



Name: Dr. Rashmiranjan Choudhury

Designation: Assistant Professor

Specialization: Tourism and Travel Management

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Qualification

MBA (Pondicherry Univ.)
PhD (NEHU, Shillong)

Work Experience

- Academic- 6years
- JAIN (Deemed-to-be University) - Dec 2023-cont..
- Chandigarh University (2021-2023)
- NEHU Guest Lecturer (2018-2021)
- Industry- 1.5 years

Courses Facilitated

- Tourism Planning and Destination Management
- Air Ticketing
- Travel Tour Operation
- Research Methodology

Member on Committees / Editorial Boards

Professional Memberships

Indian Tourism Congress

Career Summary

An enthusiast of nature, traveler by passion and researcher by profession, Dr. Rashmiranjan Choudhury holds 6 years of academic experience in several national level institutions. He is a JRF awardee from the University Grant Commission, Govt. of India. He has presented several research papers in various conferences, published several articles in referred research journals, and contributed three book chapters under reputed publishers including Routledge, Apple Academic press, IGI publishers.

Research Interest

Community-based Tourism, Technology in tourism, Sustainability, and Smart tourism, Geopolitics and management etc.

Research Publications

- 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)
- 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)
- 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)
- 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)

Articles / Case Studies

Consultancy / Projects

NA

Books / Chapters

- 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)
- 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)

- 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)
- 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)
- Choudhury R. (2022) Heritage Conservation. In D. Buhalis Encyclopedia of Tourism Management and Marketing. Edward Elgar publishing. ISBN: 978 1 80037 747 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
- 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
- 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
- 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
- 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
- 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)
- 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.

Activities

NA

Recognition / Awards

UGC Senior Research Fellow

Seminar Conferences Attended

Attended more than 25 seminar conferences in various institutions throughout the country like IIM Indore, IGNOU Bhopal, Mizoram Univ, Pondicherry Univ, Jamia etc.