

**SANJEEV REDDY C K**

[www.sanjeevdavinci.blogspot.com](http://www.sanjeevdavinci.blogspot.com)

Faculty in Tourism Management

“When you dream to fly with the eagles,  
Do not waste your time in swimming with the ducks”

**Address:**

**Indian Institute of Tourism and Travel Management-Nellore**

Parthasarathi Nagar, N.C.Factory (B.O), Muthukur Road

Nellore-524 004 A.P. (India)

Phone: +91 861 2353119, Cell: +91 94907 87854

**Email: [sanjeevreddyin@gmail.com](mailto:sanjeevreddyin@gmail.com)**



## **PROFILE**

A regular blogger on travel and tourism, education, poetry and politics. With more than six years of teaching starting from school education to higher education he is presently involved in post graduate professional teaching at IITTM since August 2010. Being a backpacker and avid trotter has travelled across the country exploring unconventional destinations. Passionate about painting and has worked on symbolism. He finds his interest working in the research area on Rural Tourism in India, Destination Management and Destination Marketing.

## **ACADEMIC REACHES:**

- MBA (Tourism Administration) Gold Medalist  
From Pondicherry Central University.
- UGC-NET December, 2010
- BA.Ed (NCERT-Mysore University) from Regional Institute of Education, Mysore
- Intermediate from JNV-Bidar (Karnataka), Hyderabad Region II Topper
- Schooling from JNV Gulbarga and JNV Bidar

**RESEARCH STUDY:** Shall be pursuing research in the area of ‘Rural Markets for Tourism Businesses’

## **BIO-DATA:**

- Place of Permanent Residence: Mudhol
- Language Comfortability: English and Hindi
- Food Habits: Vegetarian turned
- Present Job Status: Faculty at IITTM since 2010 August

## **LANGUAGE PROFICIENCY**

Has proficiency in **English, Hindi, Kannada, Telugu, Gujarati** and can communicate in **Tamil** and **Malayalam**.

## INTERESTS

Writing poetry in English, blogging on tourism and travel and issues in Indian education, painting (symbolism) and travelling to unconventional destinations.

## CAREER GOALS

To be the front runner in the tourism education and contribute towards tourism research applications. Would work towards better destination management with a special focus on the destinations in India and be a catalyst in the changing tourism environment in South Asia.

## AREAS OF SPECIALISATION

Destination Management | Tourism Marketing | Rural Tourism

## CURRICULAR CONTRIBUTIONS

### Research Projects done:

- A Study on the Tourists' Perception towards Pondicherry as a Preferred Tourist Destination.
- A Study on the Online Travel Agencies (OTAs) in India with the Comparative Analysis of their Marketing Strategies

### Papers/articles Published titled:

Sl. No.	TITLE/TOPIC	PUBLISHER	STATUS
1	Collaborative Participation In Destination Management	International Journal of Tourism and Travel Vol.4 No.1	Published
2	Consumption Patterns of Tourist Services in Rounds: A Study of Rounds Between Primorski Territory in Russia and China	Asian Journal of Hospitality and Tourism, CRT, ITB Indonesia	Accepted
3	Present Scenario Of Tourism Education In India: An Analysis In Human Resource Context	International Journal of Tourism and Travel Vol.4 No.2	Published
4	Impact of Travel Literature on the Customer Decision Making and Destination Image Enhancement	Tourism: Theory and Practice Journal Vol.09 No.1	Published
5	Stakeholders Participation In The Sustainability Of Tourism Destinations With A Special Reference To Pondicherry	Proceedings: Innternational Conference of Sustainable Practices Jammu University	Accepted
6	Scenic Beachway of East Coast Road	DTS-Pondicherry University Magazine-2009	Published
7	Expereince the Grandeur Before They Vanish	DTS-Pondicherry University Magazine-Vol.2 No.2	Published
8	Where are the Villagers in India Travelling to These Days: Innovations Through 'Fortune the Bottom of the Pyramid'	DTS-Pondicherry University Magazine-Vol.3 No.3	Published
9	All Work And No Play	The Times of India NIE 05-10-2007	Published
10	Interview on Tourism and Hospitality Career Prospects	Careers 360 July 2011	Published

### **Papers Presented:**

<b>Sl. No.</b>	<b>TITLE/TOPIC</b>	<b>CONFERENCE/SEMINAR /CONCLAVE</b>	<b>STATUS</b>
1	Stakeholders Participation in the Sustainability of Tourism Destinations with a Special Reference to Puducherry	International Conference of Sustainable Practices , Jammu University 17 Feb. 2011	Presented
2	Heritage Conservation and Sustainability of Destinations- Measures and Results	International Conference on Tourism, Climate change and Sustainability Bournemouth University UK, 13-14 Sept. '12	Accepted
3	Economic Perspective of Entrepreneurship in Tourism: A case of Women Participation	India International Hote, Travel and Tourism Research Conference on Technology Trends, BCIMCT New Delhi 1-3 Feb. 2012	Presented
4	Co-operative Marketing for Rural Tourism in India	National Semiar, Pondicherry University 21 March 2012	Presented
5	Tourism Entrepreneurship: Opportunities in Rural India	UGC SAP National Seminar on Creativity and Innovations in Tourism, Pondicherry University 19-20 March 2012	Presented
6	Rural Tourism A U Turn for Inclusive Growth	National Seminar DTS-Pondicherry University, 30 April 2009	Presented
7	Collaborative Participation In Destination Management	Disha-Research Papers on Travel and Tourism Thomas Cook Sept. 2011	Presented
8	Role of Women Tourism in India: A Case Analysis of Neem Tree	National Seminar Dept. of Geography Madras Christian College Chennai 24 Feb12	Presented
9	Empowering Communities Through Social Entrepreneurship: A Case of TKT	UGC SAP National SemiarDept. of Com'ce Silver Jubilee College, Kurnool (AP) 2-3 March 2012	Presented
10	Ecotourism Prospects in Madhya Pradesh	Regional Seminar, Dept. of Geography Gwalior (MP) 9 Dec. 2010	Presented

### **Present works:**

- Presently working on a book on '**Rural Tourism in India**'

### **Papers accepted for publication:**

- 'Consumption Patterns Of Tourist Services In Rounds: A Study Of Rounds Between Primorski Terrotory In Russia And China' accepted by Asian Journal of Hospitality and Tourism, CRT, ITB Indonesia, co-author Prof. Natalya S Martyshenko