

**Department of Tourism and Hospitality
Management Faculty of Management Studies
Jamia Millia Islamia**

The research priority for the department

Jamia Millia Islamia is a prestigious central university located in New Delhi which is seat for governance and diplomatic relations. Jamia Millia Islamia is a multi-faculty university with good academic relations with a large number of universities and institutions across the world. In particular, the university has a strength in having profound connects in Middle East and Central Asia. Languages from these regions are taught in the university.

Programmes and courses related to tourism are being offered since 2004, while the department was formally created in 2012. It has since then been contributing to the cause of tourism in the region. The department now intends to pursue research in tourism and hospitality. The department proposes to focus on research leveraging on University's strength and legacy. The research capabilities of the University department will be utilized in these areas so that over a period of time the department creates research resources and expertise in these vistas.

The following is an indicative (and not exhaustive) list of research priority:

Tourism

1. Wellness tourism including spiritual and medical tourism
2. Rural and indigenous tourism
3. Destination management and marketing
4. Faith based tourism- Halal tourism, Islamic tourism
5. India's international tourism trade with MENA (Middle East and North Africa) and Central Asia (JMI has good relationships in this region).
6. Accessible tourism
7. Nature-based tourism

Hospitality

8. Indigenous cuisine
9. International cuisine

10. Marketing and service quality in hospitality Industry

11. Food service consumer choices

Approach

12. Entrepreneurship and small business management in tourism and hospitality

13. To explore and experiment with qualitative and mixed methods of research/ scientific inquiry.

Ph.D. (Tourism and Hospitality) Researchers

	Scholar	Supervisor	Ph.D. Topic	Regis.	Status	Link
1	Rohan Bhalla , JRF	Prof. Nimit Chowdhary	Spiritual antecedents of rural tourism	2018	Awarded	http://hdl.handle.net/10603/430125
2	Aditya Ranjan, JRF	Prof. Nimit Chowdhary	Deconstructing rural tourism in India	2018	Awarded	http://hdl.handle.net/10603/484042
3	Mohd Arman	Dr. Abdul Qadir	Community's response to tourism at rural tourism destinations	2018	Awarded	http://hdl.handle.net/10603/542603
4	Bushra, ICSSR Fellow	Dr. Abdul Qadir	Profiling of wellness tourists in India	2018	Awarded	http://hdl.handle.net/10603/542976
5	Syed Wali Khalid, MAN Fellow	Dr. Vijay Kumar	Travel experiences and accessibility requirements of tourists with limited mobility	2018	Awarded	http://hdl.handle.net/10603/543154
6	Rajendra Kr Suman	Dr. Vijay Kumar	Implications and management of over tourism at tourist destinations of India	2018	Awarded	http://hdl.handle.net/10603/542836
7	Pinaz Tiwari, JRF	Prof. Nimit Chowdhary	Tourists' motivation and their response at overcrowded destinations	2019	Awarded	http://hdl.handle.net/10603/431665
8	Snigdha Kainthola	Prof. Nimit Chowdhary	Effects of crowding on a spiritual destination	2019	Awarded	http://hdl.handle.net/10603/433059
9	Jahangir Khan	Prof. Nimit Chowdhary	Dilemma of Indian outbound tourist	2019	Awarded	
10	Mohd Abad	Dr. Abdul Qadir	Co-creation in tourism mediated by tour operators	2019	Pursuing	
11	Monika, JRF	Dr. Vijay Kumar	Branding Pushkar as a smart destination	2019	Awarded	http://hdl.handle.net/10603/542602
12	Firdous Ahmad Shah, ICSSR Fellow	Prof. Sarah Hussain	Tourism stakeholders' survival during crises: Saliency and Strategies	2019	Awarded	http://hdl.handle.net/10603/595365
13	Saima Kareem	Prof. Sarah Hussain	Entrepreneurial motivation for tourism startups	2019	Pursuing	
14	Murshad Ali, JRF	Dr. Abdul Qadir	Impacts of climate change on nature based tourism in the Indian Himalayas	2019	Submitted	
15	Mohd Wasil Asrar	Dr. Vijay Kumar	Community participation in promotion and development	2019	Awarded	

			of a region as a tourist destination in Himachal Pradesh			
16	Mohammed Ashraf B A, JRF	Prof. Nimit Chowdhary	Hedonic experiences at dark tourism sites	2020	Pursuing	
17	Sweety Mishra, JRF	Prof. Nimit Chowdhary	Contribution of women led tourism enterprises in achieving SDG-5	2020	Pursuing	
18	Anubha	Prof. Sarah Hussain	Effect of destination's gastronomic value propositions on tourist behaviour and destination's gastronomic image	2020	Awarded	
19	Irshad Alam, JRF	Prof. Sarah Hussain	Impact of online reviews on tourists' purchase intention: A case of National Parks and Wildlife Sanctuaries in Odisha	2020	Pursuing	
20	Javed Salim, JRF	Dr. Nusrat Yasmeen	Distinct conservation approaches in built heritage	2020	Pursuing	
21	Hamza Khan, JRF	Dr. Nusrat Yasmeen	Tourists' response toward eco-friendly accommodation at nature based tourism destinations	2020	Pursuing	
22	Sara Chauhan, JRF	Dr. Nusrat Yasmeen	Edutainment and tourism in museums of Delhi	2020	Pursuing	
23	Abhisek Porya, JRF	Prof. Nimit Chowdhary	Visitors' perspective of tourism-led commodification of rurality	2022	Pursuing	
24	Mohd Ahkam Bakhtiyar, JRF	Prof. Sarah Hussain	Unveiling tourist preferences: Exploring perception and motivation in choosing rural homestay accommodations	2022	Pursuing	
25	Priyanka Yadav, JRF	Prof. Nimit Chowdhary	Cognitive dissonance in Indian rural destinations	2023	Pursuing	
26	Alisha Waquar, JRF	Dr. Nusrat Yasmeen	Debugging new horizons: Evaluating tourist perceptions of Artificial Intelligence in destination choice	2023	Pursuing	
27	Jarina, JRF	Prof. Sarah Hussain	Stakeholder-driven strategies for sustainable tourism around Dargahs	2023	Pursuing	
28	Nitin Kumar Shrivash, JRF	Dr. Vijay Kumar		2024	Pursuing	