

Dr. Priya Singh

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CAREER OBJECTIVE

To carve my niche as a distinct and responsible professional in tourism and hospitality educational domain by imparting acquired knowledge and skills simultaneously keeping pace with new developments in industry.

ACADEMIC CREDENTIALS

- Pursuing MBA in Hospitality Management from Kurukshetra University.
- Doctorate in Hotel Management from Bundelkhand University, Jhansi.
- **UGC-NET/JRF** in “**Tourism Administration & Management**” in session June-2013.
- Completed **MTM (Masters in Tourism Management)** from IGNOU New Delhi securing 63% in the session 2011-2013.
- Completed **B.Sc. in H & HA (Hospitality and Hotel Administration)** from **IHM Lucknow** affiliated to **NCHMCT, Noida** securing 68% in the session 2006-2009.

CERTIFICATION

Successfully completed **CHT (Certified Hospitality Trainer)** program designed by Ministry of Tourism, Government of India for teaching with better skills in hospitality industry.

PROFESSIONAL EXPERIENCE

- Worked as “**Assistant Professor (Contractual)**” in “**Department of Tourism & Hospitality Management**” in **Jamia Millia Islamia**, from 1st Aug 2017 to 31st May 2020.
- Worked as “**Guest faculty**” in “**Department of Tourism & Hospitality Management**” in **Jamia Millia Islamia**, New Delhi from 1st Aug 2016 to 30th April 2017.
- Worked as an “**Assistant Lecturer**” in **IHM Dehradun** from 19th March 2012 to 3rd Sept 2014.
- Worked as an “**Assistant Lecturer**” in **IHM Kurukshetra** from 16th Aug 2010 till 31st Aug 2011.
- Worked as a “**Housekeeping Assistant**” in **The Oberoi Amarvilas**, Agra from 1st Oct 2009 to 8th Aug 2010.

ACADEMIC CONTRIBUTIONS & KEY DELIVERABLES

- Contributed in the curriculum development of three core hotel management programs – Bachelors of Hotel Management, B.Voc Food Production and Masters of Hotel Management.

- Expertise of teaching Front Office, Housekeeping, Nutrition and Food Science, Hospitality Management, Environmental Sciences, Tourism and Travel Management, and Research Methodology.
- Successfully conducted Skill Training Programs for CRPF/ Air Force staff at different locations like Jammu, Raipur, Nainital, Bhopal, and New Delhi.
- Experienced in conducting departmental events like International conference, Workshops, Faculty Development Program, Seminars etc.
- Successfully handled the catering of food and service during the university convocation event 2019.
- Developed video contents in hospitality under the ‘Swayam Prabha Program’.
- Successfully organized workshops on Mock-tails, Flower arrangements, and Dining Etiquettes for hotel management students and university staff.
- Worked as training and placement in-charge in Jamia Millia Islamia and successfully placed the BHM students in reputed 5-star hotels.
- Assisted in preparing departmental audit reports, annual reports and NAAC reports.
- Acted as Girl’s Hostel Warden at IHM Dehradun.

RESEARCH PROFILE

Papers Presented:

- **Singh, Priya (2013).**Hotel Industrial Training and Hotel Management students: A Critical Analysis of Hotels and Hospitality Institutes. *HOSTCON 2013 National Seminar on One Billion Tourists, One Billion Opportunities.*
- **Singh, Priya (2013).** Spa Resorts: A tool Towards the Mental and Physical relaxation Of a Tourist At A Destination. *World Yoga Conference on Global Peace and Harmony through Holistic Approach of Yoga and Meditation, The Yoga center University of Jammu University.*
- **Singh, Priya (2015).** ‘The Role of International Tourism in Branding India as Global Tourist Destination’. National Seminar on ‘**Role of Hospitality and Tourism in Globalizing Brand India**’ organized by Institute of Hotel & Tourism Management, C. S. J. M. University, Kanpur.
- **Singh, Priya (2015).** ‘Infrastructural Deficiencies and Global Warming: An Impact Analysis of Domestic Tourist on a Destination’. Conference on ‘**Strategic Development of Domestic Tourism in India**’ organized by Institute of Tourism Studies, University of Lucknow.
- **Singh, Priya (2016).** ‘Green Marketing: An emerging sustainable practice in hotels’. International Conference on ‘**Development of Economics through Innovation & Sustainable Growth: Vision 2020**’ organized by IHM Pusa, New Delhi & International Association of Research & Development Organization.
- **Singh, Priya (2018).** ‘Green Hotels: An Emerging Trend in Hospitality’. International Conference on ‘**Knowledge and Innovation for Sustainable Growth**’ organized by IILM Academy of Higher Learning, Lucknow.

- **Singh, Priya (2018)**. ‘Green Marketing: A tool towards sustainable development’’. International Conference organized by Banarsidas Chandiwala Institute of Hotel Management & Catering Technology.
- **Singh, Priya (2019)**. ‘Vocational Education in Hotel Management: Need Challenges and Strategies’. International Conference on ‘**Hospitality Education & Managing Human Resources**’ organized by Banarsidas Chandiwala Institute of Hotel Management & Catering Technology.
- **Singh, Priya (2020)**. ‘Instagram and Millennial Food Choices: A Preliminary Study’. 5th International Conference on ‘**Business Transformation in Global Digital Era**’ organized by Symbiosis Centre for Management Studies, Noida.

Papers Published:

- **Singh, Priya (2019)**. Green Practices: An Approach towards Sustainable Development in Hotels. *Research Directions* 6(12).Pg.201-208
- **Singh, Priya (2019)**. Green marketing: A Conceptual Framework. *JIGYASA* 12(2).Pg.333-343
- **Singh, Priya (2020)**. Vocational Education in Hotel Management: Need, Challenges and Strategies. *Hospitality Management Education in India (1)* Pg 47-56, Bharti Publication, New Delhi.
- **Singh, Priya (2020)**. Regional Food as the Catalyst for Cultural Tourism in India. *Strategies for Promoting Sustainable Hospitality and Tourism Services*, edited by Maximiliano Emanuel Korstanje, et al., IGI Global, 2020, pp. 84-96.
<http://doi:10.4018/978-1-7998-4330-6.ch006>

Workshops:

- Workshop on ‘**Innovation in Room Division Management**’ organized by Lovely Professional University, October 14, 2017.
- Two-week Capacity building program on ‘**Qualitative Research Methods**’ at Department of Tourism and Hospitality Management, Jamia Millia Islamia from May 16-29, 2018.
- 2-days workshop on ‘**Development & Delivery of MOOCs for SWAYAM**’ at MCRC Jamia Millia Islamia from 23-24 July 2018.
- One day International E-Seminar on ‘**Invent the Future: The New Normal for Hospitality and Tourism**’ organized by GNA University, Punjab on 27 May, 2020.
- One week online Faculty Development Program on ‘**Contemporary research practices in Social science**’ organized by Amity Noida, 30 May – 5 June, 2020.
- One week UGC-STRIDE Refresher Course on ‘**Research Methodology: Research Ethics, Methods, Skills, Writing and Communication**’ organized by Mizoram University, Aizawl from 19 August – 1 September, 2020.

PERSONAL PROFILE

DOB : 29th Sep. 1988
Father's Name : Mr. Jagat Bahadur Singh
Marital Status : Married
Nationality : Indian
Languages Known : English and Hindi
Residential Address : Cedar Estate Apartment, Sector 54, Gurgaon

REFERENCE

Prof. Nimit Chowdhary
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(PRIYA SINGH)