

	<p style="text-align: center;">Dr. Sutheeshna Babu. S, PhD Nodal Officer & Associate Professor Specialty: Tourism Planning & Development</p> <p style="text-align: center;"><i>Email: babspillai@gmail.com</i></p>
Brief	<p>Researching in the domain of tourism development began in 1989. Lecturing of post-graduate students started in 1995. Have passion for teaching, research student mentoring and actively involved in these besides administrative responsibilities.</p>

A. Areas of Academic Research

- ❖ Sustainable Tourism Development
- ❖ Tourism Policy and Planning
- ❖ Coastal Tourism Management
- ❖ Tourism & Marginalised People
- ❖ Aqua-based leisure and tourism

B. Academic Qualifications

- ❖ Obtained PhD from Jawaharlal Nehru University, New Delhi in March 2006 on the topic "Development of Tourism in the West Coast of India: A Case Study of Selected Beach Resorts in the States of Goa and Keralam".
- ❖ Obtained MPhil from Jawaharlal Nehru University, New Delhi in 1992 on the topic "International Tourism in India: A Geographical Analysis".
- ❖ Post-graduated in Geography from Kerala University in 1988 with specialization in regional development.

C. Fellowship

Research Fellow, UGC/ CSIR during 1990-1995.

D. Teaching Positions Held

- ❖ Associate Professor in Tourism, Indian Institute of Tourism & Travel Management, Min. of Tourism (IITTM), Govt. of India since April 2010 (Reader April 2007 to 2010).
- ❖ Lecturer/ Assistant Professor in Tourism at IITTM from Feb. 1997 to April 2007.

- ❖ Lecturer and Chairperson, Dept. of Tourism, Institute of Management Studies, Ghaziabad from June 1995 to Feb. 1997.

E . Administrative Responsibilities

- ❖ Nodal Officer (equivalent to Principal), National Institute of Watersports- IITTM, Min. of Tourism Govt. of India since Feb. 2007.
- ❖ Chairperson- P. G & Bachelors' Programme in Tourism in Tourism (June 2003-Feb. 2007, IITTM Bhubaneswar.
- ❖ Hostel Warden, IITTM Bhubaneswar from Sept. 2003- Feb. 2007.
- ❖ Placement Officer, IITTM Bhubaneswar 1997 & 1998.
- ❖ Member- Strategic Plan, Publications & Placement committees- IITTM 2008 onwards.
- ❖ Member Secretary- NIWS campus development committee.

F. Building Research Capabilities

- ❖ Three scholars are being guided for their PhD programme.
- ❖ Member- Faculty Research Committee- Tourism, Goa University.

G. Publications

Book:

2008 (ed.): Sutheeshna Babu, Sitikantha Mishra & Bivraj.B Parida, *Tourism Development Revisited: Concepts, Issues and Paradigms*, Response Book- Sage Publishers, New Delhi (Reviewed by Ige Pirnar for *Annals of Tourism Research*, 2009, 36 (2), p. 357-58).

Book Chapters:

2011: Sutheeshna Babu, S. M. Chaudhary & S. Kulshreshtha, 'Travel Barriers and the Disabled: Some explanations in Indian context', S.P Bansal, S. Kulshreshtha and P. Gautam, *Tourism for Development: A Managerial approach*, Kanishka Publishers, New Delhi.

2008: Tourism Development Revisited: An Introduction, In Sutheeshna Babu, S. Mishra & B.B Parida (eds), *Tourism Development Revisited: Concepts, Issues and Paradigms*, Response Book- Sage Publishers, New Delhi, pp 15-31

2008: Tourism as Discipline and Industry: Some Comments on the Progressing Debates. In Sutheeshna Babu, S. Mishra & B.B Parida (eds), *Tourism Development Revisited: Concepts, Issues and Paradigms*, Response Book- Sage Publishers, New Delhi, pp 33-53.

2008: Tourism Development and Emerging Paradigms: A Synthesis. Debates. In Sutheeshna Babu, S. Mishra & B.B Parida (eds), *Tourism Development Revisited: Concepts, Issues and Paradigms*, Response Book- Sage Publishers, New Delhi, pp 177-197.

2008: Spatial Dimensions of Tourism in India: A Macro-level Perspective. In S. Babu, Sutheeshna Mishra & B.B Parida (eds), *Tourism Development Revisited: Concepts, Issues and Paradigms*, Response Book- Sage Publishers, New Delhi, pp 285-305

2008: Tourism and the Informal Sector: Notes on the Case of Backpacker Tourism, (Co-authored with Anders Sorenson). In Sutheeshna, S. Mishra & B.B Parida (eds), *Tourism Development Revisited: Concepts, Issues and Paradigms*- Response Book- Sage Publishers, New Delhi, pp 88-102.

1995: "Development and Structure of International Tourism in India", Baleshwar Thakur (Ed), Concept Publishers, New Delhi.

Journals

2008: Contradictions in Coastal Tourism Development, *lfrac Tourism Journal*, Vol 1 (3)

2008: "A Note on Recession-hit Tourism", APETIT Newsletter, International- On-line 6/2, Nov. 2008, (Asia-Pacific Education & Training Institutes in Tourism, promoted by UNESCAP, www.unescap.org)

2008: UNESCO and World Heritage Movement, APETIT Newsletter, International- On-line 6/2, Nov. 2008, (Asia-Pacific Education & Training Institutes in Tourism, promoted by UNESCAP, www.unescap.org)

2007: Is Special Interest Tourism A Strategic Option for Indian? Conference Report, *Tourism Recreation Research*, 31 (3).

H. Conference / Seminars / Symposia Proceedings

2011: Manjula Chaudhary, Sutheeshna Babu.S & P. Gupta, '*Tourism and Travel Industry in Indian: Looking East*', Knowledge paper, Travel India-2011, Indian Chamber of Commerce, 26-27 Aug. 2011, Kolkata.

2010: Manjula Chaudhary & P. Gupta, Knowledge paper: 'Indian Tourism: Introspection and Prospecion', For Conference on Tourism, Heritage & Hospitality, Conference on Tourism, Heritage & Hospitality, Indian Chamber of Commerce, 22-23 Dec. 2010 at Kolkata.

2006: Editor for Proceedings Abstract of Conference on "Special Interest Tourism: An Indian imperative", IITTM, APETIT- UNESCAP, Orissa Tourism, HARO, March 25.

Editorial Position:

UNESCAP promoted APETIT Newsletter since 2007 (An on-line publication). Available: www.unescap.org

I. Paper Presented in Seminars / Conferences, etc.

2011: Paper titled 'Product Diversification and Destination Competitiveness', at Travel India Summit- Indian Chamber of Commerce, 26-27 Aug. 2011 at Kolkata.

2011: Paper titled 'Making of Accessible Tourism: A Sustainable approach', at 3rd International Conference of ITC: 'Regional Tourism- Trends, changes and challenges', Indian Tourism Congress (ITC), 22-26, June 2011 at Colombo.

2011: Guest of Honour & presented 'Aqua-based Amusements: Importance of Safety first approach' at National Safety Conference, Indian Association of Amusement Parks & Industries, 14, March 2011, Mumbai

2011: Paper titled 'Impacts of Shock Events on Tourism Demand in India', at International conference on 'Sustainable Destination Excellence: Innovations in Alternative tourism', Jammu University, 17-18, Feb. 2011, Jammu.

2011: Chaired a session (Track-II): "Niche Tourism", International Conference on 'Sustainable Destination Excellence: Innovations in Alternative tourism', Jammu University, 17-18, Feb. 2011, Jammu.

2010: Panelist at the Plenary of "Conference on Tourism, Heritage & Hospitality, Conference on Tourism, Heritage & Hospitality", Travel India Summit, Conference on Tourism, Heritage & Hospitality, Indian Chamber of Commerce, 22-23 Dec. 2010 at Kolkata.

2010: Paper titled 'Challenges and Prospects of Accessible Tourism in India', at International conference: Challenges & Strategic Interventions for Tourism in India, Lucknow University, 4-5, Dec. 2010.

2010: Panelist on: 'Strategies for Ecotourism Development and New Products in J&K', at 8th University-Industry Council Symposium, Jammu Uty. & Confederation of Indian Industries, 25-26 Nov. 2010, Jammu.

2010: Paper titled 'Safety and Security Dimensions of Leisure Watersporting' at National Seminar Future Dimensions of Theme and Amusement Parks in India at Goa from 13-15, Sept. 2010.

2009: Paper titled 'Tourism Development & Its Contradictions in Goa', at Conference on Contemporary Tourism Development: Issues & Challenges with special reference to Goa, Chougule College of Arts, Madgao, Goa, 12-14, Feb.

2008: Paper titled 'Status of Tourism Research in India and the Future Directions' at Background Paper for the Technical Session on Tourism Research. Director's Conclave (Institutes/ University Depts.) organized by Indian Institute of Tourism and Travel Management, 17-18, January 2008, Gwalior

2007: Paper titled 'Pro-poor Tourism: A Critique', Paper at the International Conference on "Innovations in Tourism: Competitiveness and Sustainability, Bhubaneswar 20-22, Dec. 2007, Indian Institute of Tourism and Travel Management in collaboration with UNESCAP/ APETIT

2007: Paper titled 'Incredible India: Beyond an advertisement campaign'. Background Paper on the National Seminar on "Incredible India: Beyond an advertisement campaign? Indian Institute of Tourism and Travel Management, 17, January 2007, Delhi.

2006: Paper titled 'Urbanising Ecotourism: Some Reflections in the Indian Context'. Paper presented at the National Seminar on Issues and Trends in Ecotourism Development in India, Trivandrum, 06-07, Jan. 2006, All India Tourism Teachers Association.

2006: Paper titled 'Special Interest Tourism: Critical Appraisal of a Development Imperative in Indian Context'. Seminar on Special Interest Tourism: An Indian Imperative, Indian Institute of Tourism and Travel Management, Bhubaneshwar, 25 March 2006.

2003: Paper titled 'Urbane' Tourism and Poverty Alleviation: Reflections from some beach Centers in India', at a National Seminar on Tourism and Poverty Alleviation organized by Indian Institute of tourism and Travel management, 22-23 February, 2003 at Gwalior.

2002: Paper titled 'Tourism and Poverty Alleviation in India: A Search towards Meaningful Relationship', at the National Conference on "New Directions in Indian Tourism: Local Impacts and Global Trends", University of Burdwan, Burdwan, West Bengal, 19-20, December.

2002: Paper titled 'Poverty Reduction and Urban Tourism: Co-existence or Contradiction?' for presentation and publication in the "Regional Workshop on Urban Tourism and Poverty Reduction", held at Colombo, during 20-22 November 2002, organized by UNESCAP and CITYNET. It was published online.

1998: Paper titled 'Community Empowerment through Tourism: A Case Study of Chilika Lagoon', at the International Seminar on Sustainable Development of Chilika Lake, Orissa, CDA, Bhubaneswar

1996: Edited the proceedings of the National Seminar on Tourism titled 'Indian Tourism Industry: Challenges and Possibilities', Institute of Management Studies, Ghaziabad, U.P.

J. Some Major Seminar/ Conferences Organised

2010: Member- Organising Committee for Director's Conclave (Institutes/ University Depts.) organized by Indian Institute of Tourism and Travel Management, January 2010, Gwalior .

2008: Member- Organising Committee for Director's Conclave (Institutes/ University Depts.) organized by Indian Institute of Tourism and Travel Management, 17-18, January 2008, Gwalior .

2008: Member- Organising Committee for Director's Conclave (Institutes/ University Depts.) organized by Indian Institute of Tourism and Travel Management, 17-18, January 2008, Gwalior.

2007: Academic Convener for the National Seminar on "Incredible India: Beyond an advertisement campaign? Indian Institute of Tourism and Travel Management, 17, January 2007, Delhi.

2006: Academic Convener for the Seminar on Special Interest Tourism: An Indian Imperative, Indian Institute of Tourism and Travel Management, Bhubaneswar, 25 March 2006.

1996: Convener of the National Seminar on Tourism titled "Indian Tourism Industry: Challenges and Possibilities", organized by Institute of Management Studies, Ghaziabad, U.P.

K. Other Academic/ Industry Involvement

- ❖ **2006:** Has been a member of the team which finalised the Orissa Tourism logo and marketing campaign "**Orissa: Scenic. Serene. Sublime**".

- ❖ **2005:** Advised a leading tour company namely M/s Travel Wings, Bhubaneswar for new product development for about 04 years from Feb. 2001. The focus was on development of tribal and cultural tourism.
- ❖ **1991:** Resource Person for writing units for IGNOU, New Delhi for their course on Tourism Studies.

L. Projects Undertaken for Govt. Agencies

- ❖ **Aug. 2011:** Chief Investigator for the Study 'Evaluating Effectiveness of 'Hunar Se Rozgar' Capacity Development Scheme', funded by Min. of Tourism, Govt. of India, New Delhi (Taken up recently). Proposed to cover 40 destinations and around 1300 samples.
- ❖ **March 2011:** Chief Investigator for the Study 'Assessment of Safety Infrastructure Requirements and Visitor Management Practices for the Beaches in Kerala'. For Govt. of Kerala, covering 10 beaches spread across the state (Part report submitted).
- ❖ **May 2011:** Chief Investigator for 'Feasibility of Watersports in Jammu Region', for J&K Tourism.
- ❖ **Dec. 2010:** Investigator for 'Analysing the Factors Responsible for Slow-down in Tourist Flow in India', funded by Min. of Tourism, Govt. of India, New Delhi. Covered 10 major tourist destinations and around 2300 samples of tourists and tourist establishments.
- ❖ **Nov. 2010:** Chief Investigator for "Problems and Prospects of Accessible Tourism in India", funded by Min. of Tourism, Govt. of India, New Delhi. Covered 06 major tourist destinations and around 1200 samples of tourists.
- ❖ **June 2010:** Chief Investigator for 'Examining Use-worthiness of watersports equipments & assessment of training possibilities at A.D Beach, Goplpur', Air Defence College, Gopalpur-on-Sea, Orissa.
- ❖ **Sept. 2003:** Chief Investigator for 'Development Potential of Ecotourism in Chandaka Wildlife Sanctuary', Govt. of Orissa.
- ❖ **1997:** Jointly with other 04 members: 'Exploring New Products: Gonasika and environs', Govt. of Orissa.

M. Research Projects for Private Sector

- ❖ **Feb. 2009:** 'Feasibility of Eco-adventure Tourism Project at Ambholgarh, Ratnagiri, Maharashtra-, M/s Ambholgarh Beach Resorts Pvt. Ltd.
- ❖ **Dec. 2008:** 'Assessment of the Feasibility for Watersports Operation in Man-made Lagoons- Bhore, Pune', M/s Pulsar Entertainments Pvt. Ltd. Mumbai.
- ❖ **July. 2008:** 'Assessment of the Feasibility for Watersports Operation at Tapola- Koyana Dam', M/s Nature Trails and Camps Pvt. Ltd. Thane.
- ❖ **Feb. 2008:** 'A Study on the Feasibility of Watersports Operation in Digha Beach', Raj & Co., Hoogly.

N. Media Intervention

Brief interviews to print media on the potential aqua-based tourism:

- ❖ **2008:** "Adventure in My Vein", *India Today*, Interviewed by Diksha Madhok, Jan. 30, Delhi.
- ❖ **2007:** 'Wave Riders: Windsurfing Hits Indian Shores', *Economic Times*: 02-09-2007 Delhi.
- ❖ **2007:** 'Living on the Edge', by Andrea Lopez, *Express Travel World*, Dec.

O. FDP/ Training Attendance

- ❖ Direct Trainer Skills (08-12, March 1999), Institute of Secretariat Training and Management, New Delhi.
- ❖ Designing of Training (15-19, March 1999), Institute of Secretariat Training and Management, New Delhi.
- ❖ Short Fellowship "Tourism Planning for Conference and Incentives/ Alternative Forms of Tourism" in June-July 2005 at Nicosia. Jointly sponsored by the Govt. of India and Govt. of Cyprus.
- ❖ FDP on Case Development & Teaching Workshop, July-Aug. 2006. FORE School of Management, New Delhi.
- ❖ Management Development Programme (MDP) in Tourism sponsored by Min of Tourism for the officers and faculty in its jurisdiction from Oct.-Nov.

2009 at ASCI, Hyderabad, Cornell- Nanyang University, Singapore and Sunrise Hospitality Institute, Kuala Lumpur, Malaysia.

P. Summer Schools Attended

- ❖ Refresher Courses in Tourism, Indian Institute of Tourism and Travel Management, Bhubaneswar. (09 - 29 Dec. 2005 & 10 - 29 July 2006).
- ❖ 'Asia-Pacific Seminar on Statistics and Tourist Satellite Accounts', UNWTO & Govt. of India at Trivandrum, April 1998

Q. Memberships

- ❖ Academic Membership, CIRET, France (Network promoted by Prof Rene Beretje.
- ❖ Member Secretary- Western Region, Indian Tourism Congress (ITC).
- ❖ Original Member of Executive Committee, Jharkhand Adventure Tourism Institute, Ranchi.
- ❖ International Maritime Club (IMC).

R. Ph.D Topics Guided– In progress

- ❖ Managing Human Resources In Accommodation Establishments of West Bengal.
- ❖ Assessing the Quality of Service & Delivery Standards: A study of selected up-scale restaurants in Kolkata
- ❖ A Critical Appraisal of Tourism Promotion in Kerala: Case Study of Gods' Own Country' Campaign.

Personal Details

2. **Father & Mother** : Sankara Pillai. R (Late) & Kamalkshi Amma
3. **Office** : Nodal Officer, National Institute of Watersports (IITTM), A.S Road, Altinho, Panaji, Goa-403001.
4. **Residence** : Gouri Sankaram, Koottamvila, Vattiyoorkavu, Trivandrum-13.
7. **Marital status** : Married
8. **Email** : babspillai@gmail.com

(Dr. Sutteeshna Babu. S)