**School of Business Studies**

**Name: Dr. Bharti Gupta**

**Designation: Assistant Professor**

**Department: Tourism and Travel Management**

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**Academic Profile**

* Assistant Professor in Central University of Jammu since 2nd July 2013.
* Assistant Professor in Central University of Himachal Pradesh from 9th November 2012 to 1st July 2013
* Full time Academic Consultant (Against the post of Assistant Regional Director) from September 2010 to March 2011
* Lecturer in Government Polytechnic College, Bikram Chowk, Jammu from 26th October 2005 to 16th April 2007.
* PhD in Tourism Management
* NET-JRF jn Tourism Administration and Management
* Master of Tourism Management
* Bachelor in Tourism Studies

**Research Interests**

* Creative and Cultural Tourism
* Sustainable Tourism Development
* Tribal Tourism, Peace Tourism, Spiritual Tourism and Patriotic Tourism

**Selected Publications**

1. Samnotra, S and **Gupta, B** (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 No. 0972-7310
2. Bashir, A and **Gupta, B** (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 No. 0972-7310
3. **Gupta, B.** (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.
4. Bagri,S., **Gupta, B.** and George, B. (2009). Environmental Orientation and Ecotourism Awareness among Pilgrims, Adventure Tourists, and Leisure Tourists. *Tourism,* *57*(1), 55-68. ISSN No. 1332-7461.