
Curriculum Vitae

PRASANTH UDAYAKUMAR

Assistant Professor

Indian Institute of Tourism and Travel Management (IITTM)
(An organization of Ministry of Tourism, Govt. of India)

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Educational Qualifications

- Doctor of Philosophy (Ph.D.) in Tourism Management (Pursuing)
Department of Cultural Studies, Utkal University of Culture, Odisha
- National Eligibility Test (NET)
University Grand Commission
- Masters in Tourism Administration (2nd Rank)
Department of Futures Studies, University of Kerala
- Certificate in German (2nd Rank)
Department of German, University of Kerala
- B.COM – Travel & Tourism (1st Rank)
Mannaniya College of Arts & Science, University of Kerala
- VHSE – Travel & Tourism (1st Rank)
Board of Vocational Higher Secondary Education, Govt. of Kerala

Academic Experience

- Assistant Professor in IITTM, Bhubaneswar (since November 2012)
- HOD, Dept. of Tourism Studies, John Paul Memorial College of Arts & Science, Idukki, affiliated to Mahatma Gandhi University, Kerala (June 2011- October 2012)
- Assistant Professor, Dept. of Tourism Studies, John Paul Memorial College of Arts & Science, Idukki, affiliated to Mahatma Gandhi University, Kerala (June 2010 – May 2011)
- Instructor, Airo Space Academy, Kottayam, Kerala (September 2009 May 2010)

Industrial Experience

- 45 days experience in handling CRS in Al-Hind Tours & Travels, Trivandrum, Kerala
- 20 days experience in event management in Kerala Tours & Travels, Kerala
- Served as Survey Assistant, Department of Tourism, Government of Kerala
- Served as Information assistant (Trainee), Tourist Facilitation Centre, Kovlam, Kerala

Responsibilities held

- Additional Examiner, Board of Examiners, Bachelor of Tourism Studies, Mahatma Gandhi University, Kerala (2010 – 2012)
- Additional Examiner, Board of Examiners, Tourism and Hospitality Management, Utkal University of Culture, Odisha (since 2013)
- Coordinator, Tourism Club, District Tourism Promotion Council, Idukki, Kerala (2010 – 2012)
- Resource Person for handling Add-on courses in Tourism and Hospitality Management funded by Mahatma Gandhi University (2010 – 2012)

Organizational responsibilities

- Secretary, Faculty Council, IITTM, Bhubaneswar
- Co-chairperson, MBA (ITB - Logistics)
- Co-chairperson, Cultural committee
- Editor, E-communique (online newsletter)
- Member, Purchase Committee

Areas of Interest

- Rural Tourism, Accounting & Finance Management, Research Methodology, Tourism Marketing, Tourism Economics

Research Papers presented

- U. Prasanth (2013) “Responsible Tourism in Odisha: a tool for poverty alleviation”, in the national seminar organized by Sree Narayana College of Art & Science (affiliated to MG University), Kerala
- U. Prasanth (2014) “NGO Tourism: a new arena in Bihar”, in the national Seminar on Special Interest Tourism and contemporary Practices in Eastern India organized by IITTM, Bhubaneswar, Odisha
- U. Prasanth, K.J. Alphonsa (2015) “Ecotourism as a sub-component of environmental sustainability; a study on Satkosia Tiger Reserve”, in the national Seminar organized by Govt. college of Arts & Science, Munnar, Kerala
- U. Prasanth (2015) “Constraints and prospects of community based tourism: an overview of Kumarakom rural tourism destination in the state of Kerala”, in the national seminar organized by Dept. of Management Studies, Mahatma Gandhi University, Telangana
- U. Prasanth (2016) “The Role of Traditional Handicrafts in Promoting Rural Tourism: A study on Pipli Rural Tourism Village in the state of Odisha”, in the national seminar organized by Dept. of Management Studies, Mahatma Gandhi University, Telangana

Research Papers Published

- M. P.Preji, U. Prasanth, (2014) “Cultural Heritage and Its emotional connect: An analysis of cultural linkages reflected in the backwaters of Alappuzha, Tourism Theory & Practices, Vol No:12, No:1 &2, pp. 44-52 ISSN No 0973-6611

- M.P.Preji, U.Prasanth, (2015) “Tourism benefits are well reflected with community participation: A study on Raghurajpur in Odisha” Indian Journal of Tourism & Hospitality Management, Vol.6, No.1 pp 50-62 ISSN 2229-404X
- Lenka. S.K, U. Prasanth (2015), “Ecotourism as a sub-component of environmental sustainability; a study on Satkosia Tiger Reserve” Indian Journal of Tourism & Hospitality Management, Vol.7, No.1 ISSN 2229-404X (Accepted)

Books Published

- U. Prasanth. (2015): Travel and Tourism Infrastructure: Vikas Publishers, New Delhi. ISBN-978-93-259-8762-3.
- U. Prasanth (2015). “Facets of Health Tourism and its competitiveness: An analysis of Wellness tourism in Kerala”. In Miryala R K & Reddy V R (Eds.), “Trends, challenges & Innovations in Management” 1, Vol III (244- 250) India: Zenon Academic Publishing, ISBN- 978-81926819-9-3.
- U. Prasanth (2016). “The Role of Traditional Handicrafts in Promoting Rural Tourism: A study on Pipli Rural Tourism Village in the state of Odisha”. In Miryala R K & Gade J (Eds.), “ Responsible Tourism & Human Accountability For Sustainable Business” Vol I (27 – 32) India: Zenon Academic Publishing, ISBN- 978-93-85886-01-0

Training & Consultancy

- Coordinator of “Training Programme for Immigration officials” Organised at Netaji Subash Chandra Bose Airport, Kolkata.
- Resource person of Regional Level Guide Training Programme conducted by IITTM on behalf of Ministry of Tourism, Government of India.
- Resource person of Eco-guide Training Programme sponsored by Ministry of Tourism & Culture, Government of Odisha.
- Resource Person of State Level Guide Training Programme sponsored by Ministry of Tourism & Culture, Government of Odisha.
- Member designate, Inspection team constituted for “Hunar se Rozgar Tak”, a funded scheme under ministry of Tourism, Govt. of India for creating employable skills in Tourism

Projects

- Co-Investigator in the project entitled “Functioning of Tourist police in States/UTs and Documentation of Best Practices”. The Project has the approved project cost of Rs. 40 lakhs (approx.) commissioned by Ministry of Tourism, Government of India in 2015-16. (Draft Report Submitted)

Workshops attended

- UGC sponsored National Workshop on “Medical Tourism” organized by Mannaniya College of Arts & Science (affiliated to Kerala University), Kerala
- Workshop on “Database updating and online data collection” conducted by the Department of Tourism, Government of Kerala
- “Orientation for Tour Guide Trainers” conducted by IITTM, Gwalior

Personal Details

- Date of Birth : 5th January 1987
- Name of Father : S. Udayakumar
- Name of Mother : Jayakumari
- Permanent Address : Sai Nivas, TC 32/944(1), Beach Post, Trivandrum

References

Prof. (Dr.) Manoj Changat

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University of Kerala, Karyavattom
Thiruvananthapuram, Kerala, India
Ph- 0471-2305321

Dr. R. Suma

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Mannaniya College of Art & Science, Pangode
Thiruvananthapuram, Kerala, India
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