

| Degree                                  |                        | University / Institution | Year of Completion |
|---|------------------------|--------------------------|--------------------|
| <b>M.B. A.</b>                          | Service Marketing      | M.D. University, Rohtak  | 2013               |
| <b>Ph.D</b>                             | Heritage Tourism       | A.P.S. University, Rewa  | 2008               |
| <b>Master of Tourism Administration</b> | Tourism Administration | A.P. S. University, Rewa | 2000               |
| <b>Graduation</b>                       | Tourism                | P.U. Jaunpur             | 1998               |

***Total Experience:***

15 Years including industry experience

***Area of Specialization/Interest:***

Heritage Tourism, Adventure Tourism, MICE, Cultural Tourism, Tourism Resources and Products, Tourism Operations and Management

***Publications :***

**JOURNALS ARTICLES**

1. Singh, C.D, **Singh, A.K.** and George, R. (2004) Ayurveda – An Emerging Tourism Product of India, Vindhya Bharti (A Quarterly Research Journal), A.P.S. University, Rewa, Vol.1 No.2, pp 5-9
2. Singh, R, Singh, **Singh A.K.** and Sharma, A. (2008) Analysis of Tourism Development (A Case Study of Himanchal Pradesh), Sandesh- Mastnath Journal of Management (Refereed Journal) Vol.3 No.1 &2, pp 36-41
3. **Singh, A.K** and Dalal, J. (2011) Satisfaction Level of Customers in Hotel Industry: A Study of Selected Hotels of Uttarakhand, International Journal of Hospitality Business and Research, Vol. 2 No.1, pp15-34
4. **Singh, A.K** and Dhankar, D. (2012) Meta Marketing: A New Approach in Tourism Promotion, Journal of Tourism and Hospitality (An International Research Journal on Tourism and Hospitality) B.R. Ambedkar University, Agra, Vol. 1, No 1, pp 71-77
5. **Singh A.K,** Singh, Amarjeet and Shilpi (2013) Relation Between Destination Image and Tourist Experiences, International Journal of Research in Economics and Social Sciences, Vol. 3, Issue 7 pp 57-63

6. Dangi, V, and **Singh A.K.** (2014) Marketing Strategies for Rural Tourism in India International Journal of Advances in Social Sciences, Vol.2 Issue 3, pp.137-144.
7. Dangi, V, and **Singh A.K.** (2014) Rural Tourism in India: Problem and Prospects International Journal of Reviews and Research in Social Sciences, Vol. 2 Issue 3, pp.151-155.

#### **ARTICLES IN EDITED BOOKS**

1. Women Entrepreneurship Development in India: Characteristics, Current Issues and Schemes (Ed) Arun Kumar Kaushik, **Amit Kumar Singh** and Jagbir Singh Dalal, Bharti Publications, New Delhi ISBN978-93-8121-211-0 pp.183-205
2. Study of E Tourism in Uttarakhand: Impact of New Technology and Challenges (Ed), **Amit Kumar Singh**, Arvind Kumar Dubey and Jagbir Dalal, Himalaya Publishing House, New Delhi, ISBN:978-93-5097-372-1 pp.214-226
3. Tourism Education Policy and Structure (Ed) Arvind Kumar Dubey and **Amit Kumar Singh**, Jnanada Prakashan, New Delhi, ISBN:978-81-7139-575-0 pp.142-166
4. Need of Customer Relationship Management in Hotel Industry: A Study of Khajuraho Hotels (Ed) Pramod Kumar Singh and **Amit Kumar Singh**, Bharti Publications, New Delhi, ISBN: 978-93-81212-89-9

#### **CONTRIBUTION IN SELF LEARNING MATERIALS FOR DISTANCE EDUCATION**

1. Contributed 8 Chapters for **BTS 402** (Airlines Ticketing and Cargo Operations) and 4 chapters for Tour Guiding (**DTGE003**) for Uttarakhand Open University
2. Contributed 8 Chapters for **B.Sc. in Airlines, Tourism and Hospitality Management** for Customer Care and Inter Personal Skills (**Subject Code – BTA 05**) for Punjab Technical University

#### **Seminars/Conferences/Workshops/Events Organized:**

| <b>Year</b>                | <b>Name of the Event</b>                    | <b>Sponsor</b>             | <b>Position Held</b>           |
|----------------------------|---|----------------------------|--------------------------------|
| 10-12<br>November, 2009    | Inter Zonal Youth Festival                  | M.D. University,<br>Rohtak | Organizing Committee<br>Member |
| 02-06 February,<br>2010    | Inter University National Youth<br>Festival | M.D. University,<br>Rohtak | Organizing Committee<br>Member |
| 11-13<br>November,<br>2010 | Inter Zonal Youth Festival                  | M.D. University,<br>Rohtak | Organizing Committee<br>Member |
| 15-17<br>November,         | Inter Zonal Youth Festival                  | M.D. University,<br>Rohtak | Organizing Committee<br>Member |

|  |   |   |                             |
|--|---|---|-----------------------------|
| 2011   |   |   |                             |
| 30 <sup>th</sup> October to 1st November, 2012 | Youth Festival  | M.D. University, Rohtak                   | Organizing Committee Member |
| 8-10 November, 2013                            | Inter Zonal Youth Festival  | M.D. University, Rohtak                   | Organizing Committee Member |
| 14-16 November, 2014                           | Inter Zonal Youth Festival  | M.D. University, Rohtak                   | Organizing Committee Member |
| 16 <sup>th</sup> March, 2015                   | Zonal Youth Festival/Folk Festival  | M.D. University, Rohtak                   | Organizing Committee Member |
| 27 <sup>th</sup> September, 2013               | World Tourism Day Celebration   | IHTM, M.D. University                     | Organizing Secretary        |
| 25-26 March, 2014                              | International Conference on “Paradigm Shifts in Global Hospitality and Tourism Industry”  | IHTM, M.D. University                     | Organizing Secretary        |
| 6th-8 <sup>th</sup> February, 2015             | International Conference on Inclusive Growth and Sustainable Development: Agenda for Tourism and Hospitality Industry at Manali | Indian Tourism and Hospitality Conference | Organizing Committee Member |
| 16 <sup>th</sup> October, 2015                 | TourismFest-2015  | IHTM, M.D. University                     | Organizing Secretary        |
| 27 <sup>th</sup> November, 2015                | Advent- 2015 (Quiz)   | IHTM, M.D. University                     | Organizing Secretary        |
| 28 <sup>th</sup> November, 2015                | Advent-2015 (Adventure Activity)  | IHTM, M.D. University,                    | Convener                    |

***Paper Presentations in National Seminars/Conferences/Workshops***

| <b>Date</b>                                       | <b>Title of the paper</b>                 | <b>Organizer</b>                             | <b>Main Theme</b>   |
|---|---|--|---|
| 29 <sup>th</sup> -30 <sup>th</sup> November, 2003 | Tourism Destination Indonesia             | Institute of Tourism Studies, MGKVP Varanasi | National Seminar on “Tourism in Buddhist Circuit: Problems and Prospects” |
| 9 <sup>th</sup> - 10 <sup>th</sup> February, 2004 | Ayurvedic Treatments in India             | IITTM, Gwalior                               | National Seminar on “Emerging Trends in Tourism”                          |
| 1 <sup>st</sup> -2 <sup>nd</sup> March,           | Sustainable Tourism Approach for Varanasi | All India Tourism Teachers Association       | National Seminar on “Sustainable Tourism                                  |

|  |   |  |   |
|--|---|--|---|
| 2004   |   |  | Planning and Development”   |
| 17 <sup>th</sup> -18 <sup>th</sup><br>January,<br>2009 | Meta Marketing: A New Approach in Hospitality Promotion   | IITTM, Gwalior   | National Conference on “Indian Civil Aviation Sector: Future Directions”                        |
| 09 <sup>th</sup> -10 <sup>th</sup><br>April, 2011      | Emerging Trends in Hospitality and Tourism  | Institute of Hotel and Tourism Management, M.D. University, Rohtak | National Conference on “Emerging Trends in Hospitality and Tourism”                             |
| 27 <sup>th</sup><br>September,<br>2011                 | History of Indian Culture: Vedic to Modern  | Institute of Hotel and Tourism Management, M.D. University, Rohtak | National Seminar on “Tourism –Linking Cultures”   |
| 15 <sup>th</sup> -16 <sup>th</sup><br>October,<br>2011 | Wetland Tourism: Community Based Tourism or Something Else (A Case Study of Bharatpur Bird Sanctuary)             | UIHM&T, Panjab University, Chandigarh                              | National Seminar on “Tourism and Hospitality Industry: Omissions, Innovations and Challenges”   |
| 20 <sup>th</sup> October,<br>2011                      | An Introduction to Indian Gastronomy  | Institute of Hotel and Tourism Management, M.D. University, Rohtak | National Seminar on “Culinary Services and Hospitality”   |
| 25 <sup>th</sup><br>February,<br>2012                  | Vagabond Tourism: Problems and Prospects  | Institute of Hotel and Tourism Management, M.D. University, Rohtak | National Seminar on “Indian Tourism: Meeting Challenges for Future”                             |
| 01 <sup>st</sup><br>September,<br>2012                 | Benefits and Burden: A Case Study of Tourism Education Impact in Haryana  | Institute of Hotel and Tourism Management, M.D. University, Rohtak | National Seminar and Hospitality Summit on “Shaping Youth for Hospitality and Tourism Industry” |
| 20 <sup>th</sup><br>February,<br>2012                  | Role of Heritage Circuits in career Enhancement: A Study of Churu, Jhunjhunu and Shekhawat districts of Rajasthan | Institute of Hotel and Tourism Management, M.D. University, Rohtak | National seminar on “Indian Values and Culture-Role in Career Enhancement”                      |
| 12 <sup>th</sup><br>February,<br>2013                  | Environmental Protection Policies Followed by Hotels: A Case study of ITC Group                                   | Institute of Hotel and Tourism Management, M.D. University, Rohtak | One Day workshop on “Environmental Practices in Hotel and Tourism Business”                     |
| 15 <sup>th</sup> -16 <sup>th</sup><br>February,        | Community Participation and its role in Sustainable   | UIHM&T, Panjab University,   | National Seminar on “One Billion Tourists, One Billion  |

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|---|--|--|---|
| 2013  | Tourism Development  | Chandigarh   | Opportunities”  |
| 02 <sup>nd</sup> September, 2013                    | Role of Travel Agencies in Promoting International Business in India         | Institute of Hotel and Tourism Management, M.D. University, Rohtak | National Seminar on “Employment, Education and Entrepreneurship in Tourism and Hospitality”   |
| 04 <sup>th</sup> September, 2013                    | Cultural Heritage and Sustainable Tourism                                    | Institute of Hotel and Tourism Management, M.D. University, Rohtak | National Seminar on “Environmental and Business Issues in Hospitality and Tourism Industry”   |
| 28 <sup>th</sup> -29 <sup>th</sup> , November, 2013 | Sustainable Development: A Journey from Vedic to Modern                      | CMT&HS, HNB Garhwal University, Uttarakhand                        | National Seminar on “Applications of Science and Technology for Sustainable Tourism and Hospitality Industry: Bridging Theory and Practice” |
| 8 <sup>th</sup> -9 <sup>th</sup> February, 2014     | An Application of Carbon Offsetting in Tourism- A Case Study of Rome and Rio | UIHM&T, Panjab University, Chandigarh                              | National Seminar on “Green Hospitality and Tourism Industry: Status Trends and Future Prospects”  |
| 28 <sup>th</sup> February, 2014                     | Issues and Challenges of World Heritage Sites in India                       | IMSAR, M.D. University, Rohtak                                     | National Conference on “Emerging Trends in Management”  |
| 8 <sup>th</sup> -9 <sup>th</sup> March, 2014        | Ethics and Laws: An Interdisciplinary Approach in Tourism                    | Faculty of Law, M.D. University, Rohtak                            | National Seminar on “Law and Social Justice in India”   |
| 21 <sup>st</sup> March, 2014                        | Brain Drain: Issues in Hospitality and Tourism Sector                        | Institute of Hotel and Tourism Management, M.D. University, Rohtak | National Seminar on “Talent Management in Hospitality and Tourism Industry”   |
| 21 <sup>st</sup> -22 <sup>nd</sup> February, 2015   | Showcasing Heritage and its Tourism Significance                             | SSTTM, Jiwaji University, Gwalior                                  | National Seminar on “Issues and Challenges in Promoting Heritage Tourism”   |
| 17 <sup>th</sup> March, 2015                        | An Analysis of Critical Issues in Tourism Education in India                 | Institute of Hotel and Tourism Management, M.D. University, Rohtak | National Seminar on “Hospitality and Tourism Education in India: Current Status and Future Perspectives”                                    |

### **INVITED LECTURES**

- 1. Delivered an extension lecture on Tourism Education: Current Scenario in Indian Perspective at Banaras Hindu University (BHU) Varanasi under the auspices of two days symposium.***

2. ***Delivered an extension lecture on Career Options in Hospitality and Hotel Management in two days workshop on career counseling and Guidance at Maharaja Aggrasen PG College for Women, Jhajjar, Haryana***
3. ***Delivered an extension lecture on Tourism Impacts at DAV Centenarian College, Faridabad***
4. ***Delivered an extension lecture on the occasion of World Tourism Day as well as worked as a member of panel of judges for the judgment of different cultural activities at DAV Centenarian College, Faridabad***

***Honours / Awards (if any):***

| Year | Details of award / Prize | Contribution for which awarded |
|------|--------------------------|--------------------------------|
| 2013 | 3 <sup>rd</sup> Place    | Chef of Rohtak: Men's Special  |

***University Assignments Handled:***

***Has been worked as a contingent In-charge for various camps and study tours organized by DSW and Institute of Hotel and Tourism Management.***

***Has been served as a member of many committees of University like purchasing, library, college inspection etc.***

***Membership:***

1. ***Indian Tourism and Hospitality Congress***
2. ***Member UG and PG Board of Studies, IHTM, M.D. University, Rohtak***

Contact Details

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