



# Dr. Amisha Antony

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Mobile: 9744518826

## EDUCATION

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- ❖ ***PhD (Tourism)*** *23 September 2021*  
*University of Kerala*
  - ❖ ***Junior Research Fellowship*** *June 2013*  
*University Grants Commission*
  - ❖ ***National Eligibility Test*** *June 2013*  
*University Grants Commission*
  - ❖ ***MBA (Tourism)*** *2009-11*  
*First Class (76.7%)*  
*Pondicherry Central University*
  - ❖ ***BA (Travel and Tourism Management)*** *2005-08*  
*First Class (77.625%) Kannur*  
*University, Kerala*
  - ❖ ***IATA–UFTAA Consultant Course*** *2008*  
*IATA*
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## RESEARCH OUTPUTS

- ❖ *PhD Research on Customer Relationship Management in Tourism – A Study on Travel and Tour operators in Kerala* (Senior Research Fellow under University of Kerala)
- ❖ *Short term research analysis on Event Management – A sample study on reach and success of event management in Kerala scenario.*
- ❖ *Research analysis on scope of Virtual Tourism- An attempt to explore into an untapped management strategy of business development.*

## RESEARCH AREA OF INTEREST

- ❖ Sustainable Tourism
- ❖ Community Based Tourism

## POST PhD PROFESSIONAL EXPERIENCE

- ⇒ *Assistant Professor* *9 Mar 2026 – Till date*  
*PG Department of Travel and Tourism Management*  
*GPM Government College, Manjeshwar*
- ⇒ *Assistant Professor* *01 June 2024 – 6 Mar 2026*  
*CMS Business School*  
*Jain University, Kochi*
- ⇒ *Head & Assistant Professor* *08 Oct 2021- 23 Apr 2024*  
*Dept. of Tourism Administration and Hospitality*  
*MES College Marampally*

## POST PhD PUBLICATIONS

- ⇒ *Mawlynnong: A Community -Based Ecotourism Model (Book Chapter)*  
*First Author, Business and Society - Issues and Cases in the Indian Context (World Scientific Publishing)*  
*Volume 2, 2024, pg. 257-273, ISBN: 978-981-12-8666-7.*
- ⇒ *Maravanthuruth Tourism Project: A Sustainable Development Model*  
*Sole Author, International Journal of Advance and Innovative Research (Peer reviewed journal-Impact*

## PROFESSIONAL EXPERIENCE

- ⇒ **Manager- Corporate Sales** 16 Dec 2019- 30 Jul 2020  
*Inselberg Hospitality Pvt Ltd*  
*Job profile: Handling Corporate Sales*
  
- ⇒ **Senior Executive Operations -Outbound** 07 Jan 2013- 05 Sep 2014  
*Holiday shop*  
*Job profile: Organizing group and FIT tours and client servicing*
  
- ⇒ **Executive Operations –Outbound** 17 Oct 2012 – 31 Dec 2012  
*Trail Blazer Tours (I) Pvt Ltd*  
*Job profile: Organizing FIT tours and client servicing*
  
- ⇒ **Executives Sales Support & Services- Business Tours** 07 Mar 2011 – 09 Oct 2012  
*Orbitz Corporate and Leisure Travels (I) Pvt Ltd*  
*Job profile: Organising group tours and client servicing*
  
- ⇒ **IATA/UFTAA Trainer** Dec 2008 – Aug 2009  
*Patriot Aviation Academy (SB GLOBAL Group)*

## PUBLICATIONS

- ⇒ **Tourism Industry: Adhering Social Responsibility**  
*Sole Author, Research Chronicler (Peer-reviewed referred & Indexed Multidisciplinary Research, UGC Journal no.41311), Vol. VII, Issue VI, June 2019, pg.181-186, ISSN 2347-5021.*
  
- ⇒ **Uprising Tourism Education: Bridging the professional gap**  
*Sole Author, Research Chronicler (Peer-reviewed referred & Indexed Multidisciplinary Research, UGC Journal no.41311), Vol. VII, Issue IV April 2019, pg.97-101, ISSN 2347-5021.*

⇒ ***Water Sports Activities: Anthropogenic Impacts & its Management***

*Sole Author, Indian Journal of Tourism & Hospitality Management, Vol.8 No 1 &2, December2017, pg.211-222, ISSN 2229-404X*

⇒ ***Tea and Tourism: Route to an innovative rehabilitation of tribals***

*Sole Author, Management Researcher (Peer Reviewed), Vol. XXIV No 1, August 2017, pg.535-538, ISSN 2230 8431*

⇒ ***Gender Gaps at Work: A Study Based on Women's Representation in Hospitality Industry in Decision- Making and Leadership Positions***

*Sole Author, International Journal of Technical Research & Science (Peer reviewed), Vol. 2, Issue IV, May 2017, pg. 219-222, ISSN 2454- 2024*

⇒ ***Community based initiative and local tourism development: A study based on responsible tourism in Kumarakom***

*Sole Author, SVASH, Vol. 2, May 2015, pg. 277-279, ISSN 978-93-5212-526-5*

## **SEMINARS & CONFERENCES**

International (within India): 8

National: 8

State: 2

Workshops: 3

## **MEMBERSHIP**

Associate Membership – IoA (5 November 2024- November 2027)

## **COMPUTER SKILLS**

❖ *Programming Languages: C++ and BASIC*

❖ *M S Office and Internet*

## **PERSONAL DATA**

⇒ *Father's name* : Mr. C J Antony

- ⇒ *Date of Birth* : 09/06/1987
- ⇒ *Permanent Address.* : Cheriya Parambil [H], Pallikavu Temple Road, Vaduthala Post,  
Kochi, Kerala, India. Pin- 682023
- ⇒ *Present Address* : GRA 19, Gandhi Nagar Housing Colony, Thodupuzha East PO,  
Thodupuzha, Idukki, Kerala, India. Pin- 685585.
- ⇒ *Languages* : English, Malayalam, Hindi and Tamil
- ⇒ *Marital Status* : Married
- ⇒ *Husband's Name* : Mr. Arun K J



## REFERENCE

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- ❖ *Dr .S. Ambeesh Mon, Assistant Professor, University of Kerala, Kariavattom Campus.  
Mob: 9846116600.*
  
- ❖ *Dr. K S Chandrasekar, HOD & Professor, University of Kerala, Kariavattom Campus.  
Mob: 9447268840.*