

Prof. Suman Sharma
Professor
Secretary to Vice Chancellor (SVC)
Head, Department of Tourism and Travel Management
Head, Department of Hotel and Hospitality Management
Honorary Director, Sports
Additional Director, Malaviya Mission Teacher Training Centre
Director, Public Relations
Former, Registrar
Former, Controller of Examination (Additional Charge)
Former Dean, School of Tourism Travel & Hospitality Management
Former Honorary Director, Deen Dyal Upadhyay Kaushal Kendra
Former Head, Department of Economics
Former Director, Centre for the Promotion of Ecological, Adventure, Health & Cultural Tourism.
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Name: PROF. SUMAN SHARMA

Educational Qualifications

- Master of Tourism Administration (MTA) from Institute of Vocational Studies, Himachal Pradesh University, Summer Hill, Shimla, H.P.

Educational Achievements

- **UGC – NET Qualified for lectureship** in Tourism Administration/ Management in Dec. 2005

Other Special Qualifications

- **Ph. D.** on the topic *Destination branding and Image building – A Study of Himachal Pradesh*

EXPERIENCES

A) Teaching Experience and Trade Experiences

- Worked as **Team leader** with Travel Cox & King (I) Ltd, Connaught place, New Delhi from March 2006 to June 2009.
- MTA (Master of Tourism Administration) & FYICTA five year integrated courses in Tourism Administration students as **Guest faculty** since July 2009 till June 2012

- **Assistant Professor**, Central University of Jammu from Aug 16, 2012 till November 07 2012
- **Assistant Professor**, Central University of Himachal Pradesh from 08 November 2012 till 02, September 2019
- **Associate Professor**, Central University of Himachal Pradesh from 02 September 2019 till 02, September 2022
- **Professor**, Central University of Himachal Pradesh from 02, September 2022 till date

B) Research Experience

- Completed **Ph. D.** from Himachal Pradesh University, Shimla on the topic *Destination branding and Image building - A Study of Himachal Pradesh*
- Worked as *Project Fellow* in the UGC Major Project *Evaluating Ecotourism in Natural Areas of Himachal Pradesh for Sustainable Tourism Development*
- “*Study on Scheme of Social Media as an Influencer among Foreign Tourists Visiting India*” Funding Agency (Indian Institute Tourism and Travel Management), Amount 1, 00,000/-
- **Project Director**, ICSSR Major Research Project entitled “*Handicraft Tourism a source of community Development*”.
- **Project Director**, Niti Aayog project entitled “*Development of Eco-friendly and Cost-effective Tourism in Hills*”
- **Co-Project Director** for ICSSR Major Project: “*Empirical Research on Solar Energy and Sustainability*”.
- **Co-Project Director**, in ongoing ICSSR Major Research Project entitled “*Evaluating the Barriers to Solar Energy Adoption, Cost Efficiency, and Energy Usage in the Indian Hotel Industry*”.
- **Co-Project Director**, in ongoing ICSSR Longitudinal Studies in Social and Human Sciences entitled “*Building Strategic Roadmap & Global Competitiveness Strategy for the Medical Tourism Market of India Based on longitudinal data*”.
- **Editor in Chief** for “*Sattya Sandhan*” A Peer- Reviewed Interdisciplinary Research Journal.
- **Editor** for “*International Journal of Tourism, Hospitality and Leisure Research*”.
- **Guest Editor** for “*Tourism Spectrum*”.
- **PhD Supervised = 10**
 - a) **Arun Sharma (2018)** thesis titled “*Heritage tourism and its determinants an empirical study in Himachal Pradesh*”.
 - b) **Amit Katoch (2018)** thesis titled “*Impacts of Rural tourism on local community development a study of Himachal Pradesh India*”.
 - c) **Vikrant Kaushal (2018)** thesis titled “*Dimensions of destination brand equity in tourism a study of Uttarkhand*”.

- d) **Rajiv Kumar (2019)** thesis titled *“Work life balance of hospitality professionals - A study on hotel industry”*.
- e) **Sandeep Sharma (2020)** thesis titled *“Destination Image of Himachal Pradesh a Foreign Tourists Perspective”*.
- f) **Arun Bhatia (2021)** thesis titled *“Extent and determinants of ICT adoption for digital inclusiveness in Rural tourism a study in Himachal Pradesh”*.
- g) **Satyajit Sinha (2021)** thesis titled *“Impact of Insurgency on Tourism: A Study on North Eastern States of India”*
- h) **Navneet Kaushal (2023)** thesis titled *“A study of Religious Tourist’s Experience visiting Himachal Pradesh”*.
- i) **Shiv Raj (2025)** thesis titled *“Effectiveness of the Vocational Education at Govt Higher Secondary School of Himachal Pradesh: A special reference to Tourism and Travel Discipline”*.
- j) **Ojasvi Tank (2025)** thesis titled *“Promotion of Food Tourism: A Study on Cuisines of Himachal Pradesh”*.

• **PhD Supervising = 6**

- a) **Tanuj Hans** thesis titled *“Indigenous Handicrafts as a tool for Marketing and Promotion of Cultural Tourism in Himachal Pradesh”*.
- b) **Sahil Gautam** thesis titled *“Tourist Perception and Satisfaction: A Study on Homestays of Himachal Pradesh”*.
- c) **Suruchi Verma** (Yet not finalised)
- d) **Uday Rribu** (Yet not finalised)
- e) **Sukriti Sharma** (Yet not finalised)
- f) **Shubham Thakur** (Yet not finalised)

C) Expert for Board of Studies

- Guru Nanak Dev University, Amritsar
- Himachal Pradesh Technical University, Hamirpur
- Himachal Pradesh University, Shimla
- University of Ladakh, Ladakh
- Chandigarh University, Punjab
- Lovely Professional University, Jalandhar

D) Fellowships & Honors Received by Faculty Members: (Best Paper Award)

- Best Paper Award for Research paper *“Direct Benefit Transfer Scheme: Reality, Issues and Challenges at Bottom of the Pyramid”* in IV technical session of the 66th All India Commerce Conference held at Bangalore University during 5th -7th December, 2013, co-authored with Chaman Lal and Dr. Gitanjali Upadhyay.

- युवा लेखक मंच(लोकचेतना को समर्पित सामाजिक एवं साजिजययक मंच) नूरुर, जिला-कांगड़ा, जिमाचल प्रदेश (भारत) ‘डॉ. इयामा प्रसाद मुखी सम्मान 2019’ से सम्मानित.
- **Trigarth Paryatan Shikshak Award 2019** (within the state) Organized by Department of Tourism and Travel Govt. P. G. College Dharmshala Kangra, Himachal Pradesh.
- **Trigarth National Budding Researcher Award 2020**, Department of Tourism, Govt P.G College Dharmshala, September 2020, Himachal Pradesh.
- **Best teacher Administration Award** on the occasion of Teacher Day, Central University of Himachal Pradesh, 05 September 2022.
- **Award of Excellence in Teaching** on the occasion of 16th Foundation Day of Central University of Himachal Pradesh on 20th January, 2026.

E) Publications

1. Published Research Papers in Journals (Scopus)-**15**
2. Published Research Papers in Journals (as notified by the UGC)-**20**
3. Published Research Papers in Peer reviewed /Refereed Journals -**16**
4. Chapters in Edited Book-**32**
5. Books Authored: **04**

F) Seminars/Conferences/Workshops Attended: 50

G) Details of Patents: 19 Patents

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