
CURRICULUM VITAE

DR. JEET DOGRA

ASSISTANT PROFESSOR

Indian Institute of Tourism & Travel Management (IITTM)
(An Autonomous Body under Ministry of Tourism, Govt. of India)

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ACADEMIC POSITIONS AND INDUSTRIAL EXPERIENCE

- **Assistant Professor (2013 onwards)**
Indian Institute of Tourism and Travel Management, Gwalior, India
- **Assistant Professor (2012 - 2013)**
Indian Institute of Tourism and Travel Management, Bhubaneswar, India
- **Assistant Professor (2012)**
Department of Tourism and Travel Management, Central University of Jammu, India
- **Junior Research Fellow (JRF) - UGC NET (2010 - 2012)**
School of Hospitality and Tourism Management, University of Jammu, India
- **Executive Trainee - Sales (Meetings and Incentives) (2009)**
TUI (*Touristic Union International*), New Delhi, India
- **Internship - Inbound Operations (2008)**
LUXE India - A Division of Le Passage to India Tours & Travels Pvt. Ltd., New Delhi, India

EDUCATIONAL QUALIFICATIONS

- **Doctor of Philosophy (Ph.D.) in Tourism Management**
School of Hospitality and Tourism Management (SHTM), University of Jammu, India
- **Master in Tourism Management (Gold Medalist)**
School of Hospitality and Tourism Management (SHTM), University of Jammu, India
- **Post Graduate Diploma in Management (PGDM)**
Indira Gandhi National Open University (IGNOU), India

- **Post Graduate Diploma in Marketing Management (PGDMM)**
Indira Gandhi National Open University (IGNOU), India
- **Post Graduate Diploma in Computer Applications (PGDCA)**
MIER College, University of Jammu, India
- **Bachelor in Science (B.Sc.)**
Govt. MAM (PG) College, University of Jammu, India
- **Online Educator Certificate (OEC)**
Qualified & Awarded the Certificate in 2010
American Hospitality Academy (AHA), Online World Campus, USA

RESEARCH PROFILE

Ph.D. Description

- Title: Impact of Quality Management on Destination Brand Building in tourism industry
- Supervisor: Prof. P S Manhas, Director, School of Hospitality and Tourism Management (SHTM), University of Jammu, India
- Awarded: June, 2014

Research Areas

- Destination Marketing and Branding; e-branding and marketing of tourism destinations; Quality Management in Tourism Destination

Research Papers and Book Chapters

- **Dogra, Jeet.** (2016). Analytical Study of Domestic Tourism Promotion and Publicity including Hospitality (DPHH) Scheme. *Amity Research Journal of Tourism, Aviation and Hospitality*, 1(1).
- Farahani, Banafsheh. M. & **Dogra, Jeet.** (2014). An Interrelational study of achieving peace through tourism, published in *Strategic Development Policies and Impact Studies of Sustainable, Rural and Community - based Tourism*, Edited by Prof. P S Manhas, Prof. D R Gupta and Dr. Anil Gupta, Primus Books, New Delhi, pp. 127 - 137. ISBN: 978-93-80607-61-0.
- Manhas, P., & **Dogra, Jeet.** (2013). Quality Management Practices and Tourism Destination Branding: Inter-relationship and Preferential Study of the Components. *Journal of Service Research*, 13(1). ISSN: 0972-4702.
- Sharma, Vivek. & **Dogra, Jeet.** (2012). Stakeholders' Role in Sustainable Tourism Development: A Case Study of North East and Ladakh. *International Journal of Research in Commerce and Management*, 3(3), 76 - 79. ISSN: 0976-2183.
- Farahani, Banafsheh. M. & **Dogra, Jeet.** (2011). Impacts of Tourists' National Culture on Destination Brand Building, pp. 213 - 220, published in Conference Proceedings of 2nd *Regional Conference on Tourism Research (RCTR, 2011)* held on November 22, 2011 in University Sains Malaysia (USM), Penang, Malaysia, published by Sustainable Tourism Research Cluster, University Sains Malaysia (USM) & Practical Printers Sdn. Bhd. ISBN: 978-967-394-071-4.
- Sharma, Vivek. & **Dogra, Jeet.** (2011). Study of New Paradigm Shift towards Online Learning and analysis of E-Management Education. *International Journal of Marketing and Management Research* 3(1), 99 - 108. ISSN (Online): 2229-6883.

- Manhas, P., & Dogra, Jeet. (2011). Hospitality and tourism management graduates expectations: Future implications for the educators. *Journal of Tourism*, XII(1), 103 - 112. ISSN: 09727310.
- Sharma, Vivek & Dogra, Jeet. (2011). Synergism between Online Branding and promotion of Tourism Destination: Review in the context of Destination Management Organizations (DMOs). *Zenith International Journal of Multidisciplinary Research*, 1(6), 287 - 299. ISSN (Online): 2231-5780.
- Manhas, P., Ramjit. & Dogra, Jeet. (2011). Expectation and Satisfaction Level of Tourists visiting Heritage Sites and its efficacy to attract Tourist. Published in *Tourism for Development - A Managerial Approach*, Edited by Prof. S P Bansal, Prof. Sandeep Kulshreshtra & Dr. Prashant Gautam, Kanishka Publishers, Distributors, New Delhi, pp. 423 - 442. ISBN: 978-81-8457-312-1.

Scholarly Book Reviews

- Dogra, Jeet. (2017). Review of the Book titled, “*Attracting visitors to ancient neighbourhoods*”, by Daniel Barrera Fernández. In *Planning (2016)*”. Published in *Annals of Tourism Research, Elsevier, 200-201, 64* (May, 2017). Available at <https://doi.org/10.1016/j.annals.2017.01.016>
- Dogra, Jeet. (2016). Review of the Book titled, “*The Seductions of Pilgrimage: Sacred Journeys Afar and Astray in the Western Religious Tradition*”, by Michael Di Giovine, David Picard (Eds.). Ashgate Publishing (2015). Published in *Annals of Tourism Research, Elsevier, 182-183, 60* (September, 2016). Available at <https://doi.org/10.1016/j.annals.2016.05.003>

Research Paper Presentations

- Dogra, Jeet. (2012). Sustainable E-Learning for Brand Building from Policy to Practice. Presented in National Seminar on Lifelong Learning and Higher Education held at Department of lifelong Learning, University of Jammu from March 9-10, 2012.
- Dogra, Jeet. (2011). Tourism Destination & Sustainable Development: Study the integrated approach among stakeholders. Presented in the 4th National Seminar on Integrated Approach to Tourism Development: Contemporary Practices & Innovations under UGC SAP DRS-I, organized by The Business School (TBS), University of Jammu in collaboration with Tourism Department, Government of J&K, India, March, 18-19, 2011.
- Dogra, Jeet. (2011). The study of Tourism potentiality towards Peace. Presented in International Conference on Sustainable Destination Excellence: Innovations in Alternative Tourism organized by School of Hospitality & Tourism Management (SHTM), University of Jammu, India, February, 17-19, 2011.
- Dogra, Jeet. (2011). A Paradigm shift towards Principles & Practices of Sustainable Tourism Development. Presented in International Conference on Sustainable Destination Excellence: Innovations in Alternative Tourism organized by the School of Hospitality & Tourism Management (SHTM), University of Jammu, India, February, 17-19, 2011.

Research Workshops

- Participated in Two Day Workshop on **Practicing Responsible Tourism** organized by the Eco Tourism Society of India (ESOI) & WWF India in Hotel Jammu Ashok, Jammu, India, April 6-7, 2011.
- Attended and awarded the Certificate for Three Weeks Course (Nov. - Dec., 2010) for Teachers / Scholars on **SPSS (Statistical Package for Social Sciences)** organized by the Department of Life Long Learning (CACE&E), University of Jammu, India.
- Participated in **Amazing Thailand Seminar for ASEAN, South Asia and South Pacific for Front Liners** organized by Thailand Tourism Authority (TAT) on 1st November, 2009 at Siam City Hotel, Bangkok, Thailand.

- Participated in UGC Sponsored SAP (DRS-I) Workshop on Trans-Himalayan Tourism - Issues & Perspectives conducted at The Business School, University of Jammu, India, March 24-25, 2008.

Research / Consultancy Projects

- **Principal Investigator** in “**Social Media as an influencer among foreign tourists visiting India**” Project, which had the approved project cost of ₹ 19,58,400.00 (1.9 Million approx.) commissioned by Ministry of Tourism, Government of India in 2015. (Year of completion & acceptance: 2017)
(URL: http://tourism.gov.in/sites/default/files/Other/Social%20Media_Revised%20Final%20Report_July%2017.pdf)
- **Co-Investigator** in “**Evaluation the Plan Scheme of Domestic Promotion and Publicity including Hospitality (DPPH)**” Project, which had the approved project cost of ₹ 21,61,200.00 (2.1 Million approx.) commissioned by Market Research Division, Ministry of Tourism, Government of India in 2012 - 2013. (Year of completion & acceptance: 2013)
(URL: <http://tourism.gov.in/sites/default/files/Other/Final%20Report%20of%20DPPH.pdf>)
- **Presently working as Co-Investigator** in “**Transforming Jabalpur into a City of Festivals and Events**” Project, which had the approved project cost of ₹ 1,62,84,000.00 (10.62 Million approx.) commissioned by Jabalpur Smart City Limited under the Jabalpur Municipal Corporation, Jabalpur, M.P., India in 2016 - 2019.

Editorial Board Member and Reviewer of the Research Journals

- **Deputy Editor, International Journal in Tourism and Travel (IJTT), ISSN: 0974-2603**
Published by Indian Institute of Tourism & Travel Management, Gwalior, M.P. (India)
- **Editorial Review Board Member, e-Review of Tourism Research (eRTR), ISSN: 1941-5842**
Published & managed by Department of Recreation, Park and Tourism Sciences, Texas A&M University, USA
- **Review Member - 2016, Tourism Management** published by Elsevier, Amsterdam, Netherlands, ISSN: 0261-5177

Publications in Magazine / Newspapers

- **Dogra, Jeet. (2015). Apprehension towards Foreign Tourist Arrivals and Earnings.** Published on December 21, 2015 in the Editorial of Central Chronicle (Madhya Pradesh Regional English Newspaper).
https://www.academia.edu/12746630/Target_1_FTAs_Roadmap_to_boost_tourism
- **Dogra, Jeet. (2015). Tourism: The real image of J & K.** Published on June 10, 2015 in the Editorial of Daily Excelsior Newspaper (J&K Regional English Newspaper).
https://www.academia.edu/12895398/Tourism_The_real_image_of_J_and_K
- **Dogra, Jeet. (2015). Target 1% FTA: Roadmap to boost Tourism.** Published on June 2, 2015 in the Editorial of Central Chronicle (Madhya Pradesh Regional English Newspaper).
https://www.academia.edu/12746630/Target_1_FTAs_Roadmap_to_boost_tourism
- **Dogra, Jeet. (2012). Tourism and Sustainable Energy.** Published on September 27, 2012 in the Editorial of Daily Excelsior Newspaper (J&K Regional English Newspaper).
https://www.academia.edu/34856610/Tourism_and_sustainable_energy
- **Dogra, Jeet. (2012). Dynamism of Social Media in Tourism Sector.** Published on April 10, 2012 in the Editorial of Daily Excelsior Newspaper (J&K Regional English Newspaper).
https://www.academia.edu/1756490/Dynamism_of_social_media_in_tourism_sector
- **Dogra, Jeet. (2011). Climate Change.** Published in Real Reporter Magazine, International Edition, No. 14, Dated: July 6, 2011; Published by the Post-GP-ICT Project Team of University of Shimane, Japan.

- **Dogra, Jeet.** (2011). **Educate the tourist visiting Jammu region.** Published on December, 21, 2011 in the Editorial of Daily Excelsior Newspaper (J&K Regional English Newspaper).
https://www.academia.edu/1756515/Educate_the_tourist_visiting_Jammu_region
- **Dogra, Jeet.** (2011). **Present Scenario of Tourism Industry.** Published on September 14, 2011 in the Editorial of Daily Excelsior Newspaper (J&K Regional English Newspaper).
https://www.academia.edu/1756524/Present_scenario_of_Tourism_Industry
- **Dogra, Jeet.** (2011). **Synergy between Tourism and Eco-tourism.** Published on June 29, 2011 in the Editorial of Daily Excelsior Newspaper (J&K Regional English Newspaper).
https://www.academia.edu/1756531/Synergy_between_Tourism_and_Eco-tourism
- **Dogra, Jeet.** (2011). **The River Tawi.** Published on May 08, 2011 in the Sunday Magazine of Daily Excelsior Newspaper (J&K Regional English Newspaper).
https://www.academia.edu/34856655/The_River_Tawi
- **Dogra, Jeet.** (2011). **Travel Agencies in Jammu.** Published on April 17, 2011 in the Business Section in the Sunday Magazine of Daily Excelsior Newspaper (J&K Regional English Newspaper).
https://www.academia.edu/1756550/Travel_Agencies_in_Jammu
- **Dogra, Jeet.** (2011). **Climate Change.** Published on March 28, 2011 in the Editorial of Daily Excelsior Newspaper (J&K Regional English Newspaper).
https://www.academia.edu/34856671/Climate_Change
- **Dogra, Jeet.** (2011). **Of museums and art-galleries in Jammu City.** Published on February 20, 2011 in the Sunday Magazine of Daily Excelsior Newspaper (J&K Regional English Newspaper).
https://www.academia.edu/34856678/Of_museums_and_art-galleries_in_Jammu_city
- **Dogra, Jeet.** (2011). **Celebrating World Tourism Day.** Published on September 27, 2010 in the Editorial of Daily Excelsior Newspaper (J&K Regional English Newspaper).
https://www.academia.edu/1756530/Celebrating_World_Tourism_Day

Teaching areas

- Tourism / Destination Marketing; Business / Tourism Research Methods; Tourism Business Environment; Strategy for Tourism Destinations; Introduction to Tourism

NON - ACADEMIC RESPONSIBILITIES

- **Admission Committee Member and Co-ordinator**
For the session 2014-15 and Admission Co-ordinator 2015-16 and 2016-17
- **Chairman, Purchase Committee (September 2017 onwards)**
Indian Institute of Tourism & Travel Management, Gwalior, M.P. (India)
- **Chairman, Information Technology Committee for 2014-15**
Indian Institute of Tourism & Travel Management, Gwalior, M.P. (India)
- **Incharge for Website Management, Social Media Promotion and Publicity (2014 onwards)**
Indian Institute of Tourism & Travel Management, Gwalior, M.P. (India)
- **Member, Mess Committee (2015 onwards)**
Indian Institute of Tourism & Travel Management, Gwalior, M.P. (India)
- **Hostel Warden (Boys) - Hostel No. 2 (August, 2014 onwards)**
Indian Institute of Tourism and Travel Management (IITTM), Gwalior

- **Hostel Warden (Boys)** from December 13, 2012 to July 31, 2014
Indian Institute of Tourism and Travel Management (IITTM), Bhubaneswar
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PROFESSIONAL MEMBERSHIPS

- Lifetime Membership of Indian Tourism and Hospitality Congress (ITC)
 - Lifetime Membership of Youth Hostel Association of India (YHAI).
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E-PROFILES

- Academia.edu <https://iittm.academia.edu/JeetDogra>
- LinkedIn <https://www.linkedin.com/in/jeetdogra>
- SlideShare <https://www.slideshare.net/JeetDogra>