

Curriculum Vitae

Dr. Bushra

Ph.D. (Tourism Management & Marketing)

Jamia Millia Islamia

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CAREER OBJECTIVE

To be a responsible researcher and professional in the educational domain by imparting my learnings, knowledge, and skills towards the development of an institution and society.

ACADEMIC CREDENTIALS

- Ph.D. entitled, “**Profiling of wellness tourists in India**” from Jamia Millia Islamia, New Delhi in August 2023.
- Qualified **UGC- NET** twice in “**Tourism Administration Management**” in December 2018 and June 2019.
- Completed **MTM (Masters in Tourism Management)** from Indira Gandhi National Open University, New Delhi in the session 2015-2017.
- Completed **B.A in Hotel Management, Travel and Tourism (Gold Medalist)** from **Jamia Millia Islamia**, New Delhi securing first division with distinction in the session 2012-2015.
- Senior Secondary School Examination from CBSE Board, Delhi in 2012.
- Secondary School Examination from CBSE Board, New Delhi in 2010.

CERTIFICATIONS

- Completed certificate in Turkish Language from Jamia Millia Islamia in 2014
- Completed diploma in Turkish Language from Jamia Millia Islamia in 2015
- Completed advanced Diploma in Turkish Language from Jamia Millia Islamia in 2016

WORK EXPERIENCE

- Working as Guest Faculty at Department of Tourism and Hospitality Management, Jamia Millia Islamia, New Delhi-110025
- Worked as Assistant Professor in Marketing at Lead college of management, Palakkad, Kerala from November 13, 2023- July 28, 2024
- 01-year experience as Sales Executive in a travel agency
- Marketing was a prominent domain of my Ph.D. research (studied management and marketing in my graduation and masters also)

- 3 years teaching experience during (PhD) as a research scholar at Jamia Millia Islamia (2018-2020)
- Worked as a trainer in skill certification and training programme at Jamia Millia Islamia
- Taught in Hunar se rozgar tak initiative by the Ministry of Tourism for the creation of employable skills amongst youth at Jamia Millia Islamia
- Mentored Masters students (MTTM) students in seminars for consecutive three years
- Experience in conducting departmental events such as international conferences, seminars, workshops, etc

AREA OF INTEREST

Marketing Management, Consumer Behaviour, Transport Services, HRM, Wellness and Medical Tourism,

FELLOWSHIP RECEIVED

- Awarded ICSSR “**Centrally-Administered Short-Term Doctoral Fellowship**” in the Year 2022-23.
- Awarded “**Merit-cum-Means Scholarship**” at Jamia Millia Islamia in the Year 2013-2014

RESEARCH PAPERS PRESENTED AT CONFERENCES AND SEMINARS

- Paper presented on “Responsible Tourism: The paradigm shifts towards community involvement in Kerala”, JTA Multidisciplinary International Conference 2020 (JTACON-2020) Jamia Millia Islamia (February 16-18 ,2020), New Delhi
- Paper presented on “Determining the emerging trends of wellness tourism in Kerala”, Transformational Tourism: Shaping tourism narrative of well-being (March 6-8 ,2020), Department of Tourism and Hospitality Management, Jamia Millia Islamia, New Delhi
- Presented a paper titled “India tourism sector and COVID-19 impact and reviving strategies” at ICSSR sponsored two-day national seminar organized by Department of commerce, St. Joseph University, Nagaland during March 19-20, 2021. Theme: Impact of post COVID-19 on international trade
- Paper presented on “Wellness tourism in India – Impacts of COVID-19 and Rebuilding wellness tourism destination image in post corona travel”, Singidunum International Tourism Conference (SITCON-21)- Spa &wellness tourism- Development, perspectives, and Experience (October 8, 2021), Singidunum University, Belgrade, Serbia
- Presented a paper titled “*Promoting Wellness & Spa Tourism Through Social Media Platforms During COVID-19 Pandemic*” at the 9th IBS Conference on Marketing &

Strategy organized by IBS Hyderabad, IFHE University, India during January 21-22, 2022. Theme: Marketing 5.0: Opportunities and Challenges

- Presented a paper titled “*Socio-Economic Implications of Tourism and Hospitality Entrepreneurship on the local Communities: An Exploratory Case Study of Kovalam region, Kerala*” at the 3rd International Conference organized by Department of Tourism and Hospitality Management, Jamia Millia Islamia during January 28-30, 2022. Theme: Enterprise and Entrepreneurialism in Tourism and Hospitality.

PUBLICATIONS

- **Bushra Choudhary., & Abdul Qadir.** (2021). Impact of COVID-19 on wellness and spa industry. *International Journal of Spa and Wellness*, 4(2-3), 193-203. <https://doi.org/10.1080/24721735.2021.1986970> (*Scopus Q1; ABDC-C Category*)
- **Bushra Choudhary & Abdul Qadir.** (2022). Wellness Tourism in India during Post COVID-19 Era: Opportunities and Challenges. *Turizam*, 26(3). <https://doi.org/10.5937/turizam26-34441> (*DOAJ listed, UGC Care*)
- Monika Barnwal, **Bushra Choudhary**, Vijay Kumar & Abdul Qadir. (2023). Rebranding of destination quality through wellness tourism. *International Journal of Hospitality and Event Management*, 2(3/4), 247-260 <https://doi.org/10.1504/IJHEM.2023.10054063> (*Web of Science, CABI*)
- **Bushra Choudhary & Abdul Qadir.** (2022). Tourist behaviour during disease outbreaks. In *Handbook on Tourism, Public Health and Wellbeing* (pp. 221-233). Edward Elgar Publishing (*Scopus listed*)
- Shweta Chandra & **Bushra Choudhary.** (2021). Scientific misconducts. In Chowdhary N. and Hussain, S (Ed.) *Handbook of Research and Publication Ethics*, Bharti Publications.
- **Bushra Choudhary**, Saima Kareem., Abdul Qadir., & Sarah Hussain. (2023). Mountain Destinations and COVID-19: An Overview of Impacts and Implications. *COVID-19, Tourist Destinations and Prospects for Recovery: Volume One: A Global Perspective*, 101-112, Springer
- **Bushra Choudhary.** (2022). EcoWellness. In *Encyclopedia of Tourism Management and Marketing* (pp. 33-36). Edward Elgar Publishing.

FDPs/WORKSHOPS/WEBINARS ATTENDED

- Participated and completed three days National online Faculty Development Programme on “Digital Literacy: Stepping into a New Normal” held from May 21-23, 2020 organized by MIT School of Education & Research, MIT Art, Design and Technology University, Loni Kalbhor, Pune
- Three Days National Webinar Lecture Series on “Academic Writing and Research Ethics” from 27th to 29th June 2020 Organized by IQAC, Janata College, Kabuganj and Don Bosco College Central Library, Itanagar

- Attended “One Week Online Workshop for Research methodology” organized from 3rd July-9th July 2020 by the School of Business and Management Studies, the Central University of Haryana in Association with SHoDH, Haryana, and ICSSR (as knowledge partner).
- Attended Faculty Development Program on “UPSCALING PEDAGOGY WITH MOODLE” from 13th to 15th July 2020 on the Zoom platform at the Department of computer science, Don Bosco School, Yelagiri Hills.
- Attended “One-week online workshop on Research Methodology” organised by School of Management Doon University, 14th July, 2020-20th July 2020
- Attended “One-week online workshop on Research Methodology” for social science and business research scholars organised by Doon University, Dehradun, 3rd Sept, 2020-9th sept, 2020
- Attended e-workshop on Research Methodology organised by Dr. B.R Ambedkar Central University, JNU, 11th Jan,2021-12th Jan, 2021
- Attended five days Online workshop on “Research & Publication: A Researcher’s Toolkit” organised by the School of Management & Commerce, Brainware University, West Bengal, 12th feb,2021-20th feb,2021
- Participated and successfully completed AICTE Training and Learning (ATAL) Academy online Elementary FDP on “Data Analytics for Research” from 21.06.2021 to 25.06.2021 at IIM Siramaur.
- Attended “One-week Online Faculty Development Program on Quantitative Data Analysis” from 13.07.2021-17.07.2021
- Attended “One-week International FDP on research excellence and academic development” organised by Department of Commerce with Professional Accounting from 01.09.2021 to 08.09.2021

CONFERENCES/WORKSHOPS ORGANIZED

- **Organising Member** of International Conference on “Rurality, Ruralism and Rural Tourism: Challenges and coping strategies” held on 15- 17 November 2018 organised by Department of Tourism and Hospitality Management, Jamia Millia Islamia, New Delhi
- **Organising Member** of International Conference on “Transformational Tourism: Shaping Tourism Narratives of Well-Being” held on 06-08 March 2020 organised by Department of Tourism and Hospitality Management, Jamia Millia Islamia, New Delhi
- **Organising Member** of International Conference on “Enterprise and Entrepreneurialism in Tourism and Hospitality” held on 28-30 January 2021 organised by Department of Tourism and Hospitality Management, Jamia Millia Islamia, New Delhi
- **Organising Member** of Five Days Online Faculty Development Programme on “Responsible Tourism in the New Normal” held on 06-10 December 2021 organised by Department of Tourism and Hospitality Management, Jamia Millia Islamia, New Delhi

REFERENCES

Dr. Abdul Qadir

Assistant Professor, Department of Tourism and Hospitality Management,
Jamia Millia Islamia (Central University), Jamia Nagar, New Delhi-10025
Email- aqadir@jmi.ac.in

Dr. Nusrat Yasmeen

Assistant Professor, Department of Tourism and Hospitality Management,
Jamia Millia Islamia (Central University), Jamia Nagar, New Delhi-10025
Email- nyasmeen@jmi.ac.in

DECLARATION

I do hereby declare that all the information given above is true to the best of my knowledge and belief.

Date: 22-Aug-2024

Place: New Delhi

(Bushra)

