

Curriculum vitae

Dr. Amrik Singh

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Personal Details

Address: Centre for Promotion of Ecological, Adventure, Health and Cultural
Tourism School of Tourism, Travel and Hospitality Management
Central University of Himachal Pradesh, Dharamshala, India

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Citizenship India

Professional Qualifications

Having MTA (Master of Tourism Administration) with more than seventeen+ years of experience and Expertise of core functions in Travel and Tourism Business domain such as sales, marketing, Operation, client service, contracting with ground handling agents and business development with B2B partner across major business source city, quality inspection in vender services, training, Mentoring, evaluation and assessment in vocational education hospitality and tourism sector; team Leadership roles, administrative activities in sales and service unit; keen to contribute in a responsible Role for the benefit of the employer.

PhD in Tourism Management from Himachal Pradesh University – "Role of Tourism in Economic Development of Himachal Pradesh" – A Study of Beas Circuit.

- Regular 2 Years Master of Tourism Administration with 1st Division (In Tourism Operation & Marketing Specialization) From Institute of Vocational Studies, H.P. University, in the session -2002 - 2004. Summer hills Shimla-5
- Master of Arts in Economics regular from H.P. University, Shimla-5 in the session - 2000 - 02.
- Passed Bachelor's Degree with English Economics and Geography from H.P. University, Shimla-5 in the session 1997-2000.
- Higher Secondary from HPBSE in 1997.
- Matriculation from HPBSE in 1995.

Employment History

➤ ***Vocational Trainer***

Working as a certified Vocational Trainer Level-7 by Tourism and Hospitality Sector Council 3rd Aug, 2019 onward at Centre of Excellence Govt. Degree College, Sanjauli Shimla H.P.

➤ ***Self Employed***

Am Free-lance promoting Since 2010 Now full time (A/F) Himachal Adventure Leisure & Holidays' As a Managing Host - Business Development - Inbound - Domestic Tour and Supervising Tourism Developing in B2B & B2C Segments, Doing Promotion and Awareness about off site of Himachal Pradesh in new Market with Sales and Marketing in Domestic and International market.

➤ ***Professional Consultancy***

Honorary Duty Manage

Professional consultancy for Hotels Resorts as well as Worked as Honorary Duty Manager/Hospitality Consultant with Hotel Rahat Regency - From 01 July'2013 till 30 Sept'2018 to upgrade their quality of services and market reach as well as human resources empowerment with their satisfaction and client orientation outlook.

Honorary Marketing Manager

Professional consultancy for Hotels Resorts as well as Worked as Honorary Marketing Manager/Hospitality Consultant with Hotel Karnika Resort - From 01 Jan'2010 till 31 Dec'2012 to Generate Business from Key Suppliers as well as upgrade their quality of services and market reach as well as human resources empowerment with their satisfaction and client orientation outlook.

➤ ***Assistant Manager Business Development***

Worked with Company of Dalmia Group - Sun Shine Tourism (India) Pvt. Ltd. as Assistant Manager Business Development & International Sales and Marketing and Operation Destination Management India, Nepal & Bhutan.

➤ ***Sr. Management Executive***

Worked with Cox & Kings (India) PVT.LTD. As Sr. Management Executive - Sales and Market in adhoc market Special project (Market Russia/United Kingdom FIT /Germany/Switzerland/South Africa/Austria) Doing product designing customized itinerary preparation, Hotel Contracting & Vendor Relation from 27 July 2006 till 31/08/2007.

➤ ***Management Executive***

Worked with Travel Corporation (India) Pvt. Ltd. As Management Executive- Group Operations Series & Clients Services Rep (Spanish Market) from July, 2004 till 26 July 2006.

Personal Distinctions

- THSC Certified Trainer for Hospitality & Tourism worked 03 August 2019 onwards till 10 October 2022 with Center of Excellence Govt. Degree College Sanjauli, Shimla, Himachal Pradesh.
- **Handled 13 Iberojet Charter operation movements at New Delhi. Clients Services Rep with Arrival / Departure Transport coordination for 200 pax per Charter Total 13 charters with in Three Month Team TCI at New Delhi.**
- **Special project to retain & Generate the business from Market U.S.A., Mexico, Spain & Germany & Direct online Market of client from different market & different Interest Done product designing, customized itinerary preparation, Hotel Contracting & Vendor Relation Managements from 03 September 2007 till Aug'2009.**
- **Single Handling 12 Suzuki Charter operation movement at Hotel Hyatt Regency New Delhi As a Clients Services Representative with Arrival / Departure Transport coordination for 250 pax per Charter Total 12 charters within 16 days Team TCI at New Delhi.**
- **Handled INDIA Biggest Dental Congress operational event movements & Microsoft congress Clients Services Agent & Transport coordination with Team TCI at New Delhi.**
- **Three months Job Training with Orbit Tours & Trade Fairs Pvt. LTD. Worked As a Sales and Marketing Consultant & Clients Services Rep in Business Tour Division (Europe Region). Jul 2019- Jul 2020**

Teaching

Adventure Tourism, Cultural Tourism, Destination Planning & Development, Sustainable Tourism, Travel Agency Operation & Business Development, Event Marketing, Research Methodology.

Publications

Refereed Journal Articles

- "Investigating spread of rural tourism with the help of homestays in Himachal Pradesh". April; 2022 Page-149-157, Volume 7, Issue 4, - ISSN ; 2455-2631, Impact factor: 8.15
- ANA-241116-21 - Art and Tradition Representing India's Grand Culture: Exploring Select Districts In Himachal Pradesh- Bharat Bodh' International Conference on Idea of Bharat at IGNOU, New Delhi during 23-25'February, 2017.
- "Stake holder opinion about tourism policy: A case of Beas circuit in Himachal Pradesh". November; 2016 Page-01 to 08, Volume -2, Issue-11- ISSN: 2455-1627,

Impact Factor RJIF: 5.22, International Journal of Commerce and Management Research.

- “Stake holder opinion economic development through tourism in Beas circuit of Himachal Pradesh”. October; 2016 Page-52 to 58, Volume -2, Issue-10- ISSN: 2455-1627, Impact Factor RJIF: 5.22, International Journal of Commerce and Management Research.
- “Culture and Tourism: Issues and Challenges” October; 2016 Page- 230 to 234, Volume -2, Issue-10- ISSN: 2394-7500, Impact Factor ISRA: 5.2, "International Journal of Applied Research"
- “Development Regional and Local Tourism Fairs & Festivals as Key Motivator: A study of Shri Khand Mahadev and Local Fairs, Festivals in Area" September; 2016 Page-26 to 29, Volume -2, Issue-9- ISSN: 2455-1627, Impact Factor RJIF: 5.22, International Journal of Commerce and Management Research.
- “Role of tourism in economic development of Himachal Pradesh: A case study on Beas circuit”. July; 2016 Page-38 to 43, Volume -2, Issue-7- ISSN: 2455-1627, Impact Factor RJIF :5.22, International Journal of Commerce and Management Research.
- “Folk songs and sacred places preserving culture and promoting tourism: A study of prominent areas in Himachal Pradesh”. July; 2016 Page-31 to 35, Volume -2, Issue-6- ISSN: 2455-1627, Impact Factor RJIF :5.22, International Journal of Commerce and Management Research.
- “Government ‘Investment in Tourism Infrastructure: Unleashing the Growth Potential. VAANIJYVA’ The Journal of Commerce ‘2015-16 April-March, Annual, Page-85 to 90, Volume-5”. ISSN No. 2321-0753. The Journal of Commerce.
- Conservation of Temples, Forts, Palaces, Fairs, and Festivals and Tourism In Himachal. Organized by Thakur Jagdev Chand Memorial Research Institute, Neri Hamirpur, Himachal Pradesh. Sponsored By ICHR’ Delhi. 02 to 04 October’2015 Paper Presented.
- Participated on Cultural Tourism Development in Himachal Pradesh. Organized by Institute of Vocational (Tourism) Studies, Summer Hill, Shimla. 20 to 21 March’2015
- Role of Eco Tourism for The Rural Development of Himachal Pradesh. Organized by Youth for Sustainable Development, on “Rural Development: Present Scenario and Future Challenges”. 26 to 27 March’2011,
- Deen Dayal Thought’s Relevance in Present Period. Deen Dayal Upadhyay Chair’Himachal Pradesh University Summer Hill Shimla. 29 to 30 March’2011 Participated.