

CURRICULUM VITAE



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Educational Qualifications:

- Doctor of Philosophy (Ph. D.)** : The University of Burdwan (West Bengal)
in 2010
Thesis Entitled, “Food as a marketing Tool for the development of Hospitality and Tourism in India, with special reference to West Bengal”
- Masters in Tourism Management** : IGNOU
- B.Sc. (Hospitality & Hotel Administration)** : Institute of Hotel Management Catering
Technology & Applied Nutrition, Kolkata
(Under NCHMCT, Ministry of Tourism,
Govt. of India & IGNOU)
- B.Sc. (Bio Science)** : University of Calcutta (Ramakrishna
Mission V C College, Rahara)
- Higher secondary (+2 Science)** : West Bengal Council of Higher Secondary
Education
- High School (10th)** : West Bengal Board of Secondary
Education
- UGC NET & JRF** : Cleared NET & JRF conducted by UGC

Research Interest

: Tourism & Hospitality Management

Specialization

: Tour Operations, Tourism Marketing,
Tourism Planning, Hospitality Management

Detail of Previous Employments:

1. Worked in '**Indian Institute of Tourism & Travel Management**' (IITTM), Bhubaneswar (**An Autonomous Body under the Ministry of Tourism, Government of India**) from 24th April 2007 to 28th July, 2021 as an Assistant Professor (Senior Scale).
 2. Worked in Sikkim Central University (With retention of Lien in IITTM) during from 27th May, 2014 to 30th September, 2015 as an Assistant Professor
 3. Worked in 'Durgapur Society of Management Science', approved by AICTE, and affiliated to WBUT & University of Burdwan, as a Lecturer in Hotel & Tourism Management from 1st August 2005 to 23rd April 2007.
 4. Worked in 'Golden Regency International Centre for Hospitality Management', Haldia, under the Regency Institute of TAFE – Australia, as a Lecturer in Hotel Management from 1st February 2004 to 31st July 2005.
 5. Worked in IAS-Kolkata', as a Lecturer in Hotel Management from 25th December, 2003 to 31st January, 2014.
 6. Worked in 'I.H.M. Patna' under the National Council for Hotel Management - New Delhi (An Autonomous body under Ministry of Tourism, Govt. of India) as a Faculty in F&B Production Department, from 16th June 2002 to 24th December 2003.
 7. Worked in Kalyani Institute of Hotel Management as a Faculty of Food Production from 20-1-2002 to 15-06-2002.
 8. Worked in National Institute of Hotel Management, Kolkata as a Faculty of Hotel Management (Food Production) from 1998 to 2001.
 9. Industry experiences in Radisson Ffort, Marine Plaza, Peerless Inn, Hotel Ashok (ITDC) etc.
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PUBLICATIONS & RESEARCH PROJECTS:

Published Text Books:

Serial No.	Name of the Book	Publisher	ISBN No.
1.	Tourism: Concepts, Issues and Impacts Full book-351 pages	SAGE International Publications. 2019	978-93-5328-587-6
2.	ODOSHA: The Land of Chromatic Tourism Destinations Full Book-324 pages	Mousumi Prokashoni, Kolkata, 2020	978-93-85040-12-2
3.	A Researchers' Guide to Survey of Literature in Tourism & Hospitality Full book-318 pages	Mount Hill Publishing Company, Delhi. 2019	978-93-85623-04-0

Research Papers Published:

1. **Biswas S. N.** (2014): 'Coastal Tourism in Odisha and its impact on beach degradation', International Journal of Tourism and Travel, Vol. 7, No. 1&2, 48-58.
2. **Biswas S. N.** (2012): 'Problems and Prospects of Eco-Tourism in India, with Special Reference to 'Bhitarkanika, Odisha', International Journal of Humanities and Social Sciences (IJHSS) of IASET, USA. Vol. 1-1, 26-38.
3. **Biswas S. N.** (2020): 'Management of Environmental Catastrophe for Tourism Business in Coastal Odisha, India', Primax International Journal of Commerce and Management Research Vol.8 Issue 3, 115-126.
4. Mohapatra P. & **Biswas S. N.** (2016): 'Regional Cuisine and its Impact on Tourism Business: a case study on the Cuisine of Coastal Odisha, India', Econspeak: A journal of Advances in Management IT & Social Sciences, Vol. 06 Issue 09, 10-20.
5. Mohapatra P. & **Biswas S. N.** (2017): 'Gastronomy and its impact on Tourism: A Case study on Regional Cuisine of Coastal Odisha, India', International Journal of Research in Social Sciences. Vol. 7, Issue 6, 154-168.
6. Das D. & **Biswas S. N.** (2014): 'Eco-Tourism and Community Participation: A Case Study on Sikkim', Periodic-Research Social Research Journal Vol.-III. Issue-1, 131-137.
7. **Biswas S. N.** (2012): 'Development of Ethnic Tourism in Tribal regions of Odisha', Journal of Tourism: Theory & Practice (Tourism Ethnicity) Vol. 10, No. - 2, 95-108.
8. **Biswas S. N.** (2010): 'Socio-economic Impact of Rural Tourism in Orissa, with special reference to Raghurajpur', The Chanakya: Journal of RIMS Vol.-X.Issue-2, 99-109.
9. **Biswas S. N.** & Mohapatra P. (2013): Impact of Media for the promotion of Tourism Destination:

With special reference to Konark World Heritage Site. *Journal of Tourism: Theory & Practice (Travel Journalism Issue)* - Vol. II, No. – 2, 107-115.

10. Das D. & Biswas S. N. (2009): 'Promoting Rural Tourism in West Bengal-Issues, Problems and Prospects', *Innovation in Tourism: Competitiveness and Sustainability*, the ICFAI University Press, Hyderabad, 265-280.
 11. Biswas S. N. (2011): 'Tourism of Taste: Food as an Attraction in Destination Marketing-A case study on West Bengal', *Tourism for Development, A Managerial Approach*. Kanishka Publishers, New Delhi, 319-327.
 12. Biswas S. N. (2016): 'Analysing Promotion and Visitor Expectations of Beach Tourism in Odisha with special reference to Puri Beach', *Business Science Reference (An Imprint of IGI Global)*, USA. 342-354.
 13. Biswas S. N. (2014): 'Pro-poor development through Tourism in economically backward tribal region of Odisha, India', *IGI Global*, USA, 86-97.
 14. Biswas S. N. (2018): 'Developing Promotional Strategy of Ecotourism in Himalayan state -Sikkim, India', *Apple Academic Press*, Canada. 245-260.
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Papers presented in different Seminars and Conferences:

1. Biswas S. N. (2019): '*Analising importance of Skill enhancement in unorganized sector of Hospitality industry, with special reference to small hotels and restaurants in Puri, Odisha*', Paper Presented in International Seminar on "Academic-Industry Collaboration: Towards Bridging Skill Gap in Tourism Sector", organized by Indian Institute of Tourism & Travel Management-Bhubaneswar (An Autonomous Organisation of Ministry of Tourism, Govt. of India)
2. Biswas S. N. (2019): '*An evaluative review on digital Marketing skills for Accommodation Industry with reference to Online Distribution*', Paper Presented in International Seminar on "Academic-Industry Collaboration: Towards Bridging Skill Gap in Tourism Sector", organized by Indian Institute of Tourism & Travel Management-Bhubaneswar (An Autonomous Organisation of Ministry of Tourism, Govt. of India).
3. Biswas S. N. (2009): '*Eco-Tourism in Orissa: A case study on Bhitarkanika*', Paper Presented in International Conference on Achieving Excellence in Business Organization: Issues and Challenges', organized by Centre for Management Studies, The University of Burdwan
4. Biswas S. N. (2010): '*Eco-tourism in Orissa: A Case Study on Chandaka Dampara Wildlife Sanctuary*', 'International Conference on Environment, Resource and Regional Development', organized by Department of Geography, The University of Burdwan.
5. Biswas S. N. (2007): '*Promoting Rural Tourism in West Bengal- Issues, Problems and Prospects*', Paper Presented in International Conference on Innovation in Tourism: Competitiveness and Sustainability' organized by Indian Institute of Tourism & Travel Management, (An Autonomous Organisation of Ministry of Tourism, Govt. of India).

6. Biswas S. N. (2011): *'Tourism of Taste: Food as an attraction in destination marketing, a case study on West Bengal'*, Paper Presented in the ITC third international conference on "Regional Tourism – trends, changes and challenges in South Asia" organized by Indian Tourism Congress in Academic partnership with Sri Lanka Institute of Tourism & Hotel Management, in Sri Lanka Convention, Colombo.
 7. Biswas S. N. (2011): *'Importance of Sea Beaches for the Development of Coastal Tourism in Orissa with special reference to Puri Beach'*, Paper presented in the 33rd Indian Geography Congress organized by National Association of Geographers, India (NAGI).
 8. Biswas S. N. (2016): *'Disaster Management: Evaluating Impact of Natural Catastrophe on Coastal Tourism in Odisha, India'*, Paper presented in the International Symposium on Fostering Tourism for Global Peace: Opportunities & Challenges, organized by Faculty of Hospitality & Tourism Management, Siksha 'O' Anusandhan University.
 9. Biswas S. N. (2017): *'Religious Harmony and Tourism: a case study on Durgapuja in West Bengal'*, Paper presented in the International Tourism Conclave on Re-engineering Religious Tourism in India, organized by Indian Institute of Tourism & Travel Management-Bhubaneswar (An Autonomous Organisation of Ministry of Tourism, Govt. of India).
 10. Biswas S. N. (2017): *'Regional Cuisine and its impact on Tourism: A Critical Analysis on the Cuisine of Coastal Odisha'*, Paper presented in the International Tourism Conclave on Re-engineering Religious Tourism in India, organized by Indian Institute of Tourism & Travel Management-Bhubaneswar (An Autonomous Organisation of Ministry of Tourism, Govt. of India).
 11. Biswas S. N. (2007): *'Gastronomy – An effective tool for Tourism and hospitality promotion in India'*, Paper presented in National Conference on Managing Business across Borders, organized by Department of Business Administration, The University of Burdwan.
 12. Biswas S. N. (2014): *'Buddhist Tourism: Its essence and development in Odisha'*, Paper presented in National Conference on Special Interest Tourism: Contemporary Practices in Eastern India, organized by Indian Institute of Tourism & Travel Management-Bhubaneswar (An Autonomous Organisation of Ministry of Tourism, Govt. of India).
 13. Biswas S. N. (2019): *'Speleology and Cave Tourism: Maintaining Sustainability of Udayagiri & Khandagiri Caves, Bhubaneswar'*, Paper Presented in the International Conference on "Rock-cut Caves of Eastern India with Special Reference to the Twin Hills of Khandagiri and Udayagiri", organized by Khandagiri Anchalika Bikash Parishad (KABP) Bhubaneswar in association with Indian Institute of Tourism & Travel Management & Department of Tourism, Govt. of Odisha.
 14. Biswas S. N. (2016): *'Analyzing impact of Gastronomy for the promotion of Hospitality and Tourism in India'*, Paper presented in the National Seminar on 'Issues and Challenges to promote Tourism and Hospitality Industry', organized by Dharanidhar Autonomous College, Keonjhar, Odisha.
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Research projects completed:

1. Investigator and Member of the Project '**Study on visits of Nationals of Bangladesh to India**', sponsored by Ministry of Tourism, Government of India.
 2. Co-Investigator and Member of the Project, '**Evaluation for Plan Scheme of Domestic Publicity and Promotion including Hospitality (DPPH)**', sponsored by Ministry of Tourism, Government of India
 3. Co-Investigator and Member of the Project '**Evaluating Effectiveness of Hunar se Rojgar Scheme for the region of Assam, West Bengal and Orissa**', sponsored by Ministry of Tourism, Government of India
 4. Investigator and Member of the Project, '**Impact assessment of Rural Tourism Project at HIRAPUR, Odisha**', sponsored by Ministry of Tourism, Government of India
 5. Investigator and Member of the Project, '**Impact assessment of Rural Tourism Project at PIPLI, Odisha**', sponsored by Ministry of Tourism, Government of India
 6. Investigator and Member of the Project, '**Software Components of the Rural Tourism Project at Pipili in Puri District, Odisha**', sponsored by Ministry of Tourism, Government of India
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Training programme coordinated:

1. **Coordinator:** Regional Level Tourist Guide Training Programme (Eastern India), conducted by IITTM Bhubaneswar, sponsored by Ministry of Tourism Government of India.
2. **Coordinator:** Regional Level Tourist Guide Training Programme (Eastern & Southern India), conducted by IITTM Bhubaneswar, sponsored by Ministry of Tourism Government of India.
3. **Coordinator:** Refresher Course for Regional Level Tourist Guide Training Programme, conducted by IITTM Bhubaneswar, sponsored by Ministry of Tourism Government of India.
4. **Coordinator:** Sensitization programme for the existing service providers at Vishnupad Temple, Gaya, Bihar Under '**PRASAD**' Scheme of Ministry of Tourism, Government of India.
5. **Coordinator:** Swacchhata Action Plan (SAP): 39 Activities completed in West Bengal, Bihar & Odisha, sponsored by Ministry of Tourism, Government of Odisha.
6. **Coordinator:** State Level Tourist Guide Training Programme-I, conducted by IITTM Bhubaneswar, sponsored by Ministry of Tourism, Government of Odisha.
7. **Coordinator:** State Level Tourist Guide Training Programme-II, conducted by IITTM Bhubaneswar, sponsored by Ministry of Tourism, Government of Odisha.
8. **Coordinator:** State Level Tourist Guide Training Programme-III, conducted by IITTM Bhubaneswar, sponsored by Ministry of Tourism, Government of Odisha.
9. **Coordinator:** Earn While You Learn Training Programme (EWYL), conducted by IITTM Bhubaneswar, sponsored by Ministry of Tourism Government of India.
10. **Coordinator:** Refresher Guide Training Programme for Eco-Guide, conducted by IITTM

Bhubaneswar, sponsored by Ministry of Tourism, Government of Odisha.

- 11. Coordinator:** Refresher Guide Training Programme for Buddhist Guide, conducted by IITTM Bhubaneswar, sponsored by Ministry of Tourism, Government of Odisha.
- 12. Coordinator:** Refresher Guide Training Programme for Monument Guide, conducted by IITTM Bhubaneswar, sponsored by Ministry of Tourism, Government of Odisha.
- 13. Coordinator:** Specialized Guide Training Programme in Buddhist Monument, conducted by IITTM Bhubaneswar, sponsored by Ministry of Tourism, Government of Odisha.
- 14. Coordinator:** Specialized Tourist Guide Training Programme in Textile & Handicrafts, conducted by IITTM Bhubaneswar, sponsored by Department of Tourism, Government of Odisha.
- 15. Coordinator:** Foreign language training programme-I (French), conducted by IITTM Bhubaneswar, sponsored by Department of Tourism, Government of Odisha.
- 16. Coordinator:** Foreign language training programme-II (French), conducted by IITTM Bhubaneswar, sponsored by Department of Tourism, Government of Odisha.
- 17. Coordinator:** Orientation Training Program for Pink Auto Drivers, conducted by IITTM Bhubaneswar, sponsored by Department of Tourism, Government of Odisha.
- 18. Coordinator:** Online Certificate course in Buddhist Tourism Interpretations for Guides' conducted by IITTM Bodh Gaya camp.
- 19. Coordinator:** Training Programme on Tourism Orientation and Russian Language course for Travel, Tourism and Hospitality Trade Professionals conducted by IITTM Bhubaneswar and sponsored by Department of Tourism, Government of Odisha.
- 20. Coordinator:** Eco-Guide Training Programme for site managers and community members engaged in Nature Tourism/Ecotourism destinations in Odisha, Organized by IITTM Bhubaneswar and sponsored by Department of Tourism, Government of Odisha.

Awards/Fellowship:

1. Awarded Junior Research Fellowship (JRF) by UGC in 2005.
 2. The Adventure Training in the WILDERNESS of THE HIMALAYAS (Rock Climbing, Rappelling, River Crossing, Trekking, Camping, Jungle Craft, Survival, Leadership & White Water Rafting) and trekked 60 kilometres and attained 12,500 feet height, certificate was awarded by Directorate of Mountaineering & Allied Sports, Manali, Government of Himachal Pradesh in 2007.
 3. Awarded Adventure Training in the Wilderness of The Himalayas and trekked 48 kilometres and attained 9000 feet height, certificate was awarded by Directorate of Mountaineering & Allied Sports, Manali, Government of Himachal Pradesh in 2018.
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Developed Syllabus and Study material:

1. Developed syllabus for KAUSHAL (Knowledge Acquisition and Upgradation of Skilled Human Abilities and Livelihood) of National Skill Qualification Framework (NSQF) for UGC
 2. Prepared Study materials of Indian Cuisine & Tourism Management for Regency Institute of TAFE-Australia at Golden Regency International Centre for Hospitality Management, Haldia, W.B.
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Expert Talk/Chaired Technical Sessions:

1. Chaired a session of International Seminar on “Academic-Industry Collaboration: Towards Bridging Skill Gap in Tourism Sector” organised by Indian Institute of Tourism & Travel Management-Bhubaneswar (An Autonomous Organisation of Ministry of Tourism, Govt. of India).
2. Co-Chair of International Seminar (Panel Discussion) on “Academic-Industry Collaboration: Towards Bridging Skill Gap in Tourism Sector”, organised by IITTM-Bhubaneswar (An Autonomous Organisation of Ministry of Tourism, Govt. of India).
3. Co- Chair of National Seminar (1st Session) on “Special Interest Tourism: Contemporary Practices in Eastern India”, organised by IITTM-Bhubaneswar (An Autonomous Organisation of Ministry of Tourism, Govt. of India).
4. Secretary, State Level Seminar on “Prospects and Career Opportunities of Tourism Education in India”, organised by IITTM-Bhubaneswar (An Autonomous Organisation of Ministry of Tourism, Govt. of India).
5. Delivered Lecture on “Present Status of Tourism Education in Odisha” in the State Level Seminar on Prospects and Career Opportunities of Tourism Education in India, organised by IITTM-Bhubaneswar (An Autonomous Organisation of Ministry of Tourism, Govt. of India).
6. Delivered Lecture on “Tourism in India: Its present scenario” in the Teacher’s Training Workshop organised by SIBIN, Ministry of HRD, Government of Sikkim.
7. Delivered Lecture as a master trainer in Hospitality and Tourism in the Faculty Development Programme organised by Fakir Mohan Autonomous Govt. College, Balasore, Odisha.
8. Delivered Guest of Honour Lecture in the National Seminar on “Development of Tourism: Opportunity unlimited” organized by the Government Autonomous College, Bhawanipatna, Kalahandi, Odisha.
9. Delivered Lecture as a resource person in the Faculty Training Programme organized by the Government Autonomous College, Bhawanipatna, Odisha.
10. Delivered Guest of Honour Lecture in the National Seminar on “Issues and Challenges to promote Tourism and Hospitality Industry”, organized by the Dharanidhar Autonomous College, Keonjhar, Odisha.
11. Delivered Lecture on ‘Certificate course in Buddhist Tourism Interpretation for Tour Guides (Online)’, organised by IITTM, Bodhgaya Camp (An Autonomous Organisation of Ministry of Tourism, Govt. of

India).

12. Delivered Lecture on National Workshop on Resilience Strategies in Tourism (Online), organised by Vikrama Simhapuri University, Nellore, A.P.
 13. Delivered Seminar Lecture on 'University System of Education', organised by IGNOU Regional Centre-Gangtok, Sikkim.
 14. Delivered Lecture on 'Eco-tourism & Eco-cuisine' in the 'Workshop on Eco-tourism', conducted by Regional Museum of Natural History (Ministry of Environment & Forests), Government of India
 15. Given skilled based Training to Eco Tourism Service Providers for Hospitality Services and Guest Handling organised by IITTM-Bhubaneswar at Nayagarh Nature camp, Odisha.
 16. Delivered Lecture as a resource person in the National Level Webinar on "Role of Government for Tourism Development in India" organised by Cooch Behar College, W.B.
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Professional Training Programme completed:

1. Participated in the **Management Development Programme** with Foreign Tour in Singapore, Malaysia and Indonesia. Conducted by IITTM Noida and Sponsored by Ministry of Tourism, Govt. of India.
 2. Participated in the **Faculty development Programme** conducted by IITTM, Gwalior (An autonomous organization of Ministry of Tourism, Govt. of India).
 3. Completed 6 months **French language** course "CERTIFICATE DE FRANÇAISE" (Degré élémentaire) Alliance Française"-Ambassade de France en Indé- Calcutta.
 4. Completed Refresher Course in Tourism, conducted by IITTM, Bhubaneswar and sponsored by UGC.
 5. Completed Orientation Programme (UGC), conducted by Academic Staff College, Utkal University, Bhubaneswar.
 6. Participated in the 'Regional Cuisine Workshop-III', conducted by National Council for Hotel Management & Catering Technology (An autonomous organisation of Ministry of Tourism, Govt. of India).
 7. Completed 'International Certificate course in Adventure Tourism: Challenges and Opportunities', conducted by National Institute of Water Sports, Goa (An Autonomous organisation of Ministry of Tourism, Govt. of India).
 8. Participated in the FDP on "Learn to Teach and Teach to Learn", conducted by AIMS (Association of Indian Management Schools).
 9. Participated in the Workshop on "Safe & Honourable Tourism" sponsored by Ministry of Tourism, Govt. of India at IHM Mumbai.
 10. Completed Air Ticketing Course from ABACUS.
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