



Dr. Asma Bashir

CAREER SUMMARY

Dedicated, resourceful and goal-driven professional educator with diverse experience. I am committed to the social and academic growth and development of every student and overall community well-being.

PROFESSIONAL EXPERIENCE

Assistant Professor

University of Tabuk, Saudi Arabia | January 2025 – Present

- Teaching
- Curriculum development
- Quality Assurance Management

Assistant Professor

Central University of Kashmir, Jammu & Kashmir | Feb 2022–December 2024

- Teaching students through Lectures, case-study analysis and field work.
- Actively published research in top-tier journals

Non-Academic Engagements undertaken

- Contributed towards developing Alumni policy (draft) of CUK.
- Successfully established the *DTS TRAVEL BEATS* - an e-newsletter of the department of tourism studies, CUK
- Organised and Coordinated a one day workshop on “**Gender Equity, Equality and Diversity at Workplace**” in collaboration with Internal Complaints Committee (ICC) Central University of Kashmir – September 2023
- Organising member of various seminars and workshops held within the department.
- Member of career counselling and mentorship cell helping students reach their professional goals.
- Designed and updated curriculum as per NEP 2020
- Supervised students for their Masters Dissertation.
- Facilitated extra-curricular workshops and activities.

Lecturer

University of Kashmir, Srinagar, Jammu & Kashmir | June 2021–Dec 2021

- Designed exams, assessments and course content, including lecture material with a focus on developing students’ skill and entrepreneurial mindset.

Program Manager

JKNRLM, Srinagar, Jammu & Kashmir | March 2021–May 2021

- Co-ordinate and manage women Self-help groups active in villages.
- Conduct training programs for their livelihood enhancement and bank literacy
- Cultivated relationships with community groups, project stakeholders and funding sources to maximize programme outreach.
- Set team priorities, maintained schedules and monitored performance.

Guest Faculty

Central University of Jammu, Jammu & Kashmir | Sep 2019–Nov 2019

- Served as primary subject lecturer, coordinating undergraduate and postgraduate programmes for 50+students.
- Coordinator**- Leadership Development Camp for enhanced student engagement- 2019

Assistant Professor

Baba Ghulam Shah Badshah University, Jammu & Kashmir | Apr 2019–May 2019

Graduate Teaching Assistant

Central University of Jammu, Jammu & Kashmir | Sep 2015–Oct 2016

- Helped teachers with lesson plan development, class preparation and student mentoring.
- Delivered lectures on various topics such as professional excellence and Business



EDUCATION

Cornell University | 2023

Certificate in Sustainable
Tourism Destination Management

Central University of Jammu, Jammu & Kashmir | 2020

PhD Tourism and Travel Management
MPhil Tourism & Travel Management(2016)

Christ University, Karnataka | 2011

Master in Tourism Administration

Symbiosis International University, Pune, Maharashtra | 2009

Bachelor of Business Administration (IT)



FELLOWSHIP

JRF and Asst. Professor in Tourism
Administration and Management



RELEVANT SKILLS

Knowledge Networking
Curriculum development
Teaching and supervision
Publishing academic research
Grant proposal writing
Organising community outreach programs
Interpersonal communication
Qualitative Research
Public speaking
Teamwork
Mentoring
Fluent Communication Skill
Cultural Competency

Reviewer

- *International Journal of Tourism Policy*
(ABDC and Scopus)
- *Tourism – An Interdisciplinary Journal*



REFERENCE S

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Hospitality, University of Tabuk, Saudi
Arabia

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- Conducted field surveys in the various villages of Jammu such as Reasi, Akhnoor, Suchetgarh, Samba . R.S Pura etc.
- Conducted listing of built as well as intangible heritage
- Organised seminars and community outreach programmes
- Report writing.



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KNOWLEDGE NETWORKING

I am consciously focused on disseminating knowledge beyond classrooms and fostering academia- industry linkage and influence policymaking.

Industry-Academia-Public outreach activities:

1. **2023, December** Special invitee at Tourism Sub-committee meet of Travel Agents Association Kashmir (TAAK)
2. **2023, December** Invited as academic expert at Eco-Tourism Conclave, Gulmarg ([ecotourism conclave](#))
3. **2023, November** featured in *Free Press Kashmir* a weekly published from Kashmir. The interview focused mainly on Cultural Tourism in Kashmir ([FPK interview](#))

INVITED LECTURES / RESOURCE PERSON

1. **2023, November** – delivered lecture on “**Agri-tourism Entrepreneurship Opportunities in the UT of J&K**” at Srinagar Women’s College, Zakura organised by SKUAST –K
2. **2023, October** –delivered a lecture on “**Tourism Entrepreneurship**” under the **Samagra Shiksha Abhiyan** scheme at Govt. High School, Ahamisharief, Bandipora
3. **February, 2022-** Resource person for the online event “**Cultural Resource Mapping Skills**” held at Jammu
4. **March 2021-** Interaction on “**Creative tourism and handicrafts of Kashmir**” at online workshop organized by INTACH Jammu Chapter in collaboration with Department of Handloom-Handicrafts.

RESEARCH EXPERIENCE

RESEARCH PROJECTS

1. **2023-**Currently working on a project titled “ Contested Heritage: Redefining Historical Content in Public Spaces” (**International**) -Ongoing
2. **2017-2018** Cultural Mapping and documentation of the crafts of Jammu with INTACH Jammu.

RESEARCH PUBLICATIONS

1. Singh, R., Ps, S.,& Bashir, A (2023). “Inclusion or Exclusion: Evaluation of hotel Websites from an accessibility perspective”. *Tourism and Hospitality Research* (**Scopus , ABDC-B,Q1**)
2. Singh, R., Ps, S.,& Bashir, A. (2022). Destination Loyalty: A Systematic Review and Future Outlook. *Journal of Quality Assurance in Hospitality & Tourism*, 1-22. (**Scopus. Web of science. ABDC-B**)
3. Singh, R., Ps, S., & Bashir, A. (2022). Journal of Convention and Event Tourism: A retrospective analysis using bibliometrics. *Journal of Convention and Event Tourism*, 1-22. (**Scopus, Web of science. ABDC-B**)
4. Bashir, A., Singh, R., & PS, S. (2022). Mapping the Foundation and Trends in Tourism Research: A Bibliometric Review of Literature in Tourism: An International Interdisciplinary Journal. *Tourism: An International Interdisciplinary Journal*, 70(3), 480-492. (**Scopus, Web of science, ABDC-B**)
5. Bashir, A., & Singh, R. (2022). Mapping the research journey of Tourism Analysis: A bibliometric study. *Tourism Analysis*. (**Scopus, Web of science. AB DC-A**)
6. Bashir, A., Singh, R., & Mishra, A. Mapping the research trends in International Journal

of Tourism Policy: a bibliometric analysis and visualization , International Journal of Tourism Policy. (**Scopus, Web of science. ABDC-B**)

7. Bashir, A., & Sawhney, V. (2021). Uncovering the impediments to successful built heritage management using stakeholder analysis. Journal of Cultural Heritage Management and Sustainable Development. (**Scopus. ABDC- C, Web of science**)
8. Bashir, A., & Gupta, B. (2017). Intangible cultural heritage and experiential tourism: A Netnographic Analysis of tourists engaging in craft based tours in Jammu and Kashmir. Journal of Tourism, 18(2), 1 - 18. **UGC CARE listed**
9. Nawaz, S., Bashir, A., Choudhary, P. & Tantray, S. (2019). Evaluating Tourism Potential: A case study of Pir Panjal Himalayan Region. International Journal of Research and Analytical Reviews, 6 (2), 629 - 640.
10. Bashir, A., Gupta, B. & Ahmed, Z. (2017). Understanding Creative Tourists Using Cultural Value Approach: A Conceptual Approach. Abhinav National Monthly Refereed Journal of Research in Commerce & Management, 7 (4), 338 – 345.
11. Bashir, A. & Gupta, B. (2016) Prospects and Challenges of Developing Kashmir as a Creative Destination, In: Sharma, K., Chauhan, V., Nagar, k., & Rachana (eds) Marketing of Tourism and Allied Services, The Business School, Jammu University, Jammu.
12. Bashir, A. & Gupta, B. (2015) Gastronomy: A Resource for Creative Tourism, In: Niche Tourism, and Innovations in Hotel and Tourism Research, Banarasi Chandiwalla Institute of Hotel Management & Catering Technology, New Delhi.

TRAININGS AND FACULTY DEVELOPMENT PROGRAMS

1. Participated in the 5 days training programme on “Rural Employment Avenues for Inclusive Development ” conducted by V.V. Giri National Labour Institute, Noida from September 12th -16th , **2022**.
2. Participated in the 2 days online training programme on "Skill Development for Youth Employability ” conducted by V. V. Giri National Labour Institute, Noida from October 19th -20th , **2022**.
3. Completed faculty development program on ‘Entrepreneurship Development" Organized by School of Business Studies, the Central University of Jammu, 16th -30th May **2019**.
4. Participated in 10 Day National Workshop on Scale development for faculty members and scholars organized by department of HRM & OB, School of Business Studies in collaboration with FIDC, CUJ sponsored by ICTE-ISTE held at Central University of Jammu, India from 3rd-12th December **2018 (Grade: A)**

WORKSHOPS

Workshops Organised

1. Organised and Coordinated a one day workshop on “**Gender Equity, Equality and Diversity at Workplace**” in **collaboration** with Internal Complaints Committee (ICC) Central University of Kashmir – September 2023
2. Member of organizing committee for “Paryatan Parv” 2018, organized by the Department of Tourism and Travel Management, Central University of Jammu.
3. Member of Organising Committee for National Seminar on “Education and Youth: Challenges and Prospects” on November 2nd, 2015, organized by Central University of Jammu.
4. Member of organizing committee of National Tourism Entrepreneurship Development Summit (NTEDS) and Young Tourism Researches Confluence (YTRC) held at Central University of Jammu on 20-21st Feb 2015.

Workshops Participated

5. Participated in National Workshop on “Practicing Responsible Tourism in the Himalayas” on 29th – 30th April 2019.

6. Participated in National Workshop on “Research Methodology” for Ph.D. students of Social Sciences held from 10th-19th April 2017 organized by School of Business Studies, Central University of Jammu.
7. Participated in National workshop on “Intellectual Property Rights” organized by University Business Incubation Centre (UBIC), the Central University of Jammu on 28th - 29th, March 2017.
8. Participated in a Research Methodology workshop sponsored by ICSSR- Delhi held at Central University of Jammu from 12th-21st May 2015.

SUMMER SCHOOL

1. Attended virtual summer school on “Tourism and SDG’s” organised by Taylors University Malaysia- August **2021**
2. Attended virtual summer school ICT4ST2D: the contribution of ICT’s to sustainable Tourism for Development at Zhejiang University (Hangzhou) dated August 14-25, **2017**

CONFERENCES

1. Presented a paper titled **“Reviving the Craft of Kashmir through Creative Tourism Business Model”** at the conference titled 'Making an Impact: Creating Constructive Conversations’ at the **School of Hospitality and Tourism Conference, University of Surrey**, 19—22 July 2016.
2. Presented a paper titled **“Creative Tourism Business Model for the Grass-Root Dependents of Tourism Based Economy”** at the conference themed “Inclusive Growth & Profits with Purpose: New Management Paradigm” held at International Management Research Academy, **IIM- Bengaluru (IMRA-IIMB)** dated 16th-18th December 2015.
3. Presented a paper titled **“Gastronomy: A Resource for Creative Tourism”** at 5th India International Hotel, Travel & Tourism Research Conference (IIHTTRC 2015) held at Banarsidas Chandiwalla Institute of Hotel Management & Catering Technology, New Delhi dated 11th -13th February 2015.
4. Presented a paper titled **“Intangible Cultural Heritage of Kashmir and its Role in Creative Tourism Development”** at the 7th Indian Tourism and Hospitality Congress held at Manali (Himachal Pradesh) dated 6th -8th February 2015.
5. Presented a paper titled **“Creativity and Innovation of the Traditional Craftsmen of Kashmir Handmade Pashmina Shawls: Perspectives from the grassroots level”** at the third International Conference on Creativity and Innovation at grassroots. **Indian Institute of Management- Ahmadabad**, from January 19th -22nd January 2015 supported by **Nation Innovation Foundation (NIF), UNICEF, NABARD, and SRISTI**.
6. Presented a paper titled **“Creative Tourism, Emotional Quotient & Sustainability: A Relational Framework ”** at 4th Biennia International Conference on Entrepreneurship, Tourism, Environment, Energy conducted by CEBSM, Maharishi Dayanand Saraswati University, Ajmer dated 11th – 12th October 2014.

National Level

7. Presented a paper titled ‘Exploring the role of creative industries in creating brands in tourism’ from 6th – 8th September 2018 organized by School of Business Studies, Central University of Jammu, Jammu, and Kashmir.
8. Presented a paper titled “Community Based Tourism Development: A Relational Framework” at one day National Seminar on ‘Tourism for communities & Communities for Tourism’ conducted by Maharaja Agrasen University Baddi, Solan (HP) dated 20th September 2014.
9. Presented a paper titled “ Challenges in maintaining sustainability: A Critical Approach to the Study of Jharawa tribe” at one day National Seminar on “Environmental Education: The New Frontier”, conducted by Govt. Degree College, Kathua, Jammu, in collaboration with ICSSR, North-Western regional center, Chandigarh on 14th -15th February 2014.
10. Presented a paper titled “Globalization of Indian handicrafts and role of Intellectual

Property in their preservation” at Samshodhan– a national-level research seminar held at Christ University Bengaluru, on 24th February 2011.

11. Attended a National Seminar on “Tourism, a tool for synergizing bio-diversity conservation & community-based development” organized by the Department of Tourism Studies, Christ University Bangalore, held on 17th February 2011.
 12. Presented a paper titled “Central Asian Influence of the material Culture of Kashmir” from 4th – 6th May 2017 at national conference organized by School of Business Studies, Central University of Jammu, Jammu, and Kashmir
 13. Presented a paper titled “Impact of Socio-political changes on the practice of creativity of the artisans of Kashmir” from 16th – 18th September 2016 at national conference organized by School of Business Studies, Central University of Jammu, Jammu, and Kashmir
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VOLUNTEERISM & COMMUNITY OUTREACH

As a volunteer I have undertaken following projects:

1. **June 2023-** “Cultivating a Sustainable Mindset among Young Women” in collaboration with GDC Ganderbal
 2. **May 2023-** Breaking Taboos on Menstrual hygiene in collaboration with Govt. Girls High secondary school , Kangan
 3. **May 2023-** “Equity through Economic Empowerment” in collaboration with Government Women’s College, Nawakadal
 4. **Dec 2016 to 2018** - Volunteered at **INTACH Jammu** organising outreach programmes addressing rural women and school students.
 5. **January, 2011** - served as volunteer at international conference “Mysticism without Bounds” organised by Christ University, Bangalore and Dharmaram Vidya Kshetram
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RESEARCH INTERESTS

- Gender and Tourism
- Green / sustainability skills in tourism
- Tourism and Creativity
- Sustainable Tourism
- Health and Tourism

PROFESSIONAL MEMBERSHIPS

1. Member, Critical Tourism Studies (Asia)
 2. Member, Indian National Trust for Art and Cultural Heritage (INTACH)
 3. Council member, Women’s Indian Chamber of Commerce & Industry WICCI
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