

Jithendran Kokkranikal, PhD, CMBE.

Professor, Tourism Management

jithendrankj@gmail.com

Sirmaur, India

I am an experienced educator, researcher, and academic leader with a strong background in teaching, research, curriculum design, program management, and quality assurance within higher education. Committed to fostering leadership, innovation, and entrepreneurship, I aim to inspire and support students and colleagues throughout my career. I am a Certified Management and Business Educator (CMBE) with the Chartered Association of Business Schools, UK

EDUCATION

University of Strathclyde

Glasgow, UK

- **PhD** in Hospitality and Tourism Management (2009)
- **MSc** in Tourism (1998)
- **Postgraduate Certificate** in Advanced Academic Studies (2004)

Indian Institute of Tourism and Travel Management

Gwalior, India

- **Postgraduate Diploma** in Tourism Management (1990)

University of Madras

Madras, India

Madras School of Social Work

- **MA** in Social Work and Personnel Management (1989)

Loyola College, Madras

- **BA** in English Language and Literature (1987)

WORK EXPERIENCE

Indian Institute of Management Sirmaur (IIM)

- Professor 2025 - present

University of Greenwich, School of Management and Marketing

- Associate Professor and Quality Assurance (QA) Lead 2023 to 2025
- Principal Lecturer (Associate Professor) and QA Lead 2016 to 2023
- Senior Lecturer and Programme Leader 2009 to 2016

I contributed to teaching human resource management for hospitality and tourism, strategic hospitality management, entrepreneurship, and innovation. I supervise undergraduate, postgraduate, and doctoral students, manage master's programmes, and develop curricula. I also oversee quality management in the department and lead funded research projects.

University of Strathclyde, Strathclyde Business School

- Lecturer (B Grade) 2001 to 2009
- Director, Post Graduate Programmes (Instructional) 2006 to 2009
- Director, Iran Transnational Education Programme 2002 to 2005

I contributed to teaching, research, curriculum development, and academic management. I supervised undergraduate, postgraduate, and doctoral students, while also managing

postgraduate and transnational education programmes in Iran. Additionally, I delivered modules at the School of Professional and Continuing Education, University of Hong Kong.

Kerala Institute of Tourism and Travel Studies (KITTS), Trivandrum, India

- Assistant Professor 1990 to 1997
- Programme Coordinator 1990 to 1997

As an Assistant Professor and Programme Coordinator, I was responsible for teaching as well as designing and managing education and training programmes, including diplomas, certificates, and professional development courses.

Les Roches International School of Hotel Management, Marbella, Spain

- Visiting Professor 2004 to 2006

I taught both research methods and tourism and hospitality management modules to bachelor's degree students pursuing a degree in hospitality management, providing them with a comprehensive understanding of industry-specific practices and academic research skills.

Titan Watches, Hosur, India

- Human Resource Management, Trainee 1989

I contributed to the recruitment and selection of apprentices and trainees, ensuring the recruitment of high-quality candidates.

EXTERNAL EXAMINER

1. University of Johannesburg – PhD Examiner
2. Royal Agricultural University, Cirencester, UK – BSc Honours in Business Management
3. University of Warwick, UK – PhD examiner
4. University of Queensland, Australia – PhD examiner
5. Mother Teresa Women's University, Kodaikanal, India – PhD examiner
6. Indian Institute of Technology, Kanpur – PhD examiner

PROGRAMME REVIEW AND VALIDATION

Successfully led the design, review and validation of the MA in International Tourism and Hospitality Management at the University of Greenwich – 2019 and 2013

Open University – Panel Member to validate the MA Business Management in International Travel and Tourism at Regent University, London – 2011

Open University – Panel Member to validate the BA (Hons) Business and Management at Hull College - 2012

RESEARCH

Research interests: Human Resource Management, Entrepreneurship, Innovation, Sustainability, Tourism and Hospitality Management.

I am a member of the Tourism and Marketing Research Centre (TMRC) at the University of Greenwich

I am associated with the following research journals:

- Theme Editor, Tourism Planning and Development, *International Journal of Tourism Cities*
- Associate Editor, Behaviours and Behavioural Change in Tourism, *Frontiers in Sustainable Tourism*

- Member of the editorial board, *Journal of Tourism, Heritage and Services Marketing*
- Member of the editorial board, *Management Decision*
- Member, Board of Editors, *Hospitium*, Ramaiah University of Applied Sciences, India

I guest-edited a special issue for the *International Journal of Tourism Cities* themed 'Tourism in Indian Cities'.

I serve as a manuscript reviewer for several research journals.

I won the Literati Award for Outstanding Reviewer from the International Journal of Tourism Cities in 2020

PhD Supervision

I have supervised PhD students at Strathclyde and Greenwich Universities, both as a first and second supervisor, through to completion. Additionally, I have examined PhDs at Mother Teresa University (India), Strathclyde, Greenwich, Queensland, Johannesburg, Pondicherry, and Warwick Universities, as well as the Indian Institute of Technology, Kanpur

Supervision of MA and BA Dissertations and Consultancy Projects

I have supervised over 200 postgraduate and undergraduate dissertations and consultancy projects across all institutions where I have worked.

Research Grants:

1. 2022 - 'Creative Spark Higher Education Enterprise Programme' in collaboration with the Azerbaijan State University of Economics and the Azerbaijan Tourism Management University (£5804/-)
2. 2021 – 'Creative Spark Higher Education Enterprise Programme' in collaboration with the Azerbaijan State University of Economics and the Azerbaijan Tourism Management University (£7500/-)
3. 2020 – 'Creative Spark Higher Education Enterprise Programme' in collaboration with the Azerbaijan State University of Economics and the Azerbaijan Tourism Management University (£20000/-)
4. 2019 – 'Creative Spark Higher Education Enterprise Programme' in collaboration with Azerbaijan State University of Economics (£40000/-)
5. 2006 - 'Migrant labour in Glasgow: Identifying educational and training opportunity', Research grant awarded by University Research Committee, University of Strathclyde (£6079/-)

PUBLICATIONS

Refereed journal papers:

1. KOKKRANIKAL, J., Prayag, G., Meera, S. Vinodan, A, Shyju, P.J. (2024) Organizational Resilience and Recovery of Tour Operators: Towards a Challenge-Metamorphosis Model, *Tourism Recreation Research*, <https://doi.org/10.1080/02508281.2024.2413833> (Q1)
2. KOKKRANIKAL, J., Calinaud, V. and Baum, T., (2024) Too many barriers to overcome? Career challenges of women in the UK hospitality industry, *International Journal of Tourism Research*, <https://doi.org/10.1002/jtr.2726> (Q1)

3. Zhang, Y., KOKKRANIKAL, J. and Parker, B. (2023) Do consumers go through imagery processing processes differently? The interplay between imagery-evoking level and multidimensional mental imagery in airline ads processing, *Journal of Marketing Communications*, <https://doi.org/10.1080/13527266.2023.2246036> (Q1)
1. PJ, S., Singh, K., KOKKRANIKAL, J., Bharadwaj, R., Rai, S., Antony, J. (2023) 'Service quality and customer satisfaction in hospitality, leisure, sport and tourism: an assessment of research in Web of Science' *Journal of Quality Assurance in Hospitality and Tourism*, 24 (1), 24-50, <https://doi.org/10.1080/1528008X.2021.2012735> (SJR - Q2)
2. Christensen, C., KOKKRANIKAL, J., Shen, Y., and Morrison, A. (2023) Understanding British and Danish Sailing Tourism Market: An analysis using Kanos Evaluation Matrix, *Tourism Recreation Research*, 48 (1), 30-42. <https://doi.org/10.1080/02508281.2021.1891742> (SJR - Q2)
3. PJ, S., Vinodan, A., Meera, S., KOKKRANIKAL, J. (2021) 'Women's experiences in Religious Tourism: An investigation into women's involvement in Sabarimala Pilgrimage, Kerala', *International Journal of Religious Tourism and Pilgrimage* special issue on 'Tourism and Spirituality: An Eclectic Inclination. 9 (5), pp.13-25 (SJR- Q4)
4. KOKKRANIKAL, J. and Carabelli, E., (2021) 'Gastronomy Tourism experiences: The Cooking Classes of Cinque Terre', *Tourism Recreation Research*, 49 (1), pp. 161-172.
DOI: [10.1080/02508281.2021.1975213](https://doi.org/10.1080/02508281.2021.1975213) (SJR -Q2)
5. Shen, Y., KOKKRANIKAL, J. Christensen, C., and Morrison, A. (2021) Satisfaction with marina destinations among European sailing tourists: An application of Kano's Three-Factor Theory, *Journal of Outdoor Recreation and Tourism*. 35, pp.100402. <https://doi.org/10.1016/j.jort.2021.100402> (SJR - Q2)
6. Culinaud, V., KOKKRANIKAL, J. and Gebbels, M. (2021) Career Advancement of Women in the UK Hospitality Industry, the Enablers, *Work, Employment and Society*, 35 (4) pp. 677–695 <https://doi.org/10.1177/0950017020967208> (SJR Q1)
7. KOKKRANIKAL, J., Morrison, A., and Gowreesunkar, V.G. (2020) India's Incredible Cities: Anticipating the Future, Respecting the Past, *International Journal of Tourism Cities*, 6 (3), pp. 485-490. <https://doi.org/10.1108/IJTC-09-2020-211> (SJR-Q1)
8. Šegota, T., Sigala, M., Gretzel, U., Day, J., KOKKRANIKAL, J., Smith, M., Henderson, J., Seabra, C., Pearce, P., Davidson, R., Van Zyl, C., Newsome, D., Hardcastle, J., Rakić, T. (2019). Future agendas in urban tourism research: Special Editorial. *International Journal of Tourism Cities*. 10.1108/IJTC-12-2018-0095 (SJR-Q1)
9. Hassan, M. and KOKKRANIKAL, (2018) 'Tourism Policy Planning in Bangladesh: Background and Some Steps Forward', *e-Review of Tourism Research*, 18 (1), 1-9 (SJR-Q4)
10. Powell, R. and KOKKRANIKAL, J. (2014) 'From History to Reality - visitor management at the Imperial War Museum (North). *Museum Management and Curatorship*, 29(1), pp. 36-49 (SJR-Q2)
11. KOKKRANIKAL, J., Antony, J., Kosgi, H., and Losekoot, E. (2013) "Barriers and Challenges in the application of Six Sigma in Hospitality Industry: Some observations and findings". *International Journal of Productivity and Performance Management*. 62 (3), 317-322, <https://doi.org/10.1108/17410401311309203> (SJR-Q2)

12. Chettiparamb, A., and KOKKRANIKAL, J. (2012) Responsible Tourism and Sustainability – the Case of Kumarakom, Kerala, India. *Journal of Policy Research in Tourism, Leisure and Events*; Special Issue: Tourism Planning, Vol. 4 (3), pp. 302-326 (SJR-Q2)
13. KOKKRANIKAL, J and Morrison, A. (2011) “Community networks and sustainable livelihoods in tourism: the role of entrepreneurial innovation”, *Tourism Planning and Development*, Vol. 8 (2), pp.137-156, <https://doi.org/10.1080/21568316.2011.573914> (SJR-Q2)
14. KOKKRANIKAL, J. Cronje, P., and Butler, R. (2011) ‘Tourism policy and destination marketing in developing countries: the chain of influence’, *Tourism, Planning and Development*, Vol. 8 (4), pp. 359 -380, <https://doi.org/10.1080/21568316.2011.603885> (SJR-Q2)
15. KOKKRANIKAL, J. (2012) Review of Hannam, K. and Diekmann, A. (2011) Tourism and India: A Critical Introduction, in *Journal of Heritage Tourism*, Vol. 7 (1), pp. 101-102 (SJR-Q2)
16. KOKKRANIKAL, J. (2010) Review of Singh, S. (2009) Domestic Tourism in Asia: Diversity and Divergence, in *Journal of Vacation Marketing*, Vol.16 (2), pp.163-164 (SJR – Q1)
17. Baum, T., Dutton, E., KOKKRANIKAL, J., Devine, F., and Hearn, N. (2007), Cultural Diversity in Hospitality Work, *Cross-Cultural Management: An International Journal*, Vol. 14 (3), pp. 229 – 239 (SJR – Q1)
18. KOKKRANIKAL, J., Baum, T., and MacLellan, R.L. (2003) ‘Island tourism and sustainability: A case study of the Lakshadweep islands’, *Journal of Sustainable Tourism*, Vol. 11 (5), pp. 426 – 447, <https://doi.org/10.1080/09669580308667214> (SJR - Q1)
19. KOKKRANIKAL, J, and Baum, T. (2002) ‘Human resources development for tourism in rural communities: a case study of Kerala’, *Asia Pacific Journal of Tourism Research*, Vol. 7 (2), pp. 64-74 (SJR – Q1)
20. KOKKRANIKAL, J., (2002), 'Peace and prosperity through sustainable tourism: human resources development strategies', *Journal of Tourism*, Vol. V (1), pp.95-121
21. KOKKRANIKAL, J., and Morrison, A. (2002) ‘Entrepreneurship and sustainable tourism: A case study of the Houseboats of Kerala’, *Tourism and Hospitality Research, Tourism and Hospitality Research*. Vo.4 (1) pp. 7-20 (SJR -Q2)
22. KOKKRANIKAL, J., and Baum, T. (2000) ‘Human resource development and sustainability - the case of Indian Tourism’, *International Journal of Tourism Research*. Vol. 2 (5) pp.403 – 421. (SJR – Q1)

Non-refereed journal papers:

1. KOKKRANIKAL, J. (2020) Education and Training for Sustainable Tourism in Developing Countries, *Hospitium*, Vol. 2 (1)
2. JITHENDRAN, K.J., (1993), ‘Tourism and the environment’, *Kerala Calling*, Vol. 13(10), pp.27-39
3. JITHENDRAN, K.J., and Warriar, K.R. (1991) ‘Tourism in Kerala’, *Kerala Calling*, Vol. 11(9), pp.31-42

Book chapters:

1. KOKKRANIKAL, J. J. Wilson, J., Cronje, P. and Radhakrishnan, N. (2018) 'Empowerment and Human Resource Management in Tourism' in Moutinho, L. and Sanchez, A.V. (eds.) *Strategic Management in Tourism*, 3rd Edition, CABI: Wallingford, pp.118-142
2. Kokkranikal, J., Yang, Y. S., Powell, R., & Booth, E. (2016). Motivations in battlefield tourism: The case of '1916 Easter Rising Rebellion', Dublin. In V. Katsoni & A. Stratigea (Eds.), *Tourism and culture in the age of innovation* (pp. 321–330). Heidelberg: Springer, pp. 321–330
3. Booth E., Kokkranikal J., Burkina O. (2015) Russian Artistic Gymnastics as a Sports Tourism Product: Some Observations and a Research Agenda. In: Katsoni V. (eds) *Cultural Tourism in a Digital Era*. Springer Proceedings in Business and Economics. Springer: Cham, pp.81-96
4. Powell, R and Kokkranikal, J. (2015). Motivations and experiences of museum visitors: The case of the Imperial War Museum, United Kingdom. In *Cultural Tourism in a Digital Era*; Springer: New York, NY, USA, pp. 169–181
5. KOKKRANIKAL, J and Baum, T. (2011) 'Island Tourism and Sustainability in Lakshadweep' in Carlsen, J. and Butler, R (eds.) *Island Tourism Development: Journeys Toward Sustainability*, CABI: Wallingford, pp. 54-71
6. KOKKRANIKAL, J. Wilson, J. and Cronje, P. (2011) 'Human empowerment, Management and Tourism' in Moutinho, L (ed.) *Strategic Management in Tourism*, 2nd Edition, CABI: Wallingford, pp. 158-181
7. KOKKRANIKAL, J., and Baum, T (2005)., 'Human Resource Management in Tourism', in Pender, L., and Sharpley, R. (eds.) *The Management of Tourism*, London: Sage, pp. 85-101
8. MacLellan, R. Baum, T. Goldsmith, A. KOKKRANIKAL, J. Losekoot, E. Miller, S. Morrison, A. Nickson, D. Taylor, J.S. Thompson, K (eds) (2004) *Proceedings of Tourism: State of the Art II* (27-30 June 2004), Glasgow, Scotland, UK
9. KOKKRANIKAL, J., and Baum, T. (2003) 'Sustainable human resources practices for positive employee attitudes and behaviour – a case study of Indian tourism' in Kusluvan, S (ed.) *'Managing Employee Attitudes and Behaviours in the Tourism Industry'*, USA: Nova Science Publishers, pp. 805-832
10. KOKKRANIKAL, J. and Baum, T., (2002) 'The Role of Product Innovation in Rural Tourism Development: A Case Study of Houseboats of Kerala' in Andrews, N; Flanagan, S; Ruddy, J (Eds) *'Innovation in Tourism Planning'*, Dublin: Dublin Institute of Technology, pp. 95-104

Conferences:

1. Shyju, P.J., Kokkranikal, J., Mathew, S. and Ajoon, J (2024) From agricultural distress to tourism dependence; Perspectives of local people of Vythiri, Kerala. *Managing Tourism Across Continents Conference 2024*, Istanbul, 1-3 May, 2024.
2. Shyju, P.J., Kokkranikal, J., Mathew, S. and Ajoon, J (2024) Resident's perspectives on the real benefits of tourism growth in Vytiri: A qualitative study. *CESTour Erasmus+ International Conference on 'Navigating the Future of Sustainable Tourism'*, Greater Noida, India, 6-7, February 2024. (Won the best paper award)

3. Kokkranikal, J., Shen, Y., Christensen, C., and Morrison, A. (2019) How to Better Satisfy Sailing Tourists: An Analysis Based on Kano's Evaluation Matrix, 2019 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference in New Orleans, USA, July 24-26
4. Oham, C., Kokkranikal, J., and Coca-Stefaniak, A (2019) The role of spiritual capital on social entrepreneurship, 'Historic International Conference on Spirituality and the Professions', Organised by the Spirituality Institute for Research and Education, Waterford Institute of Technology, at Waterford, Ireland, May 16-18.
5. Kokkranikal, J. and Chettiparamb, A. (2015) 'Sustaining Responsible Tourism', Advances in Hospitality and Tourism Marketing and Management (AHTMM) conference in Beppu, Japan, June 18 to 21
6. Kokkranikal, J. Sun Yang, Y. Powell, R. and Booth, E. (2015) Motivations in Battlefield Tourism: the case of '1916 Easter Rising Rebellion', Dublin, a conference paper for the International Association of Cultural and Digital Tourism (IACUDIT) annual conference on 'Cultural Tourism in the Digital Era', Athens, Greece, May 21-24.
7. Booth, E. and KOKKRANIKAL, J (2014) 'Russian artistic gymnastics as a sports tourism product – some observations and a research agenda', a conference paper for the International Association of Cultural and Digital Tourism (IACUDIT) annual conference on 'Cultural Tourism in the Digital Era', Athens, Greece, May 30 to June 1, 2014.
8. Powell, R. and KOKKRANIKAL, J. (2014) "'Motivations and Experiences of Museum Visitors – the Case of The Imperial War Museum, United Kingdom", a conference paper for the International Association of Cultural and Digital Tourism (IACUDIT) annual conference on 'Cultural Tourism in the Digital Era', Athens, Greece, May 30 to June 1, 2014.
9. Chettiparamb, A. and KOKKRANIKAL, J. (2012) 'Planning for responsible tourism and sustainability: the Case of Kumarakom in Kerala, India'; a conference paper for the Association of European Schools of Planning, Ankara, Turkey, 11-14, July 2012
10. Kelly, C. and KOKKRANIKAL, J. (2010) 'The evolution and commodification of Wellness Tourism in India: A case study of Kerala'; a conference paper for the Tourism and Travel Research Association Conference, Budapest, Hungary, 21-23 April 2010
11. KOKKRANIKAL, J. and Morrison, A., (2010) 'Entrepreneurial innovation in tourism: community networks and contributions in heritage tourism in Kerala'. A conference paper for the Tourism Entrepreneurship Conference, organised by Wilfrid Laurier University, Ontario Canada, 26-27, April 2010
12. Crojne, P. and KOKKRANIKAL, J (2008) 'Image-divide in destination marketing: an exploration of the chain of influence in South African tourism marketing', EuroCHRIE Conference "Building a Legacy, Living the Dream: 2020 Vision for Hospitality and Tourism", Dubai, October 11-14.
13. Baum, T; Devine F; Dutton, E; Karimi, S and KOKKRANIKAL, J. (2007) 'Cultural diversity in hospitality work: a comparative study of peripheral locations in the United Kingdom' CAUTCHE, Sydney, February 11 – 14
14. Causevic, S; and KOKKRANIKAL, J. (2005) 'Tourism Development after Political Turmoil: Current Issues on Bosnia and Herzegovina', '3rd Global Summit on Peace through Tourism' 'organised by International Institute for Peace through Tourism, Pattaya, October 2- 6

15. KOKKRANIKAL, J (2004) 'Tourism human resource development and sustainability in developing countries', 'Tourism State of the Art –II' organised by The Scottish Hotel School, University of Strathclyde, June 27 to 30.
16. Ismail, H; Baum, T; and KOKKRANIKAL, J. (2003) 'Urban Tourism in Developing Countries: a case study of Malaysia', 'Urban Tourism – Mapping the Future' TTRA Europe Conference, Glasgow, September 25-26.
17. KOKKRANIKAL, J., and Baum, T. (2001) 'The role of product innovation in rural tourism development: the case of houseboats of Kerala', 'Tourism Innovation and Regional Development', the ATLAS 10th Anniversary International Conference, Dublin Institute of Technology, October 4 – 6.
18. KOKKRANIKAL, J., and Baum, T. (2001) 'Human resources development in rural tourism: the Kerala experience', 2nd International Rural Tourism and Leisure Conference organised by The Leisure and Tourism Management Department of the Scottish Agricultural College (SAC), Glasgow from September 6 – 8.
19. KOKKRANIKAL, J, Baum, T. and MacLellan, R.L., (2000) 'Tourism and sustainability in the Lakshadweep islands: a case study', International Scientific Conference on Tourism on Islands and Specific Destinations, University of the Aegean, Chios Island, Greece from December 14 – 16.

Under review:

1. Singh, P., Kokkranikal, J., Shyju, P.J., Adarsh, P., (Under Review) Investigating the structural relationships of festival attributes, emotional solidarity, and festival identity: Evidence from the Thrissur Pooram festival of India, *Consumer Behaviour in Tourism and Hospitality* (SJR – Q2)

Work in progress:

1. KOKKRANIKAL, J. and Yung, R. (ed.) The Handbook of Innovation for Hospitality and Tourism, Routledge.
2. KOKKRANIKAL, J., PJ, S, The local community's experience of tourism development in Vythiri, Kerala – A socio-economic and power-dynamics perspective (writing up)
3. KOKKRANIKAL, J. and Yang, S. 'Battlefield tourism: motivations and experiences' for *Journal of Heritage Tourism* – (Manuscript under final revision)
4. KOKKRANIKAL, J., and Augustin, N. 'Women empowerment in tourism: the case of St. Lucian Tourism' for *Tourism Planning and Development* (First draft under preparation)
5. 'Traditional festivals and community recreation in rural tourism destinations'. for *Annals of Tourism Research* (Fieldwork)
6. 'Protected area tourism and Indigenous community livelihoods: Conflicts and controversies in Attappadi Reserve Forest, India' for *Journal of Sustainable Tourism* (Literature review)

PROFESSIONAL ASSOCIATION AND COMMUNITY ACTIVITIES

Member, **Institute of Leadership and Management, UK**

- Member, **Chartered Association of Business Schools, UK**
- Fellow, **Royal Geographic Society, UK**

- Member, **British Academy of Management**
- Member, **Institute for Small Business and Entrepreneurship**
- Member, **The Tourism Society, UK**
- Member, **Asia Pacific Tourism Association**
- Member, Academic Panel for Programme Review, the **Open University**.
- Member, Scientific Committee, 9th International Conference on Hospitality and Tourism Management 2022, The International Institute of Knowledge Management, Sri Lanka
- Member, Scientific Committee, International Tourism Studies Association (ITSA) Biennial Conference on **'Tourism in Contemporary Cities'**, August 17-19, 2016, London
- Co-Chair and Keynote speaker, The 2nd International Conference on Cultural and Digital Tourism, on **'Forms and Norms of Tourism and Culture in the Age of Innovation'**, of the International Association of Cultural and Digital Tourism (IACuDiT) May 21-24, 2015, Athens, Greece
- Member, Scientific Committee, International Association of Cultural and Digital Tourism (IACuDiT) International Conference, **'Cultural and Digital Tourism'**, May 30 to June 1, 2014, Athens, Greece
- Member, Scientific Committee, Conference, **'Contemporary Research in Tourism and Hospitality: Theory, Practice and Pitfalls'**, February 3-6, 2014; Pondicherry University, India.
- Member, Organizing Committee, **'Tourism: State of the Art - II Conference'** June 27-30, 2004, Glasgow
- Member, Scientific Committee, **TTRA European Conference 'Urban Tourism - Mapping the Future'** September 24th-27th, 2003 Glasgow
- Member, **'Think Tank on Sustainable Tourism'**, an international group of tourism academics, policymakers, consultants and industry professionals formed by the Business Enterprises for Sustainable Travel (BEST). Attended the first think tank held from February 24 to March 1, 2000, in Johannesburg, South Africa.
- 1996 – 1997, Co-ordinator, Kerala region of the **South Asia Integrated Tourism Human Resources Development Programme (SAITHRDP)**, funded by the European Commission. I was responsible for organising training programmes for the tourism and travel trade personnel in the state.
- 1993 -1995, Member, Executive Committee, **Indian Association of Tour Operators (IATO)**, Kerala Chapter.

Scholarships won:

- The British Chevening Scholarship, awarded by the Foreign and Commonwealth Office, London to study for an MSc in Tourism at the University of Strathclyde in 1997.
- Strathclyde Business School's studentship to study for a PhD at the University of Strathclyde.

Other interests: Current Affairs, Badminton, Running (completed two half marathons), and Cricket