

Dr. G K Sreenivasan

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Curriculum Vitae

Motto of Life:

Not to let others expectations down. Be laborious, dynamic and creative.

Academic Record

University Degrees Awarded

- Doctor of Philosophy in Tourism and Hotel Management from Bundelkhand University, Jhansi, Uttar Pradesh on the topic “A Comparative Study of E-Marketing Strategies for Destination Promotion of Kerala and Tamil Nadu” in 2020.
- Master of Philosophy in Tourism Management from Madurai Kamraj University, Madurai Tamil Nadu in 2003.
- Masters in Tourism Management from MaduraiKamrajUniversity, Madurai, Tamil Nadu in 1995.
- Bachelor of Arts in Tourism from Madurai Kamraj University, Madurai, Tamil Nadu in 1993.

Additional Degrees Accomplished

- *Masters in Business Administration with specialization in Human Resources Management* from Sikkim Manipal University in 2012.

Professional Diplomas Achieved

- IATA / UFTAA GDS Fares and Ticketing course in Amadeus with distinction.
- IATA approved Ticketing Course from Sita World Travels, New Delhi
- Basic Course on Computerized Reservation Systems in Ticketing – Amadeus from Indian Institute of Tourism and Travel Management, New Delhi.
- Certificate Course in Front Office Operations and Management Conducted by American Hotels & Lodging Association (AH&LA) from Gujarat Institute of Hotel Management, Baroda, Gujarat.
- Post Graduate Diploma in Software Technology with DOS, Windows’95, Ms Office etc. from Madurai, Tamilnadu Branch of Bureau of DATA Processing Systems Limited, Bombay.

Certificates Attained

- Pre Ph.D Coursework in Tourism and Hotel Management successfully completed in 2014.
- National Eligibility Test of University Grants Commission Cleared in December 2012 in Tourism Administration and Management subject.

Dissertations

- **“Job Satisfaction Survey at Rathore Traders, Jhansi”** – A project work submitted for **Masters in Business Administration** Degree from Sikkim Manipal University in 2012.
- **“Perceptual Mapping of Customers’ Expectations from Travel Agency Operators in and Around Delhi”** – Submitted for **Master of Philosophy in Tourism Management** Degree from Madurai Kamaraj University, Madurai in 2003
- **“Thousand Pillars Hall of Madurai Meenakshi Temple”** – Submitted for **Masters in Tourism Management** Degree from Madurai Kamaraj University in 1995.
- **“Computerization of Customer Service Section of a Fund Office”** – Programs and Algorithms written in FoxBase+ and submitted for **Post Graduate Diploma in Software Technology** Course in 1995.

Job Experience

Present

- Working with *Institute of Tourism & Hotel Management, Bundelkhand University, Jhansi* as Assistant Professor since February 2005 on SFS BASIS.

Job Profile: Preparing Syllabus, Course Materials, Handling Papers, Paper Setting and Evaluation in both UG and PG level on

- (a) Air Ticketing,
 - (b) Travel Agency Operations and Management,
 - (c) Basics of Accounting and Hotel Accounting,
 - (d) Financial Management,
 - (e) Tourist Resources and Assets,
 - (f) Marketing Research,
 - (g) Marketing of Tourism Products,
 - (h) Tourism Impacts,
 - (i) Hotel Accounting,
 - (j) Hotel Marketing and
 - (k) Customer Relationship Management
- Guiding scholars / students for their thesis / dissertation / project reports at Doctorate, PG (MBA & MTTM) and UG (BBA & BHM&CT) Level

Research Papers Published:

- *Rai, Alka., Sreenivasan, G K. (2023). Spirituality and Yoga: Drivers of Spiritual Tourism – A Contemporary Approach*, International Journal of Yoga & Allied Sciences 12(2), 231-240. ISSN: 2278-5159
- *Sreenivasan, G.K., Saxena, Ayush. (2023) Economic and Social Impacts in the Context of Emergence of LGBT Tourism in India*, International Journal of Innovations in Science, Engineering and Management, 2(3), 49-54. ISSN: 2583-7117 Impact Factor 3.2
- *Srinivaasan, G., Kabia, Sunil Kumar. (2020). Role of Smart Phones in Destination Promotion and Its Impact on Travel Experience*, International Journal of Hospitality and Tourism Systems, 13(1). 22-29. ISSN: 0947-6250. Impact Factor 2.75
- *Srinivaasan, G., Ketan, Bhatt., Kabia, Sunil Kumar. (2019). Smart Tourism: A Holistic Approach for Personalized Tourism Services – Trends, Problems, Possibilities and Projections in Indian Context*, Journal of Advances and Scholarly Researches in Allied Education, 16(5), 175-182. ISSN: 2230-7540.
- *Dixit, S.K., Sreenivasan, G K. (2009). Tourism Development and Sustainability: A Case Study of Madurai Meenakshi Temple, Tamil Nadu, India*, Tourism Today, College of Tourism and Hotel Management, Nicosia, Cyprus. 134-145. ISSN No.:14500906.

Book Chapters Published:

- *Dixit, S.K., Sreenivasan, G K. (2010). “A Study on Alanganallur, Tamilnadu” in Rural Tourism: Issues and Challenges*, in “*Rural Tourism: Emerging Issues and Challenges*” edited by Devesh Nigam and Vinay Narula. Shree Publications, New Delhi. 120-126 ISBN No.: 9788183293778

Book Published:

- *Sreenivasan, G K., Kabia S.K. (2020). “E-Marketing Strategies for Destination Promotion”* IPH Publications, Bengaluru, Karnataka. ISBN No.: 978-1-954461-02-4

Book To Be Published:

- *Futuristic Trends in Management* (Due in December 2023/January 2024) Edited by *Dr.Manish Das, Dr. Dikhsa Khare, Dr.Gowhar Ahmad Wani, Dr.G K Sreenivasan, and Dr. Sunil Kumar Kabia*, IIP Publishers (Selfpage Developers Limited), USA & India

Papers Reviewed:

- on “*Socio-Economic Determinants of Local Tourism Industry Development in Tanzania: A case of Tarangire National Park, Arusha Region*” for *Journal of Geography, Environment and Earth Science International (JGEESI)* September 2023, ISSN 2454-7352
- on “*Factors Influencing Sustainable Consumption of Malaysian Households from Perspectives of Income and Consumption Expenditure*” for *International Journal of Research and Innovation in Social Science (IJRISS)* September 2023, ISSN 2456-6186
- on “*Influence of Service Tangibility on Student Satisfaction in Schools of Business of Chartered Universities in Kenya*” for *International Journal of Research and Innovation in Social Science (IJRISS)* August 2023, ISSN 2456-6186
- on “*Application of Sanctions For Damaging Valuable Attractions Religious By Foreign Tourists*” for *International Journal of Research and Innovation in Applied Science*, July 2023, ISSN 2454-6194
- on “*Influence of Advertising on Consumer Purchasing Behavior in Manufacturing Industry in Tanzania*” for *International Journal of Research and Innovation in Social Science*, June 2023, ISSN 2454-6186

- on “*Forest- based Model: A Nature-based Health Tourism Practice at Tourism Destinations*” for *South Asian Journal of Social Studies and Economics*, 2023. ISSN: 2581-821X
- on “*Branding of Uttar Pradesh as Potential Tourist Destination*” for *International Journal of Research and Innovation in Social Science*, 2022, ISSN 2454-6186
- on “*The Mediating Effect of Customer Perception in the Relationship Between Marketing Strategies and Firm Performance of Food and Beverage Processing Companies in Kenya*” for *International Journal of Research and Innovation in Social Science*, 2022, ISSN 2454-6186
- on “*Digital Marketing by National Tourism Organizations (NTOs): A Zimbabwean Perspective*” for *International Journal of Research and Innovation in Social Science*, 2021, ISSN 2454-6186.
- On “*Market Orientation and Tourism Service Performance: The Mediating Role of E-Marketing*” for *Asian Journal of Economics, Business and Accounting*, 2020, ISSN: 2456-639X.

Conferences Attended:

- 9th International Conference on “*Scientific Advancements in Traditional Yoga*” conducted by Indian Association of Yoga, Haridwar on February 25-26, 2023.

Papers Presented:

- National Conference on “*Strategic Development of Domestic Tourism in India*” conducted by Indian Tourism and Hospitality Congress (IHTC) and organized by Institute of Tourism Studies, University of Lucknow on November 1-2, 2015, and submitted a paper titled “*E-Marketing Strategies for Destination Promotion – Issues and Challenges in Tamil Nadu*” in the technical session on “*Marketing Strategies for Domestic Tourism*”.
- National Seminar on “*Role of Hospitality and Tourism in Globalizing Brand India*” organized by Institute of Hotel and Tourism Management, CSJM University, Kanpur on October 15, 2015, and presented a paper titled “*Hospitality and Tourism Education Responsiveness in Bundelkhand Region: Needs and Strategies*”
- National Conference on “*Sustainable Tourism Development: Practices, Issues, Grey Areas and Strategies*” conducted by ITHM, Bundelkhand University, Jhansi on March 26-27, 2011 and presented a paper on “*Issues and Challenges in Sustainable Religious Tourism: A Focus on Madurai Meenakshi Temple*”. Had also been a member of Transport and Local Sightseeing Committee.
- National Conference on “*Heritage Tourism in India: Role and contribution of Hosts, Guests and Govt. Enterprises*” conducted by ITHM, Bundelkhand University, Jhansi on March 24-25, 2008 and presented a paper on “*Urban Development and Heritage Conservation in Madurai, India*”. Had also been a member of Finance & Accounts Committee of the Conference.

Seminars Attended:

- Participated in One day Seminar on “*Baruasagar – A Touristic Hub: Issues & Challenges*” organized by Institute of Tourism and Hotel Management, Bundelkhand University, Jhansi in Collaboration With Jhansi Smart City Private Limited, Jhansi on July 22, 2023
- Participated in One Day Seminar on “*Life of Maharani Laxmibai and Other Freedom Fighters*” organized by Ministry of Tourism, Government of India, Northern Region, Agra during Azadi ka Amrit Mahotsav, Jhansi on August 13, 2022
- Participated in One Day Seminar on “*One Billion Tourists; One Billion Opportunities*” organized by Institute of Tourism and Hotel Management, Bundelkhand University, Jhansi on occasion of World Tourism Day on September 26, 2015.

Workshops Attended:

- One day workshop on “*Faculty Development and Motivation Workshop Under NEP 2020*” jointly organized by Bundelkhand University, Jhansi and MasterSoft

- Seven day workshop on “*Research Methodology*” sponsored by UGC in Bundelkhand University, Jhansi
- Seven Day workshop on “*Chhaya Abhivayakti*” conducted by Fine Arts Department, Bundelkhand University, Jhansi.

Orientation Courses / FDP / Refresher Courses Attended:

- Fourteen Days Online UGC Sponsored Refresher Course on *Tourism, Hospitality and Management* successfully completed with A Grade from HRDC, North Eastern Hill University, Shillong, Meghalaya held from 2-15 December, 2021.
- Seven day FDP held at Bundelkhand University, Jhansi conducted by DreamUny Education private Limited held on 1-7 September, 2014.
- Seven Day *Adventure Camp in the wilderness of the Himalayas* conducted by Directorate of Mountaineering and Allied Sports, Manali, Government of Himachal Pradesh held on 22-29 June 2008.
- Seven Day Orientation Course on “*Tourism and Hotel Management*” coordinated by Goa Tourism Development Corporation Limited held on 11-16 January 2006.

Events Conducted:

- Conducted **Entrepreneurship-cum-Skill Development Program (E-SDP) program** sponsored by **O/o Development Commissioner, Ministry of MSME, Government of India**, organized by Bundelkhand University, Jhansi during the period 01/03/2023 to 11/04/2023 “Food Preservation and Storage” as **Program Coordinator**
- **Conducted Alumni Meet in 2016 in Bundelkhand University as Joint Secretary**
- **Coordinated Train The Trainer (TTT) Program in collaboration with La Vafara, MTU, Estonia** organized by ITHM, Bundelkhand University, Jhansi **for four days in 2015.**
- **Participated as a Co-Convenor of Welcome Committee** in North Zonal Cultural Festival **conducted by All India Universities** organized by Bundelkhand University, Jhansi from **19/11/2015 to 23/11/2015**

Webinars Attended:

- One Day Webinar organized by Government College, Alwar, Rajasthan on “*Environmental Issues and Opportunities: After COVID – 19*” on June 14, 2020.
- Two Day International Symposium on “*Covid – 19: Social Perspectives*” conducted by Gujranwala Guru Nanak Institute of Management and Technology, Ludhiana on June 11-12, 2020.
- One Day Webinar organized by Indira Gandhi National Tribal University, Amarkantak on “*Tools and Techniques of Advanced Research for Management and Social Science*” on June 10, 2020.
- One Day Webinar organized by Sri Aurobindo College of Commerce and Management on “*Leading Successfully in Turbulent Times*” on June 6, 2020.
- One Day Webinar conducted by Acharya Kalu Kanya Maha Vidhyalaya, Jain Vishva Bharati Institute, Ladnun on “*Woman Education and Empowerment*” on May 30, 2020.
- Four days Webinar conducted by Commission of Scientific and Technical Terminology, Department of Higher Education, Ministry of Human Resources Development, Government of India organized by Bundelkhand University, Jhansi on “*The Role of Technical Terminology of Indian Languages in Social and Scientific Research Studies*” on May 21-24, 2020.
- Two Day International Webinar conducted as Moderator jointly with Institute of Vocational Studies, University of Delhi on “*Aftermath of COVID-19: Hopes and Horizons for Tourism Growth*” on May 7-8, 2020.

Ph.D Thesis Supervising:

- **Singh, Monika.** (2022) “*Work Culture in Hospitality Industry and its Impact on Stress and Work Life Balance*” Registered in Bundelkhand University, Jhansi
- **Rai, Alka.** (2022) “*Product and Market Development for Yoga Tourism in Varanasi*” Registered in Bundelkhand University, Jhansi
- **Khan, Samin.** (2022) “*Work Life Balance of Women Employees in Hotel Industry*” Registered in Bundelkhand University, Jhansi

Academic Related Administrative Experience:

- Assisting University/Department for compliance of NIRF/NAAC Criterion
- Functioning as Coordinator for Ph.D Admissions and Coursework
- Functioning as Co-Coordinator for BBA (T) and MBA (T)
- Working as Co-Coordinator for Coding & Decoding of Annual / Semester Examination Answer Books in Confidential Section
- Preparing Department Timetable at the commencement of every semester
- Conducting University Examinations as Centre Superintendent Level,
- Collating and Declaring University Examination Results.,
- Attending to the Assignments given by the University from time to time

External Question Paper Setter In:

- Graphic Era University, Dehradun Uttarakhand
- Uttar Pradesh Technical University, Lucknow, Uttar Pradesh
- Hemwati Nandan Bahuguna Garhwal University, Srinagar, Garhwal (Uttarakhand)
- Pt. Ravishankar Shukla University, Raipur, Chhattisgarh
- Maharaj Chhatrasal Bundelkhand University, Chhatarpur, Madhya Pradesh
- Atal Bihari Vajpayee University, Bilaspur, Chhattisgarh
- Dr. B.R.Ambedkar University, Agra

Lifetime Membership:

- Youth Hostels Association of India(Membership No.027-TN01-L067501)
- Indian Hospitality and Tourism Congress (Membership No.ITC/LFM/179)

Personal Details

Born : **June 15, 1973**

Father's Name : **Shri (Late) V. Gopala Krishnan**

Mother's Name's : **V. Gomathi Ammal**

Nationality : **Indian**

Languages known : **English, Tamil, Hindi, and Telugu**

Marital Status : ***Married***

Academic Experience : ***Nineteen Years***

Area of Specialization : ***E-Tourism, E-Marketing, Air Ticketing, Travel Agency Operations***

Non-Academic Experience : ***Nine Years***

Address for Correspondence : ***Assistant Professor
Institute of Tourism and Hotel Management,
Bundelkhand University,
Kanpur Road
JHANSI – 284128.***

Permanent Address : ***C/o. Mr.G.Anandan,
Plot No.4 New Ayyanar Colony,
Kadakinaru Post,
Narasingam Main Road,
Kadachanendal,
Madurai – 625107.***

Residential Address : ***B-14, IV Floor, DDU Residential Quarters,
New University Colony,
Bundelkhand University, Jhansi - 284128***

(G K Sreenivasan)

Date: 19th September 2023

Place: *Jhansi*