- Received S. K. Mishra medal award and cash prize for being overall topper at all branches of IITTM for the Batch 2009-11.
- Junior Research Fellowship (NET & JRF) awarded by University Grants Commission, New Delhi in the subject of Tourism Administration & Management 2012.

**Teaching Experience**

- As Assistant Professor at Ketan's institute of Hospitality Management, Hyderabad, Telangana (From 01.04.2011 to 30.04.2013)
- As Assistant Professor at National Institute of Tourism and Hospitality Management, Hyderabad, Telangana (From 01.05.2013 to 30.08.2019)
- As a Teaching Associate at Indian Institute of Tourism and Travel Management Nellore, Andhra Pradesh (From 01.09.2019 to 30.05.2020)
- Currently working as Assistant Professor in the Department of Hospitality and Tourism

Management, Assam University, Silchar, Assam (From 14.08.2020 to till date)

### **International Coordinator -ICCR**

- Worked as an International Coordinator for Indian Council of Cultural Relations (ICCR), Regional Office, Hyderabad for BBA and MBA scholars. (From 01.04.2011 to 30.04.2013)

### **International Exposure**

- Coordinated and participated in the 2018 MICE Destination Marketing Contest held on Sep. 19-21 organized by Taiwan External Trade Development Council (TAITRA), Taiwan and won Merit Award in Exhibition Marketing Award.

### **Publication: Journal Articles**

- An article “Managing human resources at work place-Kuoni Travel India –A case study)” has been published in Acme Intellects, International Journal of Research in Management, Social sciences and Technology Vol. 6, April 2014, Dec 2008 (Vol.6 Issue no 6), Pp, ISSN No. 2320 – 2939) (Print) ISSN 2320-2793(online)
- An article “A study on Hotel Employees Services Towards Customers in Hyderabad” has been published in International Journal of Research and Analytical Reviews (IJRAR) (Vol.6 Issue 2), Pp 514-517, June 2019 E-ISSN 2348-1269, P- ISSN 2349-5138 <https://www.ijrar.org/papers/IJRAR19K3658.pdf>
- An article “A Study on Recruitment Process of Tour operators and Travel Agencies in Telangana” is published in Review of Research (ROR), June 2019 (Vol.27, No.1), Pp 3-14. ISSN:ISSN No.2249-894X
- An article “Tea Tourism: Evaluating Prospects and Problems of Tea Tourism in Assam, North East India” is published in Tuijin Jishu/ Journal of Propulsion Technology , Vol. 44 No. 3 (2023). <https://propulsiontechjournal.com/index.php/journal/article/view/606>
- An article “Tea Tourism: Evaluating Prospects and Problems of Tea Tourism in Assam, North East India” is published in Tuijin Jishu/ Journal of Propulsion Technology , Vol. 44 No. 3 (2023). <https://propulsiontechjournal.com/index.php/journal/article/view/606>
- An article “Spirituality And Its Versatile Role – Attachment With Tourism” is published in Studies in Humanities and Social Sciences (SH&SS) Vol. XXX, NUMBER II (10), WINTER 2023 UGC Care Group 1 Journal ISSN 0972-1401

### **Publication: Book Chapters**

- A Chapter entitled “Family Farms-An Innovative Rural Tourism Product” is published in Tourism in India in 2014. (Chapter 8, Pp 101-109, Publisher: Zenon Academic Publishing, ISBN: 978-81-926819-7-9)
- A Chapter entitled “Safety, Security and Risk Management in Tourism: A Conceptual Review” is published in Safety, Security and Risk Management in Tourism 2021. (Chapter 8, Pp 199-216, Publisher: University Tun Hussien Onn Malaysia Press ISBN : 9789672975762) <https://www.e-sentral.com/book/info/343364>
- A Chapter entitled “Reflections on Digitisation and Promotion of Museums in Telangana, India” is published in Digitalization of Culture Through Technology 2023. (Chapter 19, Pp 111-116, Publisher: Routledge ISBN : 978-1-032-31547-8) [suneet et al., 2022](https://doi.org/10.1080/10439862.2023.2222222)

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- A Chapter entitled “Effects of COVID-19 on Consumer Behavior in the Tourism Industry” in the book *Tourism and Hospitality in Asia: Crisis, Resilience and Recovery*” is published in *Effects of COVID-19 on Consumer Behavior in the Tourism Industry*” in the book *Tourism and Hospitality in Asia: Crisis, Resilience and Recovery in 2023*. (Chapter 4, Pp 49-62, Publisher: Springer Nature SingaporePte Ltd. 2022. ISBN : 978-981-19-5762-8 ISBN 978-981-19-5763-5 (eBook)) <https://doi.org/10.1007/978-981-19-5763-5>
- A Chapter entitled “Traditional Textile Industry and Rural Tourism promotion in Telangana state of India” is published in *Rural Entrepreneurship; Issues & Challenges in 2023*. (Chapter 5, Pp 51-60. Publisher: Corvette Press, Ghaziabad, Uttar Pradesh. ISBN: 978-93-91385-09-5)
- A Chapter entitled “A Study on Adventure Tourism and Mountaineering Practice as a Business Perspective Among the Northern Region of India” is published in *Mountain Tourism and Ecological Impacts: Himalayan Region and Beyond in 2024*. (Chapter 1, Pp 1-14. Publisher: IGI Global,USA . ISBN13: 9798369308233, EISBN13: 9798369308240) <https://doi.org/10.4018/979-8-3693-0823-3.ch001>

### ***Publication: Seminar/Conference Proceedings***

- A paper titled “Careers in Tourism and Travel Industry ” has been published in the proceedings of “National Conference on Strategic Development Opportunities in Tourism & Hospitality Industry organized by National Institute of Tourism and Hospitality Management, Hyderabad Published by Professional Book Publisher ,Hyderabad .November 2015, Pp 168-173, ISBN:978-93-85506-02-4
- A paper titled “Tourism HR challenges-An Indian Perspective ” has been published in the proceedings of Two day National Seminar on Emerging trends in Tourism & Hospitality organized by Acharya Nagarjuna University ,Guntur ,Andhra Pradesh (Sponsored by UGC)Published by Paramount Publishing House ,Hyderabad .March 2017, Pp 259-263 , ISBN:978-93-85100-80-2

### ***Edited Book***

- Published a edited book “Tourism and Hospitality Management Education and Entrepreneurship” in October 2023.Publisher: Bharti Publications, New Delhi-110002. ISBN: 978-81-19757-25-1

### ***Research Experience/ Research Supervision***

- Doctoral research on “A Study on Recruitment Process in Tourism Industry (A Select Study of Hoteliers, Travel Agencies and Car Rentals) in Hyderabad”
- Supervisor: Post Graduation and Ph.D.

### ***Research Projects/Workshops***

- Participated in an Evaluation study of Visa on Arrival Scheme ,Ministry of Tourism, Government of India during 12.10.2010-31.10.2010 at Chennai International Airport ,India
- Successfully acted as Coordinator and completed 5-day workshop on Tourism Entrepreneurship & Start-up opportunities in North Eastern Region sponsored by ICSSR-NERC, Shillong during 6<sup>th</sup> -10<sup>th</sup>, December ,2021

- Successfully acted as Coordinator and completed 5-day workshop on “ Prospects of Eco Tourism Development in the Barak Valley, Assam sponsored by ICSSR-NERC, Shillong during 4<sup>th</sup> -8<sup>th</sup> , December ,2023

### ***Paper Presentation as Resource Person/ Invited Lectures***

- Delivered an invited lecture on ‘ Tourism Career Opportunities in North -East India:Post Pandemic Scenario organized by Byatikram Masdo during 23.06.2021.
- Delivered an invited lecture as Key Note Speaker in National webinar on “Post Pandemic Travel Scenario & Opportunities” which was organized by Department of Tourism & Hospitality Management, Mandsaur university, Mandsaur (Madhya Pradesh) on 24th July, 2021.
- Delivered an invited lecture as Expert Speaker on “Employment opportunities in Tourism and Travel Industry organized by Parul Institute of Business Administration, Parul University on 18.09.2021
- Acted as a resource person for the National workshop (Online ) on “ Tourism for Inclusive Growth” Organized by Department of Tourism Management,Vikrama Simhapuri University , on 27.09.2021
- Acted as a resource person in the Two day National Workshop on Strategic Opportunities for the development of Sunrise Tourism in Andhra Pradesh organized by Acharya Nagarjuna University, Guntur, Andhra Pradesh during 28.03.2018 to 29.03.2018
- Acted as a Speaker for 23<sup>rd</sup> International Joint World Cultural Tourism Conference 2019 Organized at National Institute of Tourism and Hospitality Management, Hyderabad during January 10<sup>th</sup>-12<sup>th</sup> ,2019
- Delivered an Expert Session in Swachhta Action Plan ( SAP) Programme Sponsored by Ministry of Tourism, Government of India Held at Shankerji Memorial High School,Nampally,Hyderabad organized by Indian Institute of Tourism and Travel Management ,Nellore ,Andhra Pradesh on 21.01.2019
- Delivered an Training Session on Development of Homestay Enterprises on 11<sup>th</sup> -13<sup>th</sup> September, 2023 under "Developing Rural Homestays" Project under ASRLM, Government of Assam

### ***Seminars Paper Presentations-Seminars/Conferences***

- Presented a paper on “Rural Tourism in India ” in National Conference on Eco and Rural Tourism in India -Prospects & Problems organized by Department of Tourism Management, Vikrama Simhapuri University, Andhra Pradesh, India during 13th - 14th July 2013.
- Presented a paper on “The HR challenges in Tourism Industry” in National Seminar on “Incredible India lies in its future preservation of water” organized by Garden City College Department of Tourism, Bangalore, India during September 30,2013.
- Presented a paper on “Tourist rights at tourism destinations-An Indian Context” in National conference on Innovations in Tourism and Hospitality sector in India organized by National Institute of Tourism and Hospitality Management, Hyderabad during 25th& 26th October ,2013
- Presented a paper on “Family Farm-An Innovative Rural Tourism Product” in One day State level seminar under UGC scheme on Retrospective perspective of social sciences: Their impact on present and future dimensions organized by Government city college, Hyderabad during 13th Feb,2014

- Presented a paper on “Social media marketing in Tourism-A Study on IRCTC rail tourism with special focus on Andhra Pradesh” in Two-day National level seminar on Opportunities and Challenges in Hospitality Education in India organized by Centre for Tourism and Hotel Management, Madurai Kamraj University during 22<sup>nd</sup> & 23<sup>rd</sup> Feb,2014
- Presented a paper on “Careers in Tourism & Travel Industry” in UGC Sponsored Two day national workshop on Tourism-An engine for income generation & employment for the nation building organized by Department of Tourism & Hospitality Management, Acharya Nagarjuna University, Guntur, Andhra Pradesh during 17<sup>th</sup> & 18<sup>th</sup> March ,2019
- Participated in ‘Global Celebrations on Buddhist Heritage of Telangana’ organized by Telangana Tourism, Government of Telangana during 23<sup>rd</sup> -26<sup>th</sup>, February 2017
- Presented a paper on “Retrospective overview of research on digitization of cultural heritage” in International Conference on Digitalization and Revitalization of Cultural Heritage Through Information Technology - ICDRCT-21 organized by Kalinga Institute of Industrial Technology (KIIT) Deemed to be University, Bhubaneswar, Odisha, India during 23<sup>rd</sup> - 24<sup>th</sup> November, 2021
- Participated in One day National Workshop ( Online ) on “ Resilience Strategies in Tourism “ organized by Department of Tourism Management ,Vikrama Simhapuri University ,Nellore ,Andhra Pradesh on 25<sup>TH</sup> January,2021.
- participated in the Two day Virtual National Seminar on “Services Sector In Post Pandemic – Challenges and Opportunities ”organized by Department of Business Management & IQAC held on 29<sup>th</sup> and 30<sup>th</sup> July 2022
- Presented a paper on “Retrospective overview of research on digitization of cultural heritage” in the International Conference on Digitalization and Revitalization of Cultural Heritage Through Information Technology - ICDRCT-21 organized by Kalinga Institute of Industrial Technology (KIIT) Deemed to be University, Bhubaneswar, Odisha, India during 23<sup>rd</sup> - 24<sup>th</sup> November, 2021

### ***E-Content Developed***

- Developed modules of Entrepreneurship in Tourism for MBA (Tourism & Travel Management), Centre for Distance Education, Acharya Nagarjuna University, Guntur, Andhra Pradesh  
<https://drive.google.com/file/d/1uFBimykt5DDAENkp0jMY57MuFlfdg9jw/view?usp=drivesdk>
- Developed modules of Research Methods in Tourism for MBA (Tourism & Travel Management), Centre for Distance Education, Acharya Nagarjuna University, Guntur, Andhra Pradesh  
[https://drive.google.com/file/d/1SqXe0cMScVLF1MjZuJ6tTVPjI\\_jwBx0/view?usp=drivesdk](https://drive.google.com/file/d/1SqXe0cMScVLF1MjZuJ6tTVPjI_jwBx0/view?usp=drivesdk)
- Developed E-content on Travel agency and Tour Operations Management for the Diploma in Travel and Tourism Management (TTM) course which is being offered by the MOOCs Platform ANU
- Developed materials in the following chapters of Tourism at Senior Secondary Level for the Borad of Open Schooling and Skill Education (BOSSE), Sikkim
- Concept of Geographical Resources in Tourism

- Fundamentals of Travel and Tourism Geography
- Travel Agency and Tour Operations Business
- Safe and Honorable Tourism

#### ***Other relevant academic activities***

- Designing and development of course structure of MBA-Hospitality and Tourism Management course of Dept. of Hospitality and Tourism Management, Assam University.
- Coordinated the Engagement of Onsite event volunteers for G20 Event held at Guwahati from 6<sup>th</sup> -8<sup>th</sup> February, 2023 in collaboration with Thomas cook India Ltd.
- Question paper setting and moderation
- Permanent as well as invited Member, all committees of Dept. of Hospitality and Tourism management, Assam University.
- Member, Board of Post Graduate Studies (BPGS), Dept. of Hospitality and Tourism Management, Assam University (2017-2020)
- Member, School Board, Jawaharlal Nehru School of Management Studies, Assam University
- Member, Research Advisory Committee (RAC), Dept. of Hospitality and Tourism Management
- Member, Research Advisory Committee (RAC), Dept. of Business Administration, Assam University
- Member, Research Advisory Committee (RAC), Dept. of Social Work, Assam University
- Admission Coordinator for MBA & Ph.D. (Hospitality and Tourism Management) from the year 2020 onwards till date
- Coordinator, IQAC for Department of Hospitality and Tourism Management
- Coordinator, Website for Department of Hospitality and Tourism Management
- Coordinator, Newsletter for Department of Hospitality and Tourism Management

#### ***Orientation/ refresher programmes***

- Successfully completed Faculty induction programme with grade A+ conducted by UGC-HRDC, University of Madras from 24.01.2022 to 22.02.2022
- Successfully completed Refresher Course with grade A+ conducted by UGC -HRDC, University of Calicut from 15.03.2023- 28.03.2023

#### ***Orientation/ refresher programmes***

- Successfully completed one week Faculty development programme on Effective teaching methodologies conducted by National Institute of Tourism and Hospitality Management, Hyderabad from 26.05.2014 to 30.05.2014
- Successfully completed Ten Days Online ICSSR, New Delhi Sponsored 'Research Methodology Course for M.PHIL/PHD/PGD Scholars in Social Sciences from 17th-26th November, 2020 organized by the Department of Management and Placement & Counseling Cell, North-Eastern Hill University, Tura Campus, Meghalaya, India
- Successfully completed the ICSSR Sponsored Online Capacity Building Programme for Social Science Faculty Members/Researchers conducted by the School of Social Sciences, Central University of Punjab, Bathinda, from 9th - 21st August, 2021 and secured Grade -A
- Successfully completed AICTE Sponsored Elementary FDP on Research methodology -

Techniques & Software for Social sciences organized by Department of Business Administration, Assam University from 23.08.2021 to 27.08.2021

- Successfully completed AICTE Sponsored advanced FDP on Research methodology - Techniques & Software for Social sciences organized by Department of Business Administration, Assam University from 06.09.2021 to 10.09.2021.
- Successfully completed AICTE Sponsored Elementary FDP on Tour Packaging Management organized by Indira Gandhi National Tribal University, Amarkantak from 09.08.2021 to 13.08.2021.
- Successfully completed Five days FDP on "Tourism and Climate change -Evidences from Indian" organized by Department of Tourism & Hospitality Management ,Central University of Tamil Nadu from 27.12.2021 to 31.12.2021
- Successfully completed Management development programme conducted by RV institute of Management from 24.01.2022 to 28.01.2022
- Successfully completed Online Faculty Development and Training Programme (FDTP)on "Marketing Analytics" held on 31st July,2022 (Sunday)Organized by BPUT-Nodal Centre for Faculty Development and Training (NCFDT) : Srusti Academy of Management (Autonomous), Bhubaneswar.
- Participated in workshop on "Data Analytics: Use of Structural Equation Modelling (SEM) in Social Sciences", organized by the Department of Management, School of Business and Economics, in Association with Centre for Research in Business Analytics Adamas University, on 17th July 2021

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