

DR. VAIBHAV BHATT

Ph.D. | Assistant Professor of Tourism and Hospitality Management

Department of Tourism and Hospitality Management, School of Commerce and Business Management

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Google Scholar: <https://scholar.google.com/citations?user=jNuZdykAAAAJ>

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YouTube: <https://youtube.com/@tourismeducationwithdrbhatt>

Instagram: <https://instagram.com/@tourismeducationwithdrbhatt>



RESEARCH PROFILE

Dr. Vaibhav Bhatt is a tourism scholar whose research spans sustainable tourism planning and development, nature-based and community-based tourism, pilgrimage and special interest tourism, and the application of digital tools (including AI and bibliometric methods) in tourism education and research. His work interrogates the socio-economic dimensions of tourism at the nexus of local communities, environmental sustainability, and emerging technology, with a particular focus on the Indian Himalayan and South Indian coastal contexts. He employs both qualitative and mixed-methods approaches, including netnography, reflexive thematic analysis, and bibliometric analysis, to generate actionable insights for tourism policy and practice.

ACADEMIC POSITIONS

Assistant Professor | Department of Tourism and Hospitality Management, Central University of Tamil Nadu, Thiruvarur
March 2020 – Present

- Teaching MBA and UG courses in tourism management, special interest tourism, sustainable tourism, and research methods
- Member, Board of Studies, Department of Tourism and Hospitality Management
- Member, Board of Studies, Department of Commerce
- Member, Research Advisory Committee, Department of Business Management
- Member, Admissions Committee, Department of Tourism and Hospitality Management
- Faculty Coordinator: Placements & Industry-Academia Linkages | UGC-NET | MOOCs | Convocations

Assistant Professor (Airlines, Tourism and Hospitality Management) | Km. Mayawati Govt. Girls PG College, Badalpur, Gautam Buddha Nagar, Uttar Pradesh
October 2019 – March 2020

- Faculty Coordinator: Placements and Industry-Academia Linkages
- Examinations In-charge, Department of Vocational Studies

Assistant Professor, Tourism Management | Amity Institute of Travel and Tourism, Amity University Uttar Pradesh, Noida
February 2018 – September 2019

- Taught UG and PG courses in tourism management
- Organizing Secretary, 3rd Amity University International Conference (AITHC-2018)

Guest Faculty, Tourism and Hotel Management | Centre for Mountain Tourism and Hospitality Studies, HNB Garhwal Central University, Uttarakhand
August 2017 – February 2018

- Delivered UG and PG lectures in tourism and hotel management
- Assistant Editor, Journal of Tourism (UGC refereed bi-annual journal), ISSN: 0972-7310

RESEARCH AND INDUSTRY EXPERIENCE

Research Assistant | ICSSR Sponsored Project: 'Strategies, Planning and Tourist Perspective of Tourism Development in Bhilangana Valley of Garhwal Himalayas', HNB Garhwal Central University
June 2015 – January 2017

Manager, Leisure Travel (Inbound) | Travel Corporation of India Limited (Thomas Cook India subsidiary), Gurgaon
June 2011 – June 2012

Executive, Branch Banking Operations | Standard Chartered Bank, Chanakyapuri Branch, New Delhi *September 2007 – April 2009*

Executive, Foreign Exchange Management Department | Thomas Cook (India) Limited, New Delhi *June 2006 – September 2008*

EDUCATION

Ph.D. in Tourism | Centre for Mountain Tourism and Hospitality Studies, HNB Garhwal Central University, Uttarakhand *2018*

- Thesis: "Nature Tourism Promotion in Bhilangana Valley of Garhwal Himalaya: Development Strategies and Prospective Planning"

MBA in Tourism | Department of Tourism Studies, Pondicherry University *2011*

B.Sc. in Hospitality and Hotel Administration | Institute of Hotel Management Catering Technology and Applied Nutrition, Chennai, Tamil Nadu (Affiliated to NCHMCT) *2006*

UGC-NET: Tourism Administration and Management (2012)

RESEARCH INTERESTS

Sustainable Tourism Planning and Development • Nature-based and Ecotourism • Community-based Tourism • Pilgrimage and Religious Tourism • Health and Wellness Tourism • Special Interest Tourism • Tourism and Technology (AI, Digital Preservation) • Tourism Education and Pedagogy • Bibliometric and Scientometric Analysis • Qualitative Research Methods in Tourism

PUBLICATIONS

A. Peer-Reviewed Journal Articles

1. Chaturvedi, P., Singh, A. K., **Bhatt, V.**, Bhutia, J. W., & Singh, A. K. (2025). Exploring community-based ecotourism in Katarniaghat Wildlife Sanctuary, India: A literature review. *Interdisciplinary Environmental Review*. <https://doi.org/10.1504/IER.2025.10072102> **(ABDC)**
2. **Bhatt, V.**, Singh, P., Mishra, S., Bhartiya, S., & Tyagi, P. (2024). A retrospective analysis of information technology in tourism research. *African Journal of Hospitality, Tourism and Leisure*, *13*(2), 410–420. <https://doi.org/10.46222/ajhtl.19770720.523> **[UGC-CARE | SCOPUS]**
3. Jenifar, L., Sarathchandar, V., & **Bhatt, V.** (2024). A study on digital preservation methods for cultural heritage sites in India. *IPE Journal of Management*, *14*(1), 163–170. ISSN: 2249-9040. **[UGC-CARE]**
4. **Bhatt, V.**, Singh, P., & Tyagi, P. K. (2023). Space tourism: A bibliometric analysis of published articles using Scopus database. *Journal of Tourism*, *XXIV*(2), 49–57. ISSN: 0972-7310. <https://doi.org/10.5555/20240196217> **[UGC-CARE | CABI]**
5. **Bhatt, V.**, & Bhartiya, S. P. (2020). Nature tourism in Garhwal Himalaya: Analyzing local stakeholders' perception of the benefits of tourism. *African Journal of Hospitality, Tourism and Leisure*, *9*(1), 1–14. ISSN: 2223-814X. **[UGC-CARE | SCOPUS]**
6. Bhartiya, S. P., **Bhatt, V.**, & Singh, A. K. (2018). Psychoanalysis of tourist satisfaction: A case study of Kaudiyala-Tapovan Ecotourism Zone of Uttarakhand. *Amity Research Journal of Tourism, Aviation and Hospitality*, *3*(2), 19–32. ISSN: 24560308. **[UGC-CARE]**
7. Mishra, N., Bhatt, J. P., & **Bhatt, V.** (2018). Ecotourism as an activity for sustaining livelihood opportunities for local communities in Uttarakhand Himalaya. *South Asian Journal for Tourism and Heritage*, *11*(2), 100–114. ISSN: 0974-5432. **[UGC-CARE]**
8. **Bhatt, V.**, Bhartiya, S. P., Dhodi, R., & Dhodi, R. K. (2018). Impacts of nature tourism in a destination: A case study of Bhilangana Valley, Garhwal Himalaya. *South Asian Journal for Tourism and Heritage*, *11*(1), 33–45. ISSN: 0974-5432. **[UGC-CARE]**
9. **Bhatt, V.** (2017). Sustainable entrepreneurship development practices in tourism and hospitality sector in the Himalayan states. *Journal of Tourism*, *18*(1), 63–64. ISSN: 0972-7210. **[UGC-CARE]**
10. Dhodi, R., & **Bhatt, V.** (2015). Residents' perceptions on tourism impact in Yamuna Valley of Garhwal Himalayas. *Paripex – Indian Journal of Research*, *4*(8), 136–139. ISSN: 2250-1191. **[PEER REVIEWED]**

B. Book Chapters

1. Mishra, S., **Bhatt, V.**, & Bhartiya, S. (2025, in press). Promoting sustainable cultural exchange and education in Himalayan tourism destinations. In *Himalayan Mountain Tourism Toward Sustainable Adventure Tourism*. Apple Academic Press. ISBN: 9781998511181.
2. Mishra, S., **Bhatt, V.**, & Singh, P. (2025). Technological synergy: AI's role in crafting sustainable futures for events and festivals. In *Festival and Event Tourism and Hospitality Series* (pp. 114–125). CABI. <https://doi.org/10.1079/9781836990185.0010> [CABI]
3. Singh, P., **Bhatt, V.**, Mishra, S., & Jasrotia, A. (2025). Enhancing cultural tourism experiences through technological innovations. In M. Valeri et al. (Eds.), *Balancing Mountain Tourism, Cultural Heritage, and Environmental Stability* (pp. 201–208). IGI Global. <https://doi.org/10.4018/979-8-3693-8764-1.ch013> [SCOPUS]
4. **Bhatt, V.**, & Kumar, D. (2025). Tourists' experiences of pilgrimage tourism at Velankanni, Tamil Nadu: A netnographic analysis. In P. K. Tyagi, N. Sharma, P. Singh, & V. Bhatt (Eds.), *Technology and Religious Tourism: Emerging Trends, Cases and Futuristic Perspectives*. Emerald Publishing. <https://doi.org/10.1108/978-1-83662-260-420251014> [SCOPUS]
5. Tyagi, P. K., Sharma, N., Singh, P., & **Bhatt, V.** (Eds.). (2025). Prelims. In *Technology and Religious Tourism: Emerging Trends, Cases and Futuristic Perspectives* (pp. i–xxv). Emerald Publishing. <https://doi.org/10.1108/978-1-83662-260-420251017> [SCOPUS]
6. Singh, P., & **Bhatt, V.** (2024). Leveraging geographical indications for tourism development and destination branding. In *Navigating Intellectual Property Challenges in Tourism*. IGI Global. <https://doi.org/10.4018/979-8-3693-4171-1.ch11>
7. Bhartiya, S., Prasad, M., & **Bhatt, V.** (2024). Psychological barriers and facilitators to sustainable tourism: Behavioral insights. In *Promoting Sustainability in Psychosocial Travel Techniques*. IGI Global. <https://doi.org/10.4018/979-8-3693-3150-7.ch08> [SCOPUS]
8. Mishra, S., Mishra, J. M., & **Bhatt, V.** (2024). Catalysing destination sustainability: Role of self-help groups. In *Sustainable Tourism: A Comprehensive Multidimensional Perspective*. Emerald Publishing. ISBN: 9781836083276.
9. **Bhatt, V.**, Singh, P., Bhartiya, S., Mishra, S., & Singh, A. (2024). A netnographic analysis of tourists' experiences in rural tourism villages of India. In *Building Community Resiliency and Sustainability with Tourism Development*. IGI Global. <https://doi.org/10.4018/979-8-3693-5405-6.ch06> [SCOPUS]
10. Bhartiya, S., **Bhatt, V.**, & Ruiz, A. E. J. (2024). Preface. In *Gastronomic Sustainability Solutions for Community and Tourism Resilience*. IGI Global. <https://doi.org/10.4018/979-8-3693-4135-3> [SCOPUS]
11. Ruiz, A. E. J., Bhartiya, S., & **Bhatt, V.** (2024). Preface. In *Promoting Sustainable Gastronomy Tourism and Community Development*. IGI Global. <https://doi.org/10.4018/979-8-3693-1814-0> [SCOPUS]
12. Singh, P., **Bhatt, V.**, Mishra, S., & Tyagi, P. K. (2024). Emerging trends and challenges in reducing and disposing of food waste through sustainable tourism practices. In *Sustainable Disposal Methods of Food Wastes in Hospitality Operations*. IGI Global. <https://doi.org/10.4018/979-8-3693-2181-2.ch010> [SCOPUS]
13. Bhartiya, S., **Bhatt, V.**, & Rathore, A. (2024). A theory-based approach to understanding social sustainability in tourism. In *Implementing Sustainable Development Goals in the Service Sector*. IGI Global. <https://doi.org/10.4018/979-8-3693-2065-5> [SCOPUS]
14. Mishra, S., **Bhatt, V.**, & Singh, P. (2023). Smart infrastructure in smart cities: Scope and implications for sustainable tourism. In *Sustainable Development Goal Advancement Through Digital Innovation in the Service Sector*. IGI Global. <https://doi.org/10.4018/9798369306505> [SCOPUS]
15. Bhartiya, S., & **Bhatt, V.** (2023). Can community-based tourism be a catalyst for social transformation? In *Technology and Social Transformations in Hospitality, Tourism and Gastronomy: South Asia Perspectives*. CABI. <https://doi.org/10.1079/9781800621244.0009> [CABI]
16. Singh, S., Gupta, P. K., **Bhatt, V.**, & Singh, A. K. (2023). Measuring satisfaction of tourists towards facilities in Champaran, Bihar. In *Holistic Tourist Destinations and Inseparable Hospitality*. Aksharaa Books. ISBN: 978-93-95856-25-6.
17. Bhartiya, S. P., Singh, S., & **Bhatt, V.** (2019). Introduction of community-based nature tourism (CBNT) planning and management: Garhwal Himalayan region. In *Sustainable Tourism Development: Futuristic Approaches*. Apple Academic Press. ISBN: 978-17-71887-72-4.
18. Dhodi, R., Dhodi, R. K., Bhartiya, S. P., & **Bhatt, V.** (2017). Emerging role of fashion tourism in the niche market segment and the need for an Indian strategy. In *Proceedings of 2nd International Conference of Hospitality & Tourism, GD Goenka University*. Bharti Publications. ISBN: 978-81-933475-2-2.

19. **Bhatt, V.**, Bhatt, V. P., & Bagri, S. C. (2017). Assessment of tourism and hospitality entrepreneurship in the Indian Himalayan states. In *Proceedings of International Conference cum Workshop on Sustainable Entrepreneurship Development Practices*. Winsar Publishing. ISBN: 978-93-828303-5-1.
20. Dhodi, R., & **Bhatt, V.** (2015). Birth tourism: A new perspective for tourism and hospitality entrepreneurship. In *Emerging Trends in Hospitality and Tourism Sector*. Bharti Publications. ISBN: 978-93-85000-40-9.

C. Edited Books

1. Tyagi, P. K., Sharma, N., Singh, P., & **Bhatt, V.** (Eds.). (2025). *Technology and Religious Tourism: Emerging Trends, Cases and Futuristic Perspectives*. Emerald Publishing. DOI: 10.1108/9781836622604 [SCOPUS]
2. **Bhatt, V.** et al. (Eds.). (2024). *Advances in Management Research on Sustainable Tourism*. Taran Publication, India.
3. Bhartiya, S., **Bhatt, V.**, & Ruiz, A. E. J. (Eds.). (2024). *Gastronomic Sustainability Solutions for Community and Tourism Resilience*. IGI Global. DOI: 10.4018/979-8-3693-4135-3 [SCOPUS]
4. Ruiz, A. E. J., Bhartiya, S., & **Bhatt, V.** (Eds.). (2024). *Promoting Sustainable Gastronomy Tourism and Community Development*. IGI Global. DOI: 10.4018/979-8-3693-1814-0 [SCOPUS]
5. **Bhatt, V.** (Sub-Ed.). (2018). *Proceedings of 3rd Amity University International Conference on Innovations and Disruptions in Tourism*. Excellent Publishers. ISBN: 978-93-8623859-7.
6. Bagri, S. C., & **Bhatt, V.** (Eds.). (2017). *Proceedings of International Conference cum Workshop on Sustainable Entrepreneurship Development Practices in Tourism and Hospitality*. Winsar Publishing. ISBN: 978-93-82830-35-1.

D. Conference Papers Presented

1. **Bhatt, V.** (2024, February). Prospects of community-based nature tourism in Kaveri Delta Region of Tamil Nadu. National Seminar on Sustainable Business Practices, *Mahatma Gandhi Central University, Bihar*. February 29, 2024.
2. **Bhatt, V.** (2024, February). A bibliometric analysis of research on socio-economic impacts of ecotourism. 5th International Conference on Sustainable Development Goals and Tourism (SDGT 2024), *Lovely Professional University, Punjab*. February 27–29, 2024.
3. Jenifar, L., Sarathchandar, V., & **Bhatt, V.** (2024, February). A study on digital preservation methods for cultural heritage sites in India. UGC-Sponsored National Seminar on ICT for Sustainable Heritage Tourism, *Acharya Nagarjuna University, Andhra Pradesh*. February 23–24, 2024.
4. **Bhatt, V.** (2017). Status of entrepreneurship in tourism and hospitality sector in the Himalayan states. Three Days International Conference cum Workshop on Sustainable Entrepreneurship Development Practices, *HNB Garhwal University in collaboration with Ministry of Tourism, Govt. of India*.
5. Dhodi, R., & **Bhatt, V.** (2015). Birth tourism: A new perspective for entrepreneurship. International Conference on Emerging Trends in Hospitality and Tourism Sector, *Subharti University, Meerut*.
6. **Bhatt, V.** (2014). Role of tourism planners and promoters in sustainable tourism development in India. National Seminar on Inclusive Drive Engine of Community-based Ecotourism, *HNB Garhwal University (A Central University)*.

TEACHING EXPERIENCE

Central University of Tamil Nadu, Thiruvavur | March 2020 – Present

MBA Courses Taught:

- Tourism Geography (MBA)
- Travel Agency and Tour Operations Management (MBA)
- Fundamentals of Accommodation Operations (MBA)
- Destination Planning and Development (MBA)
- Special Interest Tourism (MBA)
- Research Methodology for Tourism (MBA)
- Sustainable Tourism Management (MBA)
- Event Management and MICE Tourism (MBA)

Amity Institute of Travel and Tourism, Amity University UP, Noida | February 2018 – September 2019

- Tourism Marketing (UG/PG)
- Tour Operations Management (UG/PG)
- Tourism Management (UG/PG)

Km. Mayawati Govt. Girls PG College, Gautam Buddha Nagar | October 2019 – March 2020

- Tourism and Hospitality Management (UG/PG)

HNB Garhwal Central University, Uttarakhand | August 2017 – February 2018

- Ecotourism (PG)
- Tourism Management (PG)

Innovative Pedagogy & Curriculum Development: Developed course modules for MBA (Tourism and Hospitality Management); employs case-study based learning, flipped classroom techniques, and digital content creation for student engagement. Runs "Tourism Education with Dr. Bhatt" (YouTube & Instagram) to supplement classroom instruction for 18–25 year-old learners.

ACADEMIC SERVICE

Editorial Roles

- Associate Editor, Journal of Multidisciplinary Tourism Studies, ISSN: 3048-5932 (Online) (Current)
- Assistant Editor, Journal of Tourism (UGC Refereed), HNB Garhwal University, ISSN: 0972-7310 (2017)
- Co-Editor, Yatrika Magazine, bi-annual newsletter, CMTHS, HNB Garhwal University (2015–2016)

Peer Review

- Tourism Review, Emerald Publishing, ISSN: 1660-5373
- Current Issues in Tourism, Taylor & Francis, ISSN: 1368-3500
- International Journal of Tourism Policy (SCOPUS Indexed), Inderscience, ISSN: 1750-4104
- Journal of Comprehensive Business Administrative Research, Bon View Publishing, ISSN: 3029-2697
- IGI Global Scientific Publishing
- Conference Reviewer – IRTTHI-2024, Chandigarh University (March 2024)

Events Organised (Select)

- Organizing Secretary – ICSSR Sponsored 2-Day National Seminar on 'Pilgrimage Tourism in the Kaveri Delta Region', CUTN (November 2022)
- Organizing Committee Member – 5-Day National FDP on 'Tourism and Climate Change: Evidences from India', CUTN (December 2021)
- Faculty Coordinator – Virtual National Conference on 'Transformation of Technology in Higher Education', CUTN jointly with Central University of Jharkhand & SRM IST (April 2021)
- Coordinator – Virtual International Conference on 'Sustainability of E-education', CUTN jointly with Millennium University, Malawi & SK University AP (December 2020)
- Organizing Secretary – 3rd Amity University International Conference (AITHC-2018), Amity University UP
- Organizing Secretary – International Conference cum Workshop on Sustainable Entrepreneurship Development Practices in Tourism, HNB Garhwal University & Ministry of Tourism, Govt. of India
- Organizing Committee Member – ICSSR Workshop on 'Pradhan Mantri Ujjwala Yojana', CUTN (February 2024)

INVITED LECTURES AND RESOURCE PERSON ASSIGNMENTS

- Guest Speaker – 'Strategies to Mitigate Climate Change's Impact on Tourism in India', JAIN Deemed University Research Conclave, May 2024
- Resource Person – ICSSR Sponsored 2-Day National Seminar on 'Pilgrimage Tourism in the Kaveri Delta Region', CUTN, November 2022
- Resource Person – National Conference on Multidisciplinary Research (NCMR-2022), PRIST University, Thanjavur, August 2022
- Guest Lecturer – 'Need and Importance of Sustainable Tourism', Amity University Noida, April 2022

- Guest Lecturer – 'Assessments, Evaluation and Appraisals', FDP Training of Trainers, GD Goenka University & Roseate Hotels, July 2021
- Guest Lecturer – 'Alternative and Green Tourism Philosophy', Indira Gandhi National Tribal University, June 2021
- Guest Lecturer – 'Event Management: Emerging Trends', Central University of Andhra Pradesh, March 2021
- Guest Lecturer – 'Tourism Development in Andaman & Nicobar: Trends, Issues and Challenges', HNB Garhwal University, March 2021
- Guest Speaker – National Conference on 'Ganga ki Sanskriti aur Ganga ka Samaj', HNB Garhwal University (National Clean Ganga Mission), February 2019

FACULTY DEVELOPMENT PROGRAMMES / REFRESHER COURSES

- Two-Week Online Refresher Course in Tourism, UGC HRDC, North Eastern Hill University, Shillong (October 6–25, 2025)
- Two-Week Online Refresher Course in Tourism, UGC HRDC, North Eastern Hill University, Shillong (October 4–17, 2023)
- One-Week Online Workshop on 'Descriptive Data Analysis using MS-Excel & SPSS', Rajiv Gandhi South Campus, BHU (June 6–10, 2022)
- AICTE-ATAL Academy Online Advanced FDP on 'Data Analytics: Tools & Techniques', University of Hyderabad (November 22–26, 2021)
- Faculty Development Programme, Central University of Tamil Nadu, Thiruvavur (March 30, 2021)
- 4-Week Induction/Orientation Programme for Faculty, Teaching Learning Centre, Ramanujan College, University of Delhi (Ministry of Education, PMMMNMTT) – Grade 'A' (April 16 – May 15, 2021)
- AICTE-ATAL Academy Online FDP on 'Entrepreneurship and Start-up Opportunities through Tourism and Hospitality Business', Mizoram University (September 14–18, 2020)
- ARPIT Course on 'Tourism and Hospitality Services Management' (CAS), HNB Garhwal University (March 30, 2019)

Conferences / Seminars / Workshops Attended

- National Seminar on 'Virtual Teaching and Effective Communication', CALEM, Panjab University, Chandigarh (February 25–26, 2021)
- International Conference on 'Ancient Wisdom, Civilizational Antiquities and the Contemporary Universe', Gautam Buddha University & Km. Mayawati Govt. Girls PG College (January 31 – February 2, 2020)
- ICSSR-Sponsored 10-Day Workshop on 'Research Methodology and SPSS in Social Sciences', HNB Garhwal University (May 18–27, 2017)
- State Workshop on 'Uttarakhand Handicrafts and Handlooms', CMTHS, HNB Garhwal University (March 19–20, 2015)
- National Workshop on 'Applied Statistical Methods and Data Analysis with SPSS 22', HNB Garhwal University (July 31 – August 1, 2014)

SKILLS AND COMPETENCIES

- **Research Methods:** Qualitative Research (Reflexive Thematic Analysis, Netnography), Bibliometric Analysis, Survey Design, Mixed Methods
- **Data Tools:** SPSS, MS Excel (Descriptive Statistics), VOSviewer, Biblioshiny
- **Digital Content Creation:** YouTube Channel Management, Instagram Content Strategy, Tourism Education Media Production
- **Academic Writing:** APA 7th Edition, Manuscript Preparation, Peer Review, Editorial Work
- **Teaching Pedagogy:** Flipped Classroom, Case-Based Learning, MOOCs Design, Outcome-Based Education (OBE)
- **Languages:** English (Professional), Hindi (Native)