

DR. RASHMI RANJAN CHOUDHURY

Ph. D.; MBA; UGC NET/JRF

Assistant Professor (Tourism Management)

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▼ OBJECTIVE

An enthusiast about nature, traveler by passion and researcher by profession, I have been associated with tourism academia for a decade. Tourism as a whole is my subject of teaching practice while specialised in community based tourism and smart tourism in research. I love my job assignments and achieving milestones working with a team.

▼ EXPERIENCE

August 2025 – Cont..

Assistant Professor, Tripura University

Dec 2023–August 2025

Assistant Professor, JAIN (Deemed to be) UNIVERSITY

March 2022 – December 2023

Assistant Professor, Chandigarh University

▼ EDUCATION

Doctor of Philosophy (Ph. D.)- 2022

- Awarded with Doctor of Philosophy Degree in Tourism and Hotel Management from North-Eastern Hill University, Shillong, Meghalaya.

Master of Business Administration (MBA)- 2014

- Completed master's degree in Tourism Studies from Pondicherry University in 2014.

Bachelor of Science (B. Sc.)- 2010

- Perused bachelor's degree with Information Science honors from Ravenshaw University in 2010.

▼ ACADEMIC IDENTIFIERS

ORCID- <https://orcid.org/0000-0001-6956-8057>

Scopus ID- 57223888630, <https://www.scopus.com/authid/detail.uri?authorId=57223888630>

Google Scholar- <https://scholar.google.com/citations?user=aRv1VawAAAAJ&hl=en&authuser=1>

Vidwan Profile- <https://vidwan.inflibnet.ac.in/profile/206157>

Linked In:- <https://www.linkedin.com/in/rashmimiranjan-choudhury-ph-d-52864772/>

▼ RESEARCH PUBLICATIONS

Journal Articles

1. **Choudhury R.** & Dixit S. K. (2020). Indigenous Events and Community Perspective towards Cultural Tourism in Meghalaya, India: A Q-method Analysis. *Man & Development*. 42(2) pp: 83-102. (ISSN- 0258-0438)
2. **Choudhury R.** & Dixit S. K. (2019) Coordination between Administrative Announcement and Ground Level Management in Tourism Development: Evidence from Chilika Lake, Odisha. *Tourism Innovations*. 9(2). PP: 70-76. (ISSN- 2278-8379)
3. **Choudhury R.** & Mohanty P. (2018). Strategic Use of Social Media in Tourism Marketing: A Comparative Analysis of Official Tourism Boards. *Atna Journal of Tourism Studies*. 13(2). 41-56. (ISSN- 0975-3281)
4. **Choudhury R.** & Dixit S. K. (2018). Prospects and Challenges in Smart Tourism in India: Case study of Smart City Bhubaneswar. *International Journal of Creative Research Thoughts*, 6(1). 242-248. (ISSN- 2320-2882)

Book Chapters

1. **Choudhury R.**, Mohanty P. (2024). Quick and Effective: Exploring the Prominence of Social Media Stories and Short Videos Destination Digital Marketing. In Maravilhas S., Ladeira R.(Eds), Digital Transformation Initiatives for Agile Marketing. IGI Publication (ISBN- 9798369344668) DOI: 10.4018/979-8-3693-4466-8.ch013 [Scopus indexed]
2. Mohanty P., **Choudhury R.**, Ranga I, Nagarjuna G. (2024). Mobile Apps for Enhanced Bleisure Tourism Experiences: Exploring the Prospects and Challenges. In Sharma S, Kumar N, Santos V. R., Fernandez K M.(Eds), Bleisure Tourism and the Impact of Technology. IGI Publication (ISBN- 9798369343548). DOI: 10.4018/979-8-3693-4354-8.ch012 [Scopus indexed]
3. Mohanty P., **Choudhury R.**, John Paul R. V., Ramachandran G S (2024) Sacred Gastronomy Trails: Exploring the Divine Fusion of Religion, Food, and Tourism. In Andrea Edurne Jimenez Ruiz, Shivam Bhartiya, Vaibhav Bhatt (Eds.) Promoting Sustainable Gastronomy Tourism and Community Development. IGI Publication (ISBN- 9798369318140) [Scopus indexed]
4. Mohanty, P., **Choudhury, R.**, Raikwar, A.S. (2024). New Populism and The Social Network. In: Chacko Chennattuserry, J., Deshpande, M., Hong, P. (eds) Encyclopedia of New Populism and Responses in the 21st Century. Springer, Singapore. https://doi.org/10.1007/978-981-16-9859-0_397-1 (ISBN- 978-981-16-9859-0)
5. Mohanty P., Shah S., **Choudhury R.** (2023). COVID-19, Religious Events, and Indian Tourism Recovery: Prospects and Paradoxes. In S.K. Gupta, Lilibeth C. Aragon, Pankaj Kumar, Madhurima S., Rajesh Ramasamy (Eds.), Prospects and Challenges of Global Pilgrimage Tourism and Hospitality. Hershey PA, USA. IGI Publication (ISBN- 9781668448175) [Scopus indexed]
6. Mohanty, P. and Shreya, V. & **Choudhury, R.**, Information and Communications Technology for Overtourism Management: An Exploration (January 20, 2021). In A. Hassan & A. Sharma (Eds.),

- Overtourism, Technology Solutions and Decimated Destinations. Springer, Singapore. (ISBN-978-981-16-2474-2) [Scopus indexed]
7. Dixit S. K, **Choudhury R.** & Abraham A. (2022). Social media marketing for business events. In Charles Arcodia (Eds) The Routledge Handbook of Business Events, 248-259 (ISBN-9781315210568) [Scopus indexed]
 8. **Choudhury R.** (2022) Heritage Conservation. In D. Buhalis Encyclopedia of Tourism Management and Marketing. Edward Elgar publishing. ISBN: 978 1 80037 747 9 [Scopus indexed]
 9. **Choudhury R.** (2022). Palace Hotels in India. In D. Buhalis Encyclopedia of Tourism Management and Marketing. Edward Elgar publishing. ISBN: 978 1 80037 747 9 [Scopus indexed]
 10. **Choudhury R.**, Mohanty P. (2022). Zoning in Tourism In D. Buhalis Encyclopedia of Tourism Management and Marketing. Edward Elgar publishing. ISBN: 978 1 80037 747 9 [Scopus indexed]
 11. Behera S. K., **Choudhury R.**, (2022). Indian Hospitality. In D. Buhalis Encyclopedia of Tourism Management and Marketing. Edward Elgar publishing. ISBN: 978 1 80037 747 9 [Scopus indexed]
 12. **Choudhury R.**, Behera S. K. (2022). Luxury Rail Tourism in India. In D. Buhalis Encyclopedia of Tourism Management and Marketing. Edward Elgar publishing. ISBN: 978 1 80037 747 9
 13. Mohanty P, Dhoundhyal H. & **Choudhury R.** (2020). Events Tourism in the Eye of the COVID-19 Storm: Impacts and Implications. In Arora S, Sharma A (Eds.) Event Tourism in Asian Countries Challenges and Prospects. Apple Academic Press. ISBN: 9781774630044 [Scopus indexed]
 14. **Choudhury R.** & Dixit S. K. (2020) Guest and Host Relation in Tourism Experience Building: Rising Issue of Sustainability. In Dixit S. K. (Ed.) The Routledge Handbook of Tourism Experience Management and Marketing. PP: 496-508. Routledge. (ISBN- 9780367196783) [Scopus indexed]
 15. **Choudhury R.** & Dixit S. K. (2019) Rural Tourism in India: Exploring the Travel Blogger's Perspective. In Agarwal S, Ranjan A, Kumar V, Chowdhary N. (Ed.) Rurality, Ruralism and Rural Tourism. P 51-64. New Delhi. ISBN: 97893-89212-33-4.

▼ CONFERENCES/SEMINAR/WORKSHOP/FDPs/Online Certification

1. Attended International Conference on Advance in Tourism Hospitality and Marketing (17-18 May 2016) at North-Eastern Hill University, Shillong, Meghalaya and presented a paper "Tourism industry transformation with the evolution of mobile e-commerce: Prospects and Challenges".
2. Participated in the International Conference on Climate Change Mitigation and Technology for Adaptation, 2016 (IC3MTA 2016) (20-21 June 2016) at Synod College, Shillong and presented a paper "Tourism Impact on Climate Change: A Study on Shillong City, Meghalaya".
3. Participated in ICSSR sponsored workshop on "Style of writing academic papers and Referencing in Education and Social Sciences" organised by dept. of Education, North-Eastern Hill University Shillong on 22-24 June 2016.
4. Participated in Short term course in Research Methodology (Special reference to SPSS) at UGC, Human Resource Development Center, North-Eastern Hill University, Shillong from 18 - 23 July 2016.
5. Participated in one week workshop on "Econometric applications in social sciences" organised by dept. of Analytical and Applied Economics, Utkal University in partnership with The Indian Econometrics Society from 15 - 21 Dec 2016.
6. Participated in Ten days Research Methodology Course for Ph.D. Students in Social Science organised by Dept. of Management, North-Eastern Hill University, Tura Campus from 17-26 April 2017.
7. Attended National Conference on Tourism and hospitality in India- Challenges, Potentials, Possibilities and new dimensions. (15-16 September 2017) at IGNOU Regional Centre, Bhopal and presented a paper " Prospects and Challenges in Smart Tourism: Case study of Smart city Bhubaneswar".
8. Attended International Conference on Natural Resources Management for Sustainable Development and Rural Livelihoods. (26-28 October 2017) at Department of Geography Mizoram University, Aizawl and presented a paper "Reflections of Community and Natural Resource Management in Tourism; A case study of Meghalaya".
9. Participated in workshop on "Compilation of Bibliography" organised by Dept. of Library and Information Science, Mizoram University, Aizawl in collaboration with Central Reference Library, Ministry of Culture GOI, Kolkata from 31st October- 1st November 2017.
10. Attended National Seminar on Demonetisation and Digitisation of Indian Economy (27-28 November 2017) organised by Department of Commerce, North-Eastern Hill University, Shillong and presented a paper "The Crunch of Demonetisation on Tourism Industry in India: A Year Review".
11. Participated in 39th Indian Geographers Meet, 2017 & National Conference (26-28 December, 2017) on Population, Environment and Sustainable Development organised by Department of Applied Geography, Ravenshaw University, Cuttack and presented a paper "Strategic

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Development of Tourism for Community Empowerment and Sustainable Livelihoods in Chilika Lake Region, Odisha”.

12. Participated in three day workshop on "Stress Management by Effective Teaching Methods" organised by UGC, Human Resource Development Center, North-Eastern Hill University, Shillong from 5th March 2018 to 7th March 2018.
13. Attended International Conference on Sustainable Tourism and Hospitality Marketing: Setting Agenda for Future Research (15-17 March 2018) at North-Eastern Hill University, Shillong, Meghalaya and presented a paper "Using Social Media for Branding: A Comparative Analysis between the Indian States of Kerala and Odisha".
14. Participated in four day International Tourism Research Colloquium (ITRC-2018) organised by Dept. of Tourism Studies, School of Management, Pondicherry University, Puducherry from 21th March 2018 to 24th March 2018.
15. Participated in the International Conference on Food Culture and Tourism held on 23-24 April 2018 at Dev Sanskriti Vishwavidyalaya, Haridwar (Uttarkhand) and presented a paper on "Cultural Value of Food in Tourism: ”.
16. Attended National Seminar on Consolidation and Challenges of Tourism: the Road Ahead held on 07-08 September 2018, organised by Shillong Commerce College, Laitumkhrah, Shillong and presented a paper on "Role of Empowered Community in Tourism Development and Regional Progression: Evidence from Meghalaya".
17. Attended International Conference on Rurality, Ruralism and Rural Tourism Challenges and Coping Strategies (15-17 November, 2018) at Jamia Millia Islamia, New Delhi and presented a paper on "Rural Tourism in India: Exploring Travel Blogger's Perspective".
18. Participated in Training of Trainers on Capacity Building in Local Governance organised by ICSSR, North Eastern Regional Centre, NEHU Campus, Shillong from 3rd December 2018 to 5th December 2018.
19. Attended International Conference on Community Involvement in Tourism Development in Emerging Countries (03-05 January 2019) at Central University of Karnataka, Kalaburagi, Karnataka and presented a paper on "Coordination between Administrative Announcement and Ground Level Management in Tourism Development: Evidence from Chilika Lake, Odisha".
20. Participated in International conference on Innovation, Trends and Strategies in Hospitality Tourism & Food Technology: Vision 2030 organised by Maharishi Markandeswar (Deemed to be) University, Ambala (15-16 March, 2019) and presented a paper.
21. Participated International Seminar: Young Scholar's Forum 2019 on Engaging Youth from the Region to Re-envision the regional discourse and action on Water and Rivers: For Trade, Connectivity, Tourism, Livelihood and Climate Change Adaptation' organized by Asian Confluence Center, Shillong (18-19 March, 2019) and presented paper on "Prospects of water based tourism in Meghalaya".

22. Participated First Annual Social Science Congress and national seminar on Citizenship, Ethnicity and Nation State in North-East India (24-26 March, 2019) jointly organized by ICSSR-NERC and Dept of Sociology, Tezpur University and presented a paper on "Ethnicity and Tourism: Insights from North-East India."
23. Attended International Conference on Smart Marketing in the Digital Age (26-28 July 2019) at NASMEI summer marketing IS conference organized by IIM, Indore and presented a paper titled "Customer Engagement and eWOM: A Study from Hotel Facebook Pages".
24. Participated and presented a paper titled "Community Experience Management for Sustainable Tourism Development: A Case study of Chilika lake Odisha" at GHTC conference at North-Eastern Hill University, Shillong, organized from 18-20, March 2021.
25. Participated and chaired a session in International Conference on Technology Disruption in Business and Tourism: Decisive Strategies, organized by the School of Business and Management, CHRIST (Deemed to be University) on 23-24th January 2025.

FDPs /Workshop/Short Term Course

1. Participated in ICSSR sponsored workshop on "Style of writing academic papers and Referencing in Education and Social Sciences" organized by dept. of Education, North-Eastern Hill University Shillong on 22-24 June 2016.
2. Participated in Short term course in Research Methodology (Special reference to SPSS) at UGC, Human Resource Development Center, North-Eastern Hill University, Shillong from 18 - 23 July 2016.
3. Participated in one week workshop on "Econometric applications in social sciences" organised by dept. of Analytical and Applied Economics, Utkal University in partnership with The Indian Econometrics Society from 15 - 21 Dec 2016.
4. Participated in Ten days Research Methodology Course for Ph.D. Students in Social Science organised by Dept. of Management, North-Eastern Hill University, Tura Campus from 17-26 April 2017.
5. Participated in workshop on "Compilation of Bibliography" organised by Dept. of Library and Information Science, Mizoram University, Aizawl in collaboration with Central Reference Library, Ministry of Culture GOI, Kolkata from 31st October- 1st November 2017.
6. Participated in three day workshop on "Stress Management by Effective Teaching Methods" organised by UGC, Human Resource Development Center, North-Eastern Hill University, Shillong from 5th March 2018 to 7th March 2018.
7. Participated in four day International Tourism Research Colloquium (ITRC-2018) organised by Dept. of Tourism Studies, School of Management, Pondicherry University, Puducherry from 21th March 2018 to 24th March 2018.
8. Participated in Training of Trainers on Capacity Building in Local Governance organised by ICSSR, North Eastern Regional Centre, NEHU Campus, Shillong from 3rd December 2018 to 5th December 2018.

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9. Participated and successfully completed ATAL FDP program AICTE Training And Learning (ATAL) Academy Online Elementary FDP on "workshop on advanced research methodology" from 22/11/2021 to 26/11/2021 at Government of Maharashtra's Sydenham Institute of Management Studies, research & Entrepreneurship Education.
10. Successfully completed Training And Learning (ATAL) Academy Online Elementary FDP on "Protection and Management of Indian Heritage Assets: Key Aspects and Challenges" from 08/11/2021 to 12/11/2021 at Department of Tourism & Hospitality Management, Mizoram University.
11. Participated and completed successfully AICTE Training And Learning (ATAL) Academy Online Elementary FDP on "Responsible Tourism in the New Normal" from 06/12/2021 to 10/12/2021 at JAMIA MILLIA ISLAMIA.
12. Successfully completed AICTE Training And Learning (ATAL) Academy Online Advanced FDP on "Tour Packaging Management" from 17/01/2022 to 21/01/2022 at INDIRA GANDHI NATIONAL TRIBAL UNIVERSITY.
13. Participated in five days FDP on "Emergent Pedagogy and Contemporary Research Methods in Travel and Tourism". From 25/07/2022 to 29/07/2022 at Amity Institute of Travel and Tourism, Kolkata (Online mode).
14. Participated in UGC sponsored Refresher Course in Tourism conducted by HRDC, North-Eastern Hill University, Shillong from 04/10/2023 to 17/10/2023 and successfully completed with A+ grade.
15. Successfully accomplished NEP 2020 Orientation & Sensitization Program under Malaviya Mission Teacher Training Programme (MMTTP) of UGC organized by MMTT centre North-Eastern Hill University, Shillong from 22/07/2024 to 31/07/2024.
16. Participated and completed a five days AICTE Training and Learning (ATAL) Academy Faculty Development Program on Next-Gen Innovation: AI, Blockchain and AR/VR Metaverse for Digital Excellence at JAIN (Deemed to be University), School of Computer Applications and IT from 03/02/2025 to 08/02/2025.
17. Successfully completed STC - 7 days Workshop on Entrepreneurship, Innovation and Sustainability under Malaviya Mission Teacher Training Programme (MMTTP) of UGC organized by MMTC, University of North Bengal from 30th July-5th August 2025.

Online Certification/Coursera/LinkedIn

1. Certificate from Emory University on successful completion of online course on "Qualitative Research Design" through Coursera.
2. Certificate on successful completion of online course on "Hospitality Luxury Brand Management" through Coursera.
3. Certificate from Universidad de Palermo on successful completion of online course on "Introduction to Tourism and Hospitality" through Coursera.
4. Certified from University of Michigan on successful completion of online course on "High Stakes Leadership: Leading in Times of Crisis".

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5. Certified from University of Maryland on successful completion of online course on “Framework for Data Collection”.
6. Certificate from University of Michigan on successful completion of online course on “Data Collection: Online, Telephone and Face-to face” through Coursera.
7. Certificate from University of Michigan on successful completion of online course on “Questionnaire Design for Social Surveys” through Coursera

▼ CO-CURRICULAR ACTIVITIES

1. MOOCs course /Linked In course coordinator in the Department of Tourism, Chandigarh University.
2. Volunteer Coordinator in the Monolith Festival, 2016 organised by Khasi Heritage Conservation Forum on 31st March 2016.
3. Organising Committee Member and Scholar Coordinator in the International Conference on Sustainable Tourism and Hospitality Marketing: Setting Agenda for Future Research organized by Dept. of Tourism & Hotel Management, North-Eastern Hill University, Shillong, Meghalaya during 15-17 March 2018.