

# SCHOOL OF BUSINESS STUDIES

## CENTRAL UNIVERSITY OF JAMMU

### Faculty Curriculum Vitae – AACSB Format

Instructions: Complete all sections. This CV format aligns with AACSB Table 15-1 requirements. Update annually.

## 1. PERSONAL INFORMATION

Full Name	Dr. Bharti Gupta
Designation	Professor
Department	Tourism and Travel Management
Date of Joining SBS	02/7/2013
Highest Qualification	PhD in Tourism Management
Areas of Specialization	Cultural and Heritage Tourism, Sustainability, Creative Tourism
Email / Phone	bharti.ttm@cuammu.ac.in
ORCID / Google Scholar ID	<a href="https://orcid.org/00000002-8214-8089">https://orcid.org/00000002-8214-8089</a>

## 2. AACSB FACULTY QUALIFICATION STATUS

Select your classification based on AACSB Standard 15. Dean/Committee will verify.

Classification	Criteria	Check (✓)
SA – Scholarly Academic	Doctoral degree + sustained peer-reviewed research (2+ PRJs in last 5 years)	[✓]
PA – Practice Academic	Doctoral degree + sustained professional engagement	[✓]
SP – Scholarly Practitioner	Master's + professional experience + scholarly contributions	[✓]
IP – Instructional Practitioner	Master's + significant professional experience	[✓]

## 3. ACADEMIC QUALIFICATIONS

Degree	Discipline/Specialization	Institution	Year	Thesis Title (if applicable)
Ph.D.	Tourism Management	University of Jammu	2010	Competency Profiling and Manpower Planning for Travel Agencies and Tour Operating Sector of Northern India
M.Phil./MBA/MA	MTM (Master of Tourism Management)	University of Jammu	2004	
Bachelor's	BTS (Bachelor of Tourism Studies)	Indira Gandhi National Open university	2002	
Other	Master of Human Resource Management	Pondicherry University		

#### 4. TEACHING PORTFOLIO (Last 5 Years)

Course Name	Program (MBA/BBA/PhD)	Semester & Year	Student Feedback Score	Innovations Used
Inbound Operation Management	MBA (TTM)	Third /2021		
Management Process and Org. Behaviour	MBA (TTM)	First/ 2021		
Exposure to Foreign Language-1	BVoc (TM)	First/ 2021		
Tourism Resources and Products of India	MBA (TTM)	2 <sup>nd</sup> /2022		
French Language -1 (French)	MBA (TTM)	2 <sup>nd</sup> /2022		
Exposure to Foreign Language-II	BVoc (TM)	2 <sup>nd</sup> /2022		
.Tourism Principles and Practices	MBA (TTM)	First/ 2022		
Services Marketing	BVoc (TM)	First/2022		
Hospitality Management	BVoc (TM)	First/ 2022		
Inbound Operation Management	MBA (TTM)	Third/2023		
Tourism Resources and Products of India	MBA (TTM)	2 <sup>nd</sup> /2023		
French Language - French	MBA (TTM)	2 <sup>nd</sup> /2023		
Tourism Principles and Practices	MBA (TTM)	First/2023		
Inbound Operations Management	MBA (TTM)	Third/2023		
Sustainable Tourism Management	MBA (TTM)	Third/2023		
Tourism Products and Services	BVoc (TM)	Third/2023		
Indian Knowledge System	BTech	First/2023		
Tourism Resources and Products of India	MBA (TTM)	2 <sup>nd</sup> /2024		
French Language - French	MBA (TTM)	2 <sup>nd</sup> /2024		
Tourism Resources and Products of India	MBA (TTM)	2 <sup>nd</sup> /2024		
Introduction to Tourism and Hospitality	BVoc (TM)	First/2024		
Inbound Tour Operation Mangement	MBA (TTM)	Third/2024		
Management of	MBA (TTM)	First/2025		

Organisation				
Business Environment and Ethics	MBA (TTM)	First/2025		
Indian Knowledge System	MBA (TTM)	2 <sup>nd</sup> /2026		
Innovation and Entrepreneurship	MBA (TTM)	2 <sup>nd</sup> /2026		

List all courses taught. Attach student evaluation summaries if available.

## 5. INTELLECTUAL CONTRIBUTIONS (Last 5 Years)

AACSB categorizes ICs as: (a) Basic/Discovery Scholarship, (b) Applied/Integration, (c) Teaching/Pedagogical. List ALL outputs.

### 5a. Peer-Reviewed Journal Articles

#	Title	Journal Name	Year	ABD C/ABS Rank	Impact Factor	IC Type (D/A/T)
1	Examining the attitude-behaviour gap: barriers to sustainable tourism from a developing country, India". International	Journal of Tourism Policy, 15 (5), pp.395-411	2025	Scopus	1.5	A
2	Prachi Mahajan., <b>Bharti Gupta</b> , and Pedapalli, S.C.K. (2023). How Stakeholders collaborate? Meeting the challenges and availing the opportunities of military heritage tourism, Journal of Cultural Heritage Management and Sustainable Development. Vol. ahead of print	Journal of Cultural Heritage Management and Sustainable Development. Vol. ahead of print		C	1.4	A
3	Climate change and tourism: a paradigm for enhancing tourism resilience in SIDS",	Worldwide Hospitality and Tourism Themes, vol. 14 No.5, pp. 431-440.	2022	C	2	A

### 5b. Conference Proceedings / Presentations

#	Title	Conference Name & Location	Year	IC Type
1.	AI and Heart: Conceptualizing Emotional Intelligence in Cultural Tourism Experiences.	15 <sup>th</sup> ITHC International Conference on Transforming Tourism and Hospitality Business: Embracing Technology and Sustainability,	2024	

		Wolverhampton University, U.K		
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### 5c. Books / Book Chapters / Edited Volumes

#	Title	Publisher / ISBN	Year	IC Type
1	How does social media influence tourist behaviour? A conceptual framework for exploration.	Maayaa Global	2024	

### 5d. Case Studies / Working Papers / Other Scholarly Outputs

#	Description	Outlet/Status	Year	IC Type
1	Research paper Title: "Destination Branding Challenges: The Underpromotion of Jammu and Kashmir's Culture and Heritage " in World Development	Submitted	2026	A
2	Research paper Title: "Interpreting Military Heritage through Family Narratives: War Heroes' Families as Heritage Stakeholders" in Journal of Cultural Heritage Management and Sustainable Development	Submitted	2025	T

## 6. FUNDED RESEARCH PROJECTS

#	Project Title	Funding Agency	Amount (INR)	Duration	Role (PI/Co-PI)
1	"Development of Eco-friendly and Cost-effective Tourism in Hills"	UGC- STRIDE Component -3 that is a part of the Collaborative Research Project under Consortium of Central Universities in the Indian Himalayan Region	Rs.2,50,909	One year	PI
2	"Accelerating Women Entrepreneurship in Rural India: Towards Digital Empowerment for Self-Reliance and Gender Equality"	UNESCO	10,000 USD	One Year	Co-project Director
3	Minor project on "Exploring Cultural Heritage of Gujjar Tribe of J&K via-a-vis	Central University of	2 lac	2 year	PI

	Creative Tourism” funded by the Central University of Jammu.	Jammu			
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## 7. PROFESSIONAL ENGAGEMENT & SERVICE

Important for PA/SP/IP classifications. Include consulting, board memberships, industry training, etc.

<b>Industry Consulting / Advisory Roles</b>	
<b>Board Memberships / Committee Service</b>	
<b>Professional Certifications / Licenses</b>	
<b>Executive Education / FDPs Conducted</b>	Program coordinator for Online FDP program on the theme Research and Development; organized by UGC-Malaviya Mission Teacher Training Centres (MMTTCs), Central University of Jammu.
<b>Editorial Board / Journal Reviewer</b>	Section Editor (Travel & Tourism) of International Journal of Tourism & Hospitality Reviews 2. 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.
<b>MoUs / Industry Collaborations Facilitated</b>	MoU facilitated with University of Macerata, Italy
<b>Patents / Copyrights / IPR</b>	1. LISTEN Model: Local initiative for Skill, Training and Education Network; year 2025 2. MRP Model for Emotional Health; year 2025

## 8. Ph.D. SUPERVISION

#	Scholar Name	Research Topic	Status (Ongoing/Awarded)	Year of Award
1	Asma Bashir	Cultural Constructs and Creativity for Tourism Development: A case Study of J&K State.	Awarded	2020
2	Swati Samnotra	Peace through Tourism: Exploring the Erratic Relationship	Awarded	2020
3	Parul Jasrotia	Volunteer Tourism through Spirituality - An Experiential Learning towards Community Development	Awarded	2020
4	Shah Nawaz	Exploring the Touristic Potentialities of Cultural Diversities in Himalayas: An Ethnographic Study	Awarded	2020
5	Prachi Mahajan	Military Heritage Tourism as a Resource for Valour Tourism Development	Ongoing	
6	P Sarath	Sustainable Development of	Ongoing	

	Chandra Kanth	Coastal Tourism for Alternative Livelihood Creation of Rural Fisherfolk Communities in Andhra Pradesh		
7	Sachiv Gupta	Vitalizing Indigenous Knowledge for Sustainable Tourism Entrepreneurship	Ongoing	
8	Simranjeet Kaur	Yet to be decided	Ongoing	

## 9. AWARDS, HONORS & RECOGNITIONS

#	Award / Honor	Conferring Body	Year

## 10. SOCIETAL IMPACT & COMMUNITY ENGAGEMENT

AACSB Standard 9 emphasizes engagement and societal impact. Include outreach, CSR, community service.

#	Activity / Initiative	Impact / Beneficiaries	Year
1	Publishing News paper articles	As an academican, my newspaper writings on history, tourism, culture, and societal issues have served as a bridge between scholarly knowledge and the wider community. By presenting historical insights alongside contemporary cultural and tourism dynamics, I have contributed to preserving heritage, promoting responsible tourism, and enhancing public awareness. At the same time, addressing pressing social concerns has encouraged informed dialogue and community participation. This integrated approach has helped foster a more conscious, culturally rooted, and socially responsible society.	2020-2026
2	Radio talks and visual media engagements	Through my radio talks and visual media engagements such as podcasts, I have extended academic knowledge beyond the classroom to reach a wider and more	2023-2026

		diverse audience. By discussing themes related to culture, tourism, history, and societal concerns in an accessible manner, I have contributed to public awareness and informed dialogue. These platforms have enabled meaningful community outreach, fostering critical thinking and encouraging responsible and culturally sensitive perspectives in society.	
3	Speaker at events organized by community organizations (LEAD, POJK Visthapit Sewa Samiti, etc) and academic institutions (IIM, Lovely Professional University, Dogra Law College, etc)	My participation as a speaker at programs hosted by community organizations and academic institutions has allowed me to connect directly with the public beyond academic spaces. By engaging with diverse audiences on themes of heritage, tourism, and social concerns, I have helped stimulate thoughtful dialogue and practical awareness at the grassroots level. These interactions have not only disseminated knowledge but also encouraged community-driven perspectives and collective responsibility toward societal development.	2024-2026

## DECLARATION

I certify that the information provided above is true and complete to the best of my knowledge.

Signature: \_\_\_\_\_

Date: \_\_13/3/2026\_\_\_\_\_

Verified by Dean: \_\_\_\_\_