

Dr.M. SIVA

Assistant Professor

Department of Tourism & Hotel Management

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Area of Interests: Eco Tourism, Heritage Tourism, Sustainable Tourism, Travel Agency and Tour Operations, Cultural Tourism and Tourism Marketing.

II. EDUCATIONAL QUALIFICATION

- June 2024 **Ph.d (Tourism Management)** -Madurai Kamaraj University, Tamil Nadu, India.
- June' 2014 Qualified with National Eligibility Test for Assistant Professor
(NET- June 2014)- Tourism Administration & Management
- 2012-2013 **PGDJMC-** (Journalism and Mass Communication), Department of
Mass Communication, Pondicherry University, India
- **First Class**
- 2007-2008 **M.Sc.,** (Tourism Marketing), University of Stirling, Scotland, UK
- **Merit**
- 2004-2006 **MFT** (Foreign Trade) - (Distance Education), Pondicherry University,
India
-**First Class**
- 2002-2004 **MBA** (Tourism) - Pondicherry University, Centre for Tourism Studies,
India
-**First Class**
- 1998-2001 **B.Sc.,** (Physics) - Tagore Arts College, Pondicherry University, India
-**First Class**

III. TEACHING EXPERIENCE AT UNIVERSITY LEVEL

- Experienced over 11 years in teaching at Post Graduate level
- Assistant Professor, Central University of Karnataka, (Nov' 2019 till date)
- **Resource Faculty**, Department of Tourism Studies, Pondicherry University, Puducherry, India. (March 2012- May 2019).
 - Courses Taught in MBA-Tourism Programme
 - a) Sustainable Tourism
 - b) Ecotourism
 - c) Travel Agency and Tour Operations Management
 - d) Indian Culture and Heritage
 - e) Airlines & Cargo Management, Services Marketing, World Update

f) Sales & Distribution Management (for Add-on Course)

- Guided over 9 students of each academic year of their Internship and Summer Project Work from Mar' 2012 – May 2019.
 - Accompanied students for national tour, eco- tour and field trips
 - Organised Orientation Programmes and assisted in job placements for the final year Students.
 - Delivered lectures, assisted in preparing and grading papers.
- **Guest Faculty for MBA (Tourism)**, Directorate of Distance Education, Pondicherry University, Puducherry, India (May, 2015).
 - **Resource Faculty for PGDEM (Add-on Course)**, Department of Tourism Studies, Pondicherry University, Puducherry, India (March 2012- May 2014).
 - Delivered lectures for two consecutive academic terms, using advanced teaching techniques to inspire and motivate students for higher level qualifications and employment.

IV. PROFESSIONAL EXPERIENCE

- **Customer Service Assistant-** Retail Industry, London (2010).
- **Counter Assistant-** Post Office (Royal Mail-Franchise) London (2009).
- **Manager-Sales Team -** Reliance Life Insurance Company Ltd, Puducherry, India (2005-06).
- On-the-Job training in Sales Section, **Commercial Department, AIR-INDIA** Chennai, India (June-2003).

Membership in Professional Bodies: An affiliated member of **Forum UNESCO-** University and Heritage Network (FUUH), Spain.

V. PUBLICATIONS AND ACADEMIC ACHIEVEMENTS

Papers Presented in Conferences/Seminars and Research Publications in Journals/Edited Books:

a) Presented a paper on, 'Challenges to community participation in tourism development and heritage management: Case Studies of ASI protected site of Arikamedu and Mulanathaswami Temple, Puducherry, 7th International Tourism Research Conference, 22nd October 2021, University of Colombo, SriLanka.

b) Presented a paper on, **The Role of Small Scale Travel Agencies in the promotion of heritage sites of Gulbarga'- ICSSR-SRC & CUK** Sponsored Two Day National Conference, 10th& 11th May 2020, Central University of Karnataka.

c) **Destinations Heritage And Franco-Tamil Culture As a Significant Driver For Tourism Development Of Puducherry**, Published in Volume 6 Issue 6, June 2019, UGC Approved & 5.87 Impact Factor (ISSN: 2349-5162).

d) **The French Cuisine and Café's as a viable market segment of promoting tourism in Puducherry**, Published in Volume 6 Issue 4, April-2019, UGC Approved & 5.87 Impact Factor (ISSN: 2349-5162).

e) Participated as a panel member and presented a paper on the topic, "**Opportunities, progress and a way towards sustainable development of tourism in Puducherry'**-

National Seminar on Sustainable Tourism- a tool for development, Bharathidasan Govt. College for women, Puducherry, 25th October 2017.

f) **“Destinations Heritage and Culture as a significant driver for tourism development at Puducherry”**- a UGC-SAP (DRS-II) National Conference, 6th May 2017, Pondicherry University (ISBN 978-93-5273-110-7).

g) **“Heritage tourism, Culture and Identity- a factor of tourism development at Puducherry”**- a UGC-SAP (DRS-II) National Conference, 19th March 2016, Pondicherry University.

h) **“Dr.A.P.J. ABDUL KALAM- a Legend and the True Inspiring Leader of India”**, Bharath Pathrika, Vol. 6, Aug-October, 2015(ISSN 2277-547).

i) **“The Issues and trends of Ecotourism for Sustainable Development at Pichavaram- An Analysis on Attributes for Visitor Satisfaction”** - a UGC Sponsored National Conference on *‘Marketing of Ecotourism: Prospects and Challenges’* during 3rd & 4th September, 2014, ISBN: 978-81-910709-1-0.

j) **“Tourism Promotion Vis-à-vis French Ethnicity- The case of Puducherry**, Bharath Pathrika, Vol. 4, Feb-April, 2013, ISSN 2277-5471. (2013).

k) Attended a National Conference held at **National Institute of Tourism and Hospitality Management, Hyderabad, India** on 26/11/2013.

l) Successfully completed dissertation that includes 15,000 words on **“Heritage Tourism and its promotion in Edinburgh”, Scotland, UK** during my final semester of M.sc (Tourism Marketing).

m) Achieved **A Grade** in three modules: Services Marketing, Principles of Tourism Management and for my presentation on Self Directed Tourism Topic, **University of Stirling, Scotland, UK**.

n) Certified as the **Branch Topper** in recruitment of Advisors at **Reliance Life Insurance Company Ltd**, Puducherry, India.

o) Awarded as **‘Shining Star’** for providing excellent customer Service at Sainsbury’s Supermarket Ltd, London.

p) Successfully completed **TERRA NOVA** Team Building Training Programme conducted in **Scotland, UK**.

VI. TECHNICAL QUALIFICATION & SKILLS

- a) Shorthand-English [**Higher**]
- b) Shorthand- Tamil [**Lower**]
- c) Typewriting -English [**Higher**]
- d) Typewriting-Tamil [**Lower**]

LANGUAGES KNOWN:

- a) ENGLISH, TAMIL & FRENCH IV Level, (R/W/S)
- b) HINDI & GERMAN (basic)

I declare that the above information is true to my knowledge.

(Dr.M. SIVA)