



NAAC Reaccredited with 'A' Grade

**Dr. Babasaheb Ambedkar Marathwada University  
Aurangabad (MS) India**

**Department of Tourism Administration**

**A Profile - 2013-2018**




**Dr. Bhimrao Ramji Ambedkar**  
14 April 1891 – 6 December 1956









  
 NAAC Rescredited 'A' Grade  
**Dr. Babasaheb Ambedkar Marathwada University, Aurangabad**  
 Internal Quality Assurance Cell  
 Academic & Administrative Audit  
 (23 July 2018 to 25 July 2018)

School Of Professional Studies

Name of School	Professional Studies
Name of Department	Tourism Management
Date of Visit	25/07/2018
Name of Experts	Prof. Amita Singh
Grade	A++
<b>Auditors' Remarks</b>	
Strengths: • Committed faculty. • Potential to expand. • Energy saving consciousness. Weakness: • Faculty position should be field as early as possible to facilitate their work. Suggestions: • Need to fill the faculty.	

  
 Prof. Bharti Gawali  
 Chairman- Academic & Administration Audit

  
 Prof. A.V. Tejankar  
 Pro. Vice-Chancellor

## Director's Message

Graded A++ in the Academic and Administrative Audit 2018, this year the Department of Tourism Administration is celebrating the Silver Jubilee year. In the last year 25 years the Department has developed the trained manpower who are well placed in the Government and Private sector in India and abroad with the packages ranging from Rs. 3.60 Lakhs to 60 Lakhs per annum probably the highest package in tourism.

MTTM, Master in Tourism Travel Management program is a unique one with the best course curricula which has included the local, national and global needs, i.e. from the Mega Delhi Mumbai Industrial Corridor (DMIC) to the United Nations Millennium Development Goals. Students from Kashmir to Andaman Islands and from Thailand to Yemen seek admission to MTTM programme.

With a vision of the future, the first faculty of the Department Dr Rajesh Ragde initiated his pioneer doctoral Tourism Research on Tourism Planning & Development in 1997, thereafter doctoral studies were conducted on Tourism Marketing, Eco Tourism, Medical Tourism, Ethics & Corporate Social Responsibility, Internet Marketing, Tourist Guides, Human Resources, Child Sex Tourism, Tourism Crime, Destination Loyalty, Creative Tourism, Film Tourism etc, Scholars from Japan, UK, Thailand, Kenya and Yemen are also working for doctoral research.

In 1998 Research Projects began with a UGC Minor Research Project on Tourist Police and Tourism Impacts, the First Major Research Project was on Fort Tourism (UGC 2012), thereafter Socio Economic Impact & Cultural Tourism Development: Ambedkar Tourism (ICSSR 2013 & 2017), Impact Assessment of Rural Tourism (IITM 2011), Sufi etc along with an International Project : Tower of Babel. The interpretations are rational and scientific; the findings have been included in the UG, PG & UGC- CBSE NET Tourism Programmes, Course Curricula and reflected in the Tourism Planning and Policy documents

In 2017 the first of its kind the International Centre for Buddhist Tourism was established in the Department, Dr Sang Jun Kim from Kindai University is working on a Joint Research Project with the Director Dr Madhuri Sawant

The Faculty is nationally and internationally acclaimed. As the Executive Secretary Dr Madhuri Sawant is leading the Euro-Asia Tourism Studies Association (an Association of Tourism Academicians from Europe & Asia) Dr Rajesh and Dr Madhuri are also working as Tourism Expert Member of University Grants Commission, All India Council for Technical Education, Maharashtra Public Service Commission, Govt of Maharashtra, Central Board of Secondary Education, Central Institute for Vocational Education, Ministry of Tourism -Government of India and other prominent academic committees of 36 Universities in India on the panels of the University Grants Commission, Government of Maharashtra several Central and State Universities.

The Department is housed in on Independent Building with an eco-friendly infrastructure using natural ventilation and sunlight. LED lights are installed and an RO Water filtration plant supplies filtered drinking water to the neighboring 03 departments.

The Department faculty is now focussed to make BAMU-DTA benchmarked amongst the Best Department

**Dr. Rajesh Ragde**

## Brief History of the Department

The Department of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University is the pioneer university department in the state of Maharashtra offering Tourism education at the Post Graduate level, Doctoral and Post-doctoral Research.

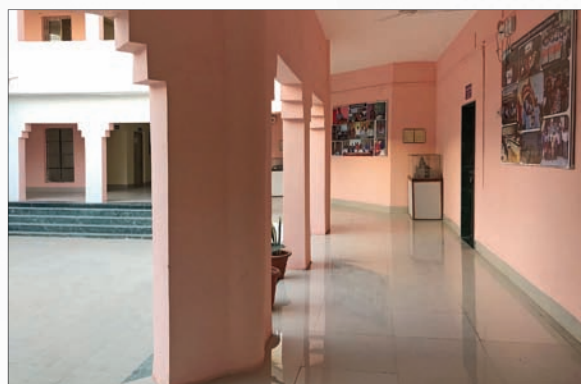
Initially the Masters in Tourism Administration (MTA) programme was introduced and an Centre for Tourism Administration was established by the initiative of Ministry of Tourism, Government of India through the Indian Institute of Travel and Tourism Management during the academic year 1992-93 in the then Marathwada University. The MTA Programme was offered by the Centre in 1992, only one batch passed out and the Centre for Tourism Administration was not in a position to continue its functions and was thereafter closed for ever. But fortunately on the 14th of January 1994 the name of the university was extended (renamed) as Dr. Babasaheb Ambedkar Marathwada University. On this occasion, the Department of Tourism Administration was established. The Government of Maharashtra provided sufficient funds for the overall infrastructure development and granted 04 faculty positions.

In the last 25 years of existence the department has grown in leaps and bound. The department is committed to develop the required skilled manpower and special efforts are taken to train the students from the tourist destinations specially focused on preparing the manpower for Teaching and Research. Alumni of the department are working as Tourism Academicians in various universities of the country from Kashmir to Andaman and in abroad like Bhutan, Kenya, South Korea and Dubai.

The Department is actively involved with the Tourism related activities of the Government Tourism Departments, Archaeological Survey of India, Maharashtra Tourism Development Corporation, Indian Institute for Travel and Tourism Management, other corporations and the Tourism industry.

Further, the Department is well known in the country for the quality of Research; now the faculty has initiated international collaboration with the university faculty from Chile, Brazil, Portugal, China, Japan, France, Turkey, Poland, Indonesia, Malaysia, Srilanka and Thailand.

The Department faculty Dr Rajesh Ragde and Dr Madhuri Sawant are working as Expert Members on the various Academic , Research and Tourism Committees of the Ministry of Tourism, Government of India through the Indian Institute of Travel and Tourism Management, Gwalior, University Grants Commission New Delhi, Maharashtra Public Service Commission Mumbai, Govt of Maharashtra Mumbai , Central Board of Secondary Education New Delhi , Central Institute of Vocational Education Bhopal, and other prominent 38 Universities in India





## Vision

- ▶ Empowerment through tourism

## Mission

- ▶ The department is committed to develop the required skilled manpower and special efforts are taken to train the students from the tourist destinations specially focused on preparing the manpower for Teaching and Research. (Alumni of the department are working as tourism academicians in various universities and Institutes in India, right from Kashmir to Andaman Islands and in foreign countries like Bhutan, Kenya, and Dubai.)
- ▶ The Department is committed to achieve the United Nations Millennium Development Goals which are incorporated in the course Contents and Research areas. (Tourism has a significant role in the achievement of United Nations Millennium Development Goals MDGs 1 - eradication of poverty, MDG 3 - gender equality, MDG 7- environmental sustainability and MDG 8 - global partnerships for development.)
- ▶ In the coming 10 years, the department has strategically planned to develop and provide the trained manpower, in tune with the objectives of National Skill Development Council and Digital India Campaign, the upcoming mega projects in the region- Delhi Mumbai Industrial Corridor (DMIC), Smart city at Shendra Bidkin, Smart city of Aurangabad, Aurangabad Industrial City (AURIC) and the future projections of the United Nations World Tourism Organisation
- ▶ The Department is devoted to the pursuit of higher knowledge in tourism and its dissemination to a diverse audience.
- ▶ As the goal of the university is excellence and social commitment, the department aims for global recognition with Community based development
- ▶ To work in coordination with the government tourism departments, corporations and the industry and is well known in the country for the quality of Research;
- ▶ To establish international collaboration and exchange with the Foreign universities (Already faculty from Chile, Brazil, Portugal, China, Japan, France, Turkey, Malaysia, and Thailand. Students and researchers from developed countries like United Kingdom, Japan and Korea are pursuing their research in the department. )

## Core Values :

- ▶ Social Commitment
- ▶ Excellence
- ▶ Empowerment through tourism with special emphasis on Women

## Academic Programs offered

### Masters of Tourism and Travel Management (MTTM)

Intake : 30      Course Duration : 02 years (4 semesters)

Eligibility :      Bachelor's Degree in any Faculty

for details :      <http://www.bamu.ac.in>

### Ph.D. ( Tourism Administration )

#### Eligibility:

- ▶ Post graduate degree in Tourism Administration (MTA / MTM) from a recognized university.
- ▶ Eligible candidates have to qualify for PhD Entrance Test (PET) in Tourism Administration conducted by the Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.
- ▶ Exemption for PET as per UGC and Dr. B. A. M. U. norms.
- ▶ Foreign students are exempted from the PET examination.



## **Masters of Tourism and Travel Management (MTTM)**

### **PROGRAM OUTCOMES**

The objectives of the Masters of Tourism and Travel Management program are to produce Post Graduates who :

1. Have strong foundation in Tourism Management, Tour Operations, Aviation and Hotel Industry with an ability to solve important problems in modern technological society as valuable stakeholders like Government Officers, Managers of Travel Agencies, Tour operation, Hospitality & Aviation Companies
2. Have broad based background to practice Tourism in the areas of Tourism Administration, Tourism Planning, Sustainable Tourism in Industry and Government settings meeting the growing expectations of Stakeholders
3. Have an ability to peruse higher studies an succeed in academic and research and consultancy careers in Tourism Global
4. Have the ability to function and communicate effectively, both individually and within tourism stakeholders using modern tools.
5. Recognize need for and possess the ability to the ability to engage in life-long learning in upcoming Niche markets of Tourism Globally
6. Will be sensitive to the consequences of their work, both ethically and professionally, for productive professional careers. Focusing on the positive sustainable development i.e. socio-economic, environmental and cultural impact of the locals in and around the Tourism destinations where they work.

### **PROGRAM SPECIFIC OUTCOMES**

At the end of the programme, the students are expected to have.

1. An ability to apply tourism product knowledge destination & sites for Sustainable Tourism Administration & Management in the Government & Private Sectors.
2. An ability to identity, formulate research literature and analyses complex, Tourism problems reaching substituted conclusions using first principles of Tourism Administration and Management
3. Conduct Investigation of Complex Problems : An ability , to use research based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide Tourism Solutions
4. An ability, to select & use the techniques, skills and modern tools necessary for Tourism practice
5. Broad understanding of ethical and professional practices of Tourism in the context of global, economic, environmental and socio cultural realities as well as other contemporary issues.
6. Environment and sustainability : Broad understanding of the impacts of Tourism in a global, economic, environmental and social context for Sustainable Tourism Development
7. Ability to develop, practical solutions for Tourism related problems under professional and ethical constraints.
8. An ability to functions effectively within multidisciplinary teams
9. A fundamental capability in oral and written communication for Tourism.
10. An ability is recognize the need for and have the ability to engage in, perpetual learning in Niche Tourism.

## COURSE STRUCTURE

### MTTM – FIRST YEAR

#### SEMESTER – I

Module Code	Subject Title of Core Module	No. of Credits
TOU401	Tourism Principles and Practices	4
TOU402	Tourist Products of India	4
TOU403	Global Tourism Destinations	4
TOU404	Soft Skills and Communication for Tourism	4
TOU405	Tourism Related Laws in India	4
IC001	Constitution of India	2
Subject Title of Electives (Any Two)		
TOU421	Seminar Course (R)	4
TOU422	Foreign Language	4
TOU423	Tourism Products of Maharashtra	4
Total Credit Semester I		28

#### SEMESTER – II

Module Code	Subject Title of Core Module	No. of Credits
TOU406	Tourism Marketing	4
TOU407	Human Resource Planning & Development in Tourism	4
TOU408	Tourism Planning & Administration in India	4
TOU409	Financial Management in Tourism	4
TOU410	Research Methodology in Tourism (R)	4
Subject Title of Electives (Any Two)		
TOU424	Project Report (R)	4
TOU425	Quantitative Methods	4
TOU426	Foreign Language	4
Total Credit Semester II	28	
#An On the Job Training of six weeks is compulsory for each student after completion of second semester		



## MTTM – SECOND YEAR

### SEMESTER – III

Module Code	Subject Title of Core Module	No. of Credits
TOU501	Planning & Management of International Tourism	4
TOU502	Management of Tourism Products and Destination Development	4
TOU503	Hospitality Management	4
TOU504	Management of Travel Agency & Tour Operations	4
TOU505	Research Tour and Survey Report (R)	4
Subject Title of Electives (Any Two)		
TOU521	M.I.C.E Tourism	4
TOU522	Business Policy and Corporate Social Responsibility	4
TOU523	Tourist Transport (Surface)	4
Total Credit Semester III		28

### SEMESTER – IV

Module Code	Subject Title of Core Module	No. of Credits
TOU506	Tourism Impact Analysis	4
TOU507	Aviation Management	4
TOU508	E – Tourism	4
TOU509	Eco Tourism	4
TOU510	Dissertation (R)	4
Subject Title of Electives (Any Two)		
TOU524	Tourism Economy and Regional Revitalization	4
TOU525	Entrepreneurship in Tourism	4
TOU526	Niche Tourism	4
Total Credit Semester IV		28
** (R) - Total Credit for Research Component (4+4+4+4+4)		20
Total Course Credit		112
Service Course Offered		
TSC601	Tourism Products of Marathwada Region (Semester IV)	4

\*All theory courses comprise of Lectures, Tutorials, Seminar presentations, Group Discussions and other related assignments

## MTA / MTTM Programme Highlights

### ➤ Internationally Recognized Faculty :

Along with Teaching the department faculty undertakes Major Research Projects, Consultancy Projects, their Research has been published in reputed Journals widely and they are working on International and National level academic committees and are on the panels of the University Grants Commission, Government of Maharashtra several Central and State Universities. The faculty has international collaboration with the university faculty from Japan , Chile, Brazil, Portugal, China, and Thailand. Dr Madhuri Sawant is also leading the tourism Academicians and Researchers across Europe and Asia as the Executive Secretary of Euro Asia Tourism Studies Association

### ➤ Foreign Faculty & Experts :

Professors and Experts under the different Mobility programmes like Erasmus + and MoU's with other Universities are invited for conducting the Sessions for the Master's and Doctoral programmes, currently Dr Sang Jun Kim from Kindai University , Osaka Japan is working on a joint Research Project .



### ➤ Course fees Structure:

The course has the lowest fees structure (total course fee Rs. 10,500/- only) amongst all the universities providing travel and tourism courses in India along with all the free ships and scholarships as per Government of India.

### ➤ Internship /On the Job Training–

To enhance the managerial & soft skills, the department provides opportunities to the students in the form of compulsory On the Job Training for six weeks after the second semester term end examination which would mainly consists of the following organizations ;

- Government Tourism Organization -
  - ▶ Department of Tourism, Government of India
  - ▶ India Tourism Development Corporation
  - ▶ Maharashtra Tourism Development Corporation
  - ▶ Air India (NACIL)
- Approved Travel Agencies
- Five Star Hotels and Resorts
- Private Airlines
- Research Institute





### Training Lab :

To meet the increasing demands of fast emerging business scenarios, the department put best of its effort to enhance skills and honing the abilities of the students to the desirable level. Regular Personality Development Programmes, workshops and seminars are conducted to prepare the students to meet the industry demand.



### ➤ Field Visits –

To expose the students to the corporate structure of the industry as well as the tourist sites regular field visit are conducted.



### ➤ Surveys –

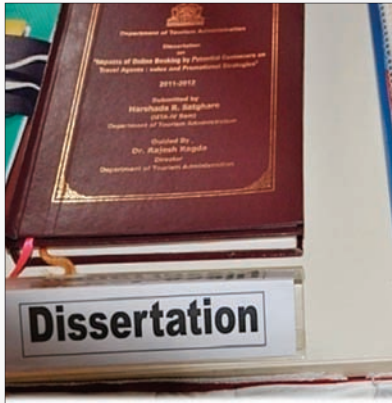
The department faculty and students are engaged in the field surveys conducted by the department and also for the Union Ministry of Tourism Commissioned studies.





## ➤ Project Report –

The students undertake the project work on the topic assigned by the concerned guide in consultation with the department on the various issues, problems, themes, case studies, tourism organization study, field survey and relevant aspects pertaining to the tourism industry.



## ➤ Dissertation –

The students are assigned a selected theme pertaining to the opted specialization for writing a Dissertation. The Dissertation is an outcome of field enquiry and data analysis as well as review of the existing literature in the particular area of study.

## ➤ Research Tour and Survey Report :

With the view of providing practical knowledge about tour operation the students are made to participate compulsorily in organizing national tour of 1-2 weeks which highlights the different aspects of tour operation business and also provides in depth knowledge about the planning and management of destination.





## Guest Lectures by National and International Resource Persons –

Eminent resource persons from the industry, academia and government organisations visit the department regularly. Internationally reputed faculties visit under schemes like Erasmus Mundus, Emerging Voices, GIAN and conduct lectures. Further, resource persons from following the Industry, Academia and government organization conduct lectures in department :-

- Ministry of Tourism, Govt. of India
- Indian Institute of Travel & Tourism Management
- Archaeological Survey of India
- Maharashtra State Archaeology
- Maharashtra Tourism Development Corporation Ltd.
- Indira Gandhi National Open University
- Professors of Central and State universities
- Professionals from Tourism, Hospitality and Aviation





## Assessment Methods and Exam reforms adopted

**The MTA program functions as per the CBCS which involves continuous internal assessment as such projects, assignments, group, discussions, seminars etc.**

1. Following are the examination reference examination procedures

The MTTM program follows 80/20 pattern, 80 marks for theory paper consisting of 20 marks objective question and 5 descriptive questions of 12 marks each.

Secondly after the evaluation of theory papers, they are shown to the students, their parents & guardians in the Open House in the presence of the subject teacher, queries of the student are solved immediately by making required changes by the Examination grievance committee



2. Processes integrating Information Technology

The results are uploaded on the university examination system software and the mark memos are issued by the examination department

3. The internal assessment is of continuous nature, where the faculty conducts weekly assignments of the respective subject in the form of group discussion, seminar presentation, tutorial, book & literature survey and long essays

The assignments are evaluated and the grades/mark are shown to the students and the students obtaining less marks are given remedial counselling with concern teacher.



## ICT Infrastructure in the Department

The Department has Studio Room, well equipped Computer lab with Internet & Wifi facilities, Smart classrooms (03) equipped with LCD Projectors and computer systems. The department follows many ecofriendly practices such as water filtration and recycling, use of LED lights along with the unique building infrastructure which has natural light and ventilation which results in energy saving.

## Research Laboratories and Infrastructure developed

It is uncommon to find a Research Lab in non science department, but Department of Tourism Administration is an exception which has established a Research & Consultancy Cell on 01st October 2010. Initially the faculties in the department were actively involved in the assignments with Tata Consultancy Services (TCS), Oriental Consultants Japan, and Ministry of Tourism Government of India through the Indian Institute of Travel and Tourism Management (IITM) Gwalior and Maharashtra Tourism Development Corporation Ltd (MTDC).

Now they are providing consultancy to the stakeholders and undertaking innovative Research projects/ assignments. Currently the RCC is conducting the numerous innovative programmes / projects. Moreover, the department provides special rooms for NET-JRF & Doctoral Scholars.



## Research Outcome of the Department (2012-2018)

Sr. No.	Research Outcome	Dr Madhuri Sawant	Dr Rajesh Ragde
1	Research Books	03	03
2	Research Papers in edited Books	13	09
3	Research Papers in Journals	12	06
4	Research Reports	05	05
5	Major Research Projects	04	05
6	Minor Research Projects	01	05
7	RRC Projects	05	03
8	Consultancies	03	03
9	PhD awarded	03	03
10	National International awards and recognition	01	02



## Research Papers published in Books (2012-2018)

Sr No	Title of Research Paper with page no.	Title of Books & ISSN/ISBN No.	Author & co-author
1.	Tourism Potential of Places associated with the Life of Dr B R Ambedkar (pg-339-359)	Bharatratna Dr B R Ambedkar: A Unique Thinker of 20th Century, Bhashya Prakashan, Mumbai -2017 ( ISBN -978-93-83206-02-5) Chief Editor. Professor B.A. Chopade	Dr. Rajesh Ragde
2.	Timeline of Dr B R Ambedkar (pg-475-491)	Bharatratna Dr B R Ambedkar: A Unique Thinker of 20th Century, Bhashya Prakashan, Mumbai -2017 ( ISBN -978-93-83206-02-5) Chief Editor. Professor B.A. Chopade	Dr. Rajesh Ragde
3.	Socio-economic impacts of tourism development at Aurangabad District (pg 225-238)	A pathway for the new generation of tourism research - Proceedings of the EATSA Conference 2016 Editor: Francisco Dias Copyright c APTUR – Associacao Portuguesa de Turismologia ISBN: 978-989-20-7217-3	Dr. Madhuri Sawant

4.	Dream destinations and favorite destinations: Measuring key factors of tourism destination choice (pg 13-38)	A pathway for the new generation of tourism research - Proceedings of the EATSA Conference 2016 Editor: Francisco Dias Copyright c APTUR – Associacao Portuguesa de Turismologia ISBN: 978-989-20-7217-3	Francisco Dias, Lucilia Cardoso, Anne-Marie Lebrun, Che-Jen Su, Madhuri Sawant, Yanki Hartijasti, Kostas Zafiropoulos, Hirofumi Miyagi, Joanna Kosmaczewska
5	Environmental Impacts and Conservation of Ajanta Caves (pg 08-15)	Cultural Contours of History and Archeology, Volume VIII: Heritage Culture and Literature, B.R. Publishing Corp. New Delhi (2015) ( ISBN -978-93-50500-51-4)	Dr. Rajesh Ragde Dr. Madhuri Sawant
6.	Potential for developing Heritage Tourism: A case study of Lonar Crater (pg 125-135)	Cultural Contours of History and Archeology, Volume X : Tourism, B.R. Publishing Corp. New Delhi (2015) ( ISBN -978-93-50500-51-4)	Dr. Madhuri Sawant Dr. Rajesh Ragde
7	Ethics and Corporate Social Responsibility in Hotel Industry : A Study of attitudes and perceptions of Managers	Inclusive Growth and Sustainable Development . Bharti Publication, New Delhi (2015) ( ISBN -978-93-85000-05-8 )	Dr. Madhuri Sawant Babasaheb Jogdand Dr. Rajesh Ragde
8.	Brand Personality of Aurangabad Tourist Destination : A Case Study of Ajanta	Contemporary Tourism Planning : Introspecting Problems and Prospects, Excel Publications, New Delhi (2013). ( ISBN -978-93-82880-57-8)	Dr. Madhuri Sawant Ms. Pallavi Kamble
9.	Study of Socio – Economic Impacts of Tourism Development on Daulatabad Village	Contemporary Tourism Planning : Introspecting Problems and Prospects, Excel Publications, New Delhi. (2013) (ISBN -978-93-82880-57-8)	Dr. Madhuri Sawant Ms. Harshada Satghare
10.	A Study of the Importance Performance Analysis of CSR Activities of Hotel Industry in Aurangabad	Contemporary Tourism Planning : Introspecting Problems and Prospects, Excel Publications, New Delhi. (2013) (ISBN -978-93-82880-57-8)	Dr. Madhuri Sawant Babasaheb Jogdand
11.	Contemporary Tourism Planning: A Case Study of the Ajanta Ellora Development Project (pg 291-293)	Contemporary Tourism Planning : Introspecting Problems and Prospects, Excel Publications, New Delhi. (2013) (ISBN -978-93-82880-57-8)	Dr. Rajesh Ragde Dr. Madhuri Sawant
12.	A Study of the Socio – Economic Impacts of Ajanta Ellora Development Project, (pg 135 to 145)	Innovative Tourism And Sustainable Development Issues & Challenges, Kanishka Publisher, New Delhi, (2012). ( ISBN – 978-81-8457-371-8)	Dr. Madhuri Sawant





## Research Papers published in Journals (2012-2018)

Sr No	Title of Research Paper with page no.	Title of Research Journal & ISSN/ISBN No.	Author & co-author
1.	Online Corporate Social Responsibility reporting's of leading hotel groups in India: A Qualitative Content Analysis	International Journal of Tourism and Travel 11 (1 & 2) 2018, 08-17 <a href="http://www.publishingindia.com/ijtt/">http://www.publishingindia.com/ijtt/</a>	Dr Babasaheb Jogdand Dr. Madhuri Sawant
2.	Benchmarking Representation of Marketing Mix of the selected Destination websites of State DMO's of India	International Journal of Tourism and Travel 11 (1 & 2) 2018, 08-17 <a href="http://www.publishingindia.com/ijtt/">http://www.publishingindia.com/ijtt/</a>	Harshada Satghare, Dr. Madhuri Sawant
3.	Risk Perception of International tourists at World Heritage Sites: a Case Study of Ajanta Caves, Maharashtra	International Journal of Tourism and Travel 11 (1 & 2) 2018, 08-17 <a href="http://www.publishingindia.com/ijtt/">http://www.publishingindia.com/ijtt/</a>	Ranipanchsheela Bansode Dr Madhuri Sawant
4	Evaluation of Official Destination Website of Maharashtra State (India) from the Customer Perspectives	Journal of Global Scholars of Marketing Science (RGAM) <a href="https://doi.org/10.1080/21639159.2019.1577154">https://doi.org/10.1080/21639159.2019.1577154</a> .	Harshada Satghare, Dr. Madhuri Sawant
5	A study of the travel preferences of generation Z located in Belo Horizonte (Minas Gerais – Brazil).	e-Review of Tourism Research (eRTR), Vol. 15, No. 2-3, 2018 <a href="http://ertr.tamu.edu">http://ertr.tamu.edu</a>	Tavares, J., Sawant, M., & Ban, Olimpia.
6	The importance of information in the destination on the levels of tourist satisfaction.	International Journal of Tourism Policy 8(2):129, DOI: 10.1504/IJTP. 2018. 10013609	Tavares, J., O.F. Neves .,Sawant, M.
7	SWOT Analysis of Marketing Strategies Applied by MTDC for Promotion of Maharashtra Tourism.( pg 79-95 )	Atna - Journal of Tourism Studies. Vol.13 (2) ISSN 0975-3281, doi:10.12727	Ms Harshada Satghare, Dr. Madhuri Sawant
8	A study of the Representation of Marketing Mix on the official Destination website of India(pg. 78 to 87)	International Journal of Economics and Management Science. Vol 3 no 1, January- June 2017 (ISSN No. 2229-4430)	Ms Harshada Satghare, Dr. Madhuri Sawant Dr. Rajesh Ragde
10	Potential for Developing Sufi Tourism in Aurangabad Region (With Special Reference to Sufi Tourism in Uzbekistan) (pg. 45 to 52)	Tourism Innovations Vol. 1, August 2012, (ISSN No. 2278-8379)	Dr. Rajesh Ragde Dr. Madhuri Sawant

## Book Review/ Conference Report published in Journals (2012-2018)

Sr No	Title of Book Review/ Conference Report with page no.	Title of Research Journal & ISSN/ISBN No.	Author & co-author
1	Contemporary Tourism Planning: Introspecting Problems and Prospects	Tourism Recreation Research, Vol. 38, No. 2, 2013 ISSN 0250-8281	Dr. Madhuri Sawant
2	Tourism in India: A critical Introduction Edited by Kevin Hannam & Anya Diekmann	Tourism Recreation Research, Vol. 38, No. 3, 2013 ISSN 0250-8281	Dr. Madhuri Sawant

### Books Published (2012-2018)

Sr No	Title of the Book	Publisher & ISSN/ISBN No.	Author & co-author
1	Bharatratna Dr Babasaheb Ambedkar: Culture Heritage and Tourism	Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, 2016	Dr. Rajesh Ragde
2	Potential of Fort Tourism in Maharashtra : A Comparison with Rajasthan	Dr. Babasaheb Ambedkar Marathwada University Aurangabad, 2016	Dr. Rajesh Ragde
3	Organization and Management of Selected Eco-Tourism Products and Cultural Monuments in Maharashtra	Dr. Babasaheb Ambedkar Marathwada University Aurangabad, 2016	Dr. Madhuri Sawant
4	Study of Socio-Economic Impact of Tourism Development in Aurangabad District.	e Press, Aurangabad (2015) ISBN - 978-81-930952-50-1	Dr. Madhuri Sawant
5	Contemporary Tourism Planning : Introspecting Problems and Prospects,	Excel Publications, New Delhi. 2013, (ISBN -978-93-82880-57-8)	Dr. Madhuri Sawant Dr. Rajesh Ragde

### Research Reports Published (2012-2018)

Sr No	Title of the Research Report	Publisher & ISSN/ISBN No.	Author & co-author
1	Cultural Tourism Development: A Study of the Places Associated with the Life of Dr. B.R. Ambedkar	Research and Consultancy Cell Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, 2014	Dr. Rajesh Ragde
2	A Study of Socio-Economic Impacts of Tourism Development in Aurangabad District	Research and Consultancy Cell Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, 2014	Dr. Madhuri Sawant
3	Potential of Fort Tourism in Maharashtra : A Comparison with Rajasthan	Research and Consultancy Cell Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, 2013	Dr. Rajesh Ragde Dr. Madhuri Sawant
4	Impact Assessment of Rural Tourism Development Project at Shulibhanjan - Khultabad, Dist - Aurangabad (Sufi tradition and Culture).	Research and Consultancy Cell Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, 2013	Dr. Rajesh Ragde Dr. Madhuri Sawant
5	Functioning of Tourist Police in States/UTs and Documentation of Best Practices.	Ministry of Tourism, Government of India New Delhi <a href="http://tourism.gov.in/sites/default/files/Other/Study%20on%20Tourist%20Police%20-%20Final%20Print.pdf">http://tourism.gov.in/sites/default/files/Other/Study%20on%20Tourist%20Police%20-%20Final%20Print.pdf</a>	Dr. Rajesh Ragde Dr. Madhuri Sawant
6	Assessing brand equity of tourism destinations: French, Polish, Japanese, Indian and Indonesian pieces of a three-dimensional puzzle	Research and Consultancy Cell Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, 2013	Dr. Madhuri Sawant
7	"Social Media as an Influencer among foreign tourists visiting India" during 2014-15. <a href="http://tourism.gov.in/sites/default/files/Other/Social%20Media%20Final%20Report%20Oct%202017.pdf">http://tourism.gov.in/sites/default/files/Other/Social%20Media%20Final%20Report%20Oct%202017.pdf</a>	Ministry of Tourism, Government of India New Delhi <a href="http://tourism.gov.in/sites/default/files/Other/Social%20Media%20Final%20Report%20Oct%202017.pdf">http://tourism.gov.in/sites/default/files/Other/Social%20Media%20Final%20Report%20Oct%202017.pdf</a>	Dr. Rajesh Ragde Dr. Madhuri Sawant
8	Analyzing the Factors Responsible for Slow-down in Tourist Arrivals in India	Ministry of Tourism, Government of India New Delhi <a href="http://tourism.gov.in/sites/default/files/Other/Factors%20Responsible%20for%20Slow%20down.pdf">http://tourism.gov.in/sites/default/files/Other/Factors%20Responsible%20for%20Slow%20down.pdf</a>	



### Completed Major Research Project (2012-2018)

Sr No.	Title of The Project	Investigator/Project Team	Sponsored /Funded by	Budget Sanctioned
1	Potential of Fort Tourism in Maharashtra : A Comparison with Rajasthan	PI: Dr. Rajesh Ragde CI: Dr.Madhuri Sawant PF: Mr. Chinmay Tiwari	F No.5-572/2010(HRP) dated 18/03/2011 University Grants Commission, New Delhi.	Rs 5,67,000/-
2	'Impact Assessment of Rural Tourism Development Project at Shulibhanjan - Khultabad, Dist - Aurangabad (Sufi tradition and Culture).	P I: Dr. Rajesh Ragde C I: Dr. Madhuri Sawant P F: Ms. PallaviKamble	Union Ministry of Tourism, New Delhi through Indian Institute for Tourism and Travel Management, Gwalior	Rs 1,00,000/-
3	A Study of Socio-Economic Impacts of Tourism Development in Aurangabad District	P I: Dr. Madhuri Sawant RO: MsHarshada Satghare	F No. 02/209/2011/ SC/RP dated 30/03/2012 Indian Council of Social Science Research, (Union Ministry of HRD) New Delhi	Rs.7,77,225/-
4	Cultural Tourism Development: A Study of the Places Associated with the Life of Dr. B.R. Ambedkar	P I: Dr. Rajesh Ragde RO: Mr. Sandip Kapse RI: Mr. Laxman Gaikwad	F No. 02/258/2011/ SC/RP dated 31/03/2012 Indian Council of Social Science Research, (Union Ministry of HRD) New Delhi	Rs.8,07,325/-
5	Ambedkar Tourism: An exploratory study of the places associated with the life of Dr B R Ambedkar in India and abroad	P I: Dr. Rajesh Ragde RO: Mr. Sandip Kapse	F No 02/125/ SC/2016-17/RP dated 10/08/2016 Indian Council of Social Science Research, (Union Ministry of HRD) New Delhi	Rs 5,00,000/-
6	Social media as an Influencer amongst foreign tourists visiting India	PI: Dr. Rajesh Ragde CI: Dr.Madhuri Sawant	1-INST (265)/ social media/ 2014 dated 09/12/2014 Union Ministry of Tourism, New Delhi through Indian Institute for Tourism and Travel Management, Gwalior	Rs 1,00,000/-

## Consultancy Projects (2012-2018)

Sr No.	Name of faculty (Chief Consultant)	Title of the Consultancy Project	Client Organization	Amount Received
1	Dr. Rajesh Ragde	Functioning of Tourist Police in States/UTs and Documentation of Best Practices. (for Aurangabad Region)	Union Ministry of Tourism, New Delhi through Indian Institute of tourism and Travel Management (IITTM) Bhubaneswar	Rs 50000/-
2	Dr. Madhuri Sawant	Functioning of Tourist Police in States/UTs and Documentation of Best Practices. (for Pune Region)	Union Ministry of Tourism, New Delhi through Indian Institute of tourism and Travel Management (IITTM) Bhubaneswar	Rs 50000/-
3	Dr Rajesh Ragde Dr Madhuri Sawant	Designing of the Human resource development training program for Aurangabad tourism	Aurangabad Municipal Corporation Aurangabad	-
4	Dr Rajesh Ragde Dr Madhuri Sawant	Foreign visitor survey for Analyzing factors affecting slowdown of foreign visitors to India, 2009	Union Ministry of Tourism, New Delhi through Indian Institute of tourism and Travel Management (IITTM) Gwalior	Rs 50000/-

## Doctoral Research

### Research Guide: Dr Rajesh Ragde

Sr No.	Name of the Ph.D. Scholars	Research Topic	Status
1	Mangesh Ghuge	A Study of Marketing Aspects of Automobile Industry with Reference to Four Wheelers in Maharashtra State	Awarded &Notified on 29.12.2012 Ref no PG/ PhD/ 2001/ Mgt.Science/ 2013/15103-113
2	Anil Bankar	An Analytical Study of Organization and Management of Medical Tourism in Maharashtra	Awarded &Notified on 17.07.2014 Ref no PG/ PhD/ 2009/ Tour. Admn /2014/5606-16
3	Subhash Jadhav	An Analytical Study of the Management of Approved Tourist Guides in India : with special references to their present Socio-Economic Status, Knowledge, Personal Skills, and Future Challenges in Guiding Profession	Awarded Notified on 04.02.2019 Ref no PhD/ Tour. Admn 2018-19 / 12628-38
4	Umesh Jadhav	The Socio Cultural and Environmental Impacts of Tourism in Bhutan : A Case Study of 'PARO'	In Progress
5	Chinmay Tiwari	Spirituality, Tourism and World Peace – An Empirical Study of India	In Progress



6	Sandip Kapse	Human resource development for tourism in India: An impact assessment study of Government scheme for training and development	In Progress
7	Mangesh Ghusale ICSSR-DF	A Circumstantial study of organized crime in tourism with Special allusion to Child Sex Tourism in Maharashtra and Goa	In Progress
8	Tushar Tingote	Capacity Building of Budget Hotels in Maharashtra: Introspection and Prognosis	In Progress
9	Sonali Gaikwad UGC-RGNF-JRF	Impact of Tourist Perception and Satisfaction on Destination Loyalty: "A case study of Maharashtra State with special reference to Heritage sites"	In Progress
10	Issei Iwasaki ( from Japan)	An exploratory Study to identify the brand image of Koyasan as Health Tourism Destination	In Progress

### Research Guide: Dr Madhuri Sawant

Sr No.	Ph.D. Scholars	Research Topic	Status
1	Mr. Babasaheb Jogdand	A Study of Ethics & Corporate Social Responsibility in Five Star Hotels at World Heritage Sites in India	Awarded Notified on 09.02.2019 Ref no PhD/ Tour. Admn 2018-19 / 12857-67
2	Ms. Archana Sody- Biwal	A Study of Human Resource Practices with Special Reference to Recruitment and Retention of the Employees in the Travel Agencies and Tour Operators of Pune.	Awarded Notified on 20.11.2018 Ref no PhD/ Tour. Admn 2018-19 / 5063-73
3	Ms. Pallavi Kamble UGC-RGNF SRF	Framing Strategic Tools for Tourism Destination Branding : A Case Study of Maharashtra.	In Progress
4	Ms. Harshada Satghare UGC-NET SRF	Benchmarking marketing strategies of DMOs : A case study of Maharashtra with special reference to application of Internet marketing	Submitted
5	Ms. Ranipanchshila Bansode	The Study of tourism crime, safety and security: Special focus on the status of Maharashtra, Gujarat and Goa in India	In Progress
6	Ms Jenasama Srihirun ( from Thailand)	International Tourist's Behavior towards Creative Tourism. Case Study : Food Activities with 5 Hidden Gems Cities in Thailand.	Submitted
7	Ahmed Abdullah Omar ( from Yemen)	A Study of Tourism Marketing Strategies with Special reference to Rebranding of Yemen Tourism	In Progress
8	Naohisa Kakutani (from Japan)	Film Tourism: A case Study of Promoting Japanese Tourism in Korea & India	In Progress

## Research Fellowship Awarded to Students (2012-2018)

Sr No.	Name of the Fellow & Fellowship	Sanction Letter No.	Date of Joining	Title of PhD Work
1	Jogdand Babasaheb UGC NET JRF & SRF	F-12-06(Dec.2009)/2010(NET) Dt..27-8-2010	08.08.2012	A Study of Ethics & Corporate Social Responsibility in Five Star Hotels at World Heritage Sites in India.
2	Kamble Pallavi UGC RGNF JRF & SRF	F-1-17-1/2013-2014/ RGNF/ 2013-14,SC-MAH-43601/ dt.6-2-2014	01.04.2013	Framing Strategic Tools for Tourism Destination Branding : A Case Study of Maharashtra.
3	Satghare Harshada UGC NET JRF & SRF	F-15-06(Dec.2013)/2014(NET) Dt..2-7-2014	21.04.2013	Benchmarking marketing strategies of DMOs : A case study of Maharashtra with special reference to application of Internet marketing
4	Tiwari Chinmay UGC NET JRF & SRF	F-15-06(Dec.2013)/2013(NET) Dt..1-8-2013	01.07.2013	Spirituality, Tourism and World Peace – An Empirical Study of India
5	Mangesh Ghusale ICSSR- DF	RFD / 2014-15/SC/044 dated 17 January, 2015.	20.01.2015	A Circumstantial study of organized crime in tourism with Special allusion to Child Sex Tourism in Maharashtra and Goa
6	Bansode Ranipanchsheela UGC RGNF JRF & SRF	RFC/2014-15/SC/126, dt.17.1.2015	20.01.2015	The Study of tourism crime, safety and security: Special focus on the status of Maharashtra, Gujarat and Goa in India
7	Gaikwad Sonali UGC RGNF JRF & SRF	F-1-17-1/2016-2017/RGNF/2015-17,SC-MAH-24260/ dt.01-01-2016	02.10.2015	Impact of Tourist Perception and Satisfaction on Destination Loyalty: "A case study of Maharashtra State with special reference to Heritage sites





## Students Placements

The students are well-placed in the reputed organisations like

- Professors / Lecturers in reputed Universities and Institutes in India and abroad (UAE, Bhutan, Kenya, Port Blair, Kashmir, Bengaluru, Mumbai, Pune, Raigadh, Mahad, Nagpur, Sangamner, Aurangabad)
- Asst Directors/Managers & Officers in India Tourism (Government of India, Tourist Office)
- General Manager/ Sr. Regional Manager / Managers/ and Officers in Maharashtra Tourism Development Corporation, Agri Tourism Development Corporation, Kerala Tourism, Andaman Tourism etc.
- Foreign Government Offices Assistant Director Wakayama Prefecture Government, Japan
- Airport Managers / Duty Managers etc. in British Airways, Jet Airways, Kingfisher, Air India etc.
- Managers / Executives in Star category Hotels in India and Abroad like Hilton Hotel, London; Welcome Group Hotels, Lemon Tree, Keys
- Managers / Operation Manger / Executives in multinational Travel Agency and Tour Operation Companies such as Tria Uma Wisata, SOTC, Thomas Cook, HRG, SITA, Cox & Kings, Makemytrip.com, TBI, Veena World, Kesari, Akbar travels, Orbitz, TIBRO, Girikand, HMA etc.
- International Tour Escorts operating in India and Abroad (Europe, South East and Middle East Asia)
- Project Managers in Dubai Health City, Dubai UAE
- Operation Manger Tria Uma Wisata,
- Area Managers / Managers in Theme Parks Imagica and Ramoji Film City
- Managers/ Executives in Lavasa Hill Station
- Successful Tourism Entrepreneurs have started unique forms of tourism such as Medical Tourism





## Extra-curricular and extension activities organised by the Department

### ➤ Tourism Awareness Campaign

The various research studies undertaken by the department faculty has revealed that the local community of the tourist destinations is not aware of the socio-economic benefits of tourism development & hence have not benefitted through tourism.

The research team had a brainstorming discussion on this fact and decided to provide a practical solution in the form of 'Tourism Awareness Campaign'.



35 villages in the vicinity of the tourist destinations in the Aurangabad district have been identified and the Staff, Researchers & Students have been trained for the campaign in which they will interact with the villagers / youths / students with the help of the Sarpanch, Gramsevak, School Teachers, Social Workers etc. and create an awareness about tourism, its socio-economic importance, the employment opportunities, governments tourism schemes and further would help in starting their own tourism enterprises. Apart from this the department every year organizes Tourism awareness rallies, Street plays and exhibitions at different tourist places, villages, schools and colleges in the region.

### ➤ Swaccha Bharat, Swaccha Paryatan in collaboration with Indian Institute of Tourism and Travel Management, Gwalior and other Cleanliness campaigns at tourist destinations like Ajanta, Ellora, University, Aurangabad city





## Felicitation of Tourism Stakeholders for their contribution for promoting Tourism



## Paryatan Parv in collaboration with Ministry of Tourism, Government of India



## MoUs and Linkages with Activities ( Viz. Student Exchange, Joint Publications etc)

The department has MoU with Polytechnic Institute of Leiria, Portugal. Under the MoU, following Research Projects were conducted :

- Global destination Management Index (20/04/2015)
- Favourite destination Brands of Indian Tourists (09/2016)
- Report published on Assessing brand equity of tourism destinations: French, Polish, Japanese, Indian and Indonesian pieces of a three-dimensional puzzle





## Alumni Association

The Alumni Association of the Department was founded by the Director Dr Rajesh Ragde and formally inaugurated on 9th October 2010. Till date the Association has successfully conducted 6 Alumni Meets. The association has 113 registered alumni members who are working on higher positions in reputed tourism, aviation, hospitality sector and the government organisations in India and abroad



## Prominent Alumni and their Contribution to the Department

The alumni are working in close coordination with the department & regularly have interaction session with the students. They are invited to conduct the guest lectures, workshops and fields visits.

There is no financial contribution as such but the alumni working in the various capacities in the private sector help the department in the training & placement of MTA students

- 1) Dr Rajesh Ragde , Director, Department of Tourism Administration
- 2) Dr Madhuri Sawant Director, International Centre for Buddhist Tourism ,Department of Tourism Administration
- 3) Prof Subhash Jadhav, International Tour Leader at GEBECO, New Delhi
- 4) Prof Umesh Jadhav, Royal University of Bhutan Gedu, Bhutan
- 5) Dr Anil Bankar, Medical Tourism Consultant , Government of Dubai, Dubai
- 6) Mr Ratan Ambhore, Station Manager Jet Airways Raipur
- 7) Dr Abdul Salam, Head Department of Tourism , Government College, Port Blair, Andaman Islands
- 8) Dr Archana Biwal, Assistant Professor, Maharashtra State Institute of Hotel Management, Pune
- 9) Dr Shailesh Kadam, Assistant Professor, Mahatma Gandhi International Hindi University, Wardha
- 10) Niranjana Chhanwal, Broadcast Journalist at BBC World Service, New Delhi
- 11) Nagesh Yeldi , Sales Manager at Avasa Hotels, Hyderabad
- 12) M S Ghuge Assistant Director All India Council for Technical Education New Delhi
- 13) Nilesh Nikam, Area Manager, Imagica
- 14) Ganesh Deshmukh, General Manager , Agri Tourism Development Corporation, Pune
- 15) Babasaheb Jogdand, Assistant Professor Sant Tukdoji Maharaj Nagpur University, Nagpur
- 16) Tushar Tingote Assistant Director Wakayama Prefecture Government of Japan Office in India
- 17) Vedant Rajhans, Branch Manager SOTC Holidays
- 18) Rajesh Pund, Head Tourism Government Polytechnic Nagpur



## Future Strategic Plans of the Department

### Short Term Plan ( 01 Year)

1. Development of the International Centre for Buddhist Tourism
2. Registration of International e- Journals
3. Joint International Research Projects
4. Developing International collaborations
- 5 Establishing Students Cooperative Society

### Medium Term Objectives ( 03 Year)

1. Commencement of new courses in Buddhist Tourism (June 2019)
- 2 Joint International Research Projects
3. Infrastructure Development
4. International conference of Euro Asia Tourism Studies Association EATSA 2021
5. Research Project/ publication and documentaries on Buddhist caves
6. Establishing Training Centre in collaboration with Union Ministry of Tourism

### Long Term Objectives ( 10 Year)

1. Development of Digital repository
2. Development of Digital Studio
3. International Exchange Programme
4. Joint International Research Projects with EATSA member Countries
5. Conducting Awareness programmes for Destination Residents
6. Developing International Collaborative Network with Tourism Stakeholders



## Research Events-

To develop research aptitude of the students, Research Scholars & Faculty and to cater serious issues in the field of tourism the department organizes National & International Seminar / Conference /Workshops /Symposia

Sr. No	International Events	Sponsoring Agency
1	International Workshop on Planning and Development of Buddhist Tourism 19th to 25th March 2019	UGC & Dept. of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
2	International Colloquium on Buddha and his Meditation 15th October 2018	International Centre for Buddhist Tourism Dept. of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
3	International Colloquium on Indo Thai Buddhist Tourism 09th September 2018	UGC & International Centre for Buddhist Tourism Dept. of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
4	International Colloquium on Buddhist Tourism	UGC & International Centre for Buddhist Tourism Dept. of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
5	International Workshop on Planning and Development of Buddhist Tourism 23rd to 25th March 2018	UGC & International Centre for Buddhist Tourism Dept. of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
6	International Workshop on "Tourism Exchange Between Trinidad and India" 14th August 2013	Dept. of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
7	International Seminar on Changing Trends and Facets in Global Tourism, February 2008	UGC & Dept. of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad





Sr. No	National Events	Sponsoring Agency
8	National Seminar on Sustainable Tourism : A Tool For Development 27th - 29th September 2017	UGC & Dept. of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
9	National Workshop on Tourism and Clean India Campaign 14th February 2016	UGC & Dept. of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
10	National Seminar on Tourism and Community Development: Role of Industry and Academia, 09th -10th January 2015	UGC & Dept. of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
11	National Seminar on "Contemporary Tourism Planning : Introspecting Problems and Prospects" 21st -22nd April 2013	Indian Council of Social Science Research & Indian Tourism Congress, Aurangabad
12	National Workshop on "Fort Tourism : A Sustainable Approach towards Conservation, Development and Management of Forts in India" 29th March 2013	UGC & Dept. of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
13	National Symposium on 'Tourism : Linking Cultures' 27th Sep 2011	Dept. of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, in collaboration with Indian Tourism Congress (Western Region)
14	National Seminar on 'Safe and Honourable Tourism : Code of Conduct', 25th Sep 2011	Department of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, in collaboration with India Tourism, Aurangabad
15	National Seminar on Cultural Activities and Tourism Development in Ajanta and Ellora, 18 th April 2006	Ministry of Culture & Dept. of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
16	National Seminar on Tourism Development in Post Independent Era, March 2003	UGC & Dept. of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad



Sr No	Regional Events	Sponsoring Agency
17	Workshop on Intellectual Property Rights 04th January 2019	Research and Consultancy Cell Dept. of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
18	Seminar on Tourism and the Digital Transformation 27th September 2018	Maharashtra Tourism Development Corporation & Dept. of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
19	Paryatan Parv : Workshop on Tourism Awareness 12th October 2017	Ministry of Tourism & Department. of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
20	Regional Seminar on One Billion Tourist , One Billion Opportunities 27th September 2015	Maharashtra Tourism Development Corporation & Dept. of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
21	Workshop on Tourism and Community Development 27th September 2014	Dept. of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
22	Workshop on Scientific Conservation of Monuments and Sustainable Tourism Management 26th January 2014	Department of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, in collaboration with Archaeological Survey of India, Science Branch, Aurangabad Circle
23	Panel Discussion on Tourism and Water : Protecting our common future 27th September 2013	Dept. of Tourism Administration, on Dr. Babasaheb Ambedkar Marathwada University, in collaboration with Maharashtra Tourism Development Corporation, Aurangabad.
24	Seminar on Tourism & Sustainable Energy : Powering Sustainable Development ‘ 27th Sep 2012	Dept. of Tourism Administration, on Dr. Babasaheb Ambedkar Marathwada University, in collaboration with Maharashtra Tourism Development Corporation, Aurangabad.
25	Workshop on Management of Heritage Tourism in Aurangabad, 27th Sep 2011	Department of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, in collaboration with Archaeological Survey of India, Aurangabad Circle
26	Seminar on ‘Safe and Honourable Tourism : Code of Conduct’, 25th Sep 2011	Department of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, in collaboration with India Tourism, Aurangabad
27	Regional Seminar on “Tourism in the New Millennium” 25th January 2000	Dept. of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Devgiri College Aurangabad, Yashvantrao Chavan College Sillod.



## Workshops for Masters Students

Every year on the occasion of National Tourism Day the Workshops on Communication Skills, Personality Development, Skill Development, Career Planning etc. are organized

SN	Theme of the Workshop
1.	Scientific Conservation of Monuments, 24th February 2018
2.	"Paryatan Parv" Tourism Awareness, 12th October 2017
3.	Research Methodology in Tourism, 18th to 24th March 2017
4.	Communication and Soft Skills for Tourism. 16th & 17th March 2017
5.	Personal Grooming . 14th & 15th March 2017
6.	Photography for Tourism 07th & 08th March 2017
7.	Yog and Pranayama, 07th March 2017
8.	Tourism Planning : Case Study of Ajanta 23rd to 25th February 2017
9.	Lonar Crater 10 & 11th February 2017
10.	Personality Development 10 Oct 2016
11.	Personal Grooming and Communication Skills 19 September 2016
12.	Personality Development for Tourism Students 05th August 2016
13.	Career Opportunities in Tourism, 24th August 2017
14.	Career Opportunities in Tourism, 18th May 2016
15.	Tourism Planning : Case Study of Ajanta 28th to 30th January 2016
16.	Sixth Research Scholar's Meet 23rd January 2016
17.	Promoting Cultural Tourism through Festivals in India 20th October 2015
18.	Fifth Research Scholar's Meet 05th July 2015
19.	Career Opportunities in Tourism, 01st July 2015
20.	Skill Building for Tourism Professionals 26th & 27th March 2015
21.	Workshop on life skills, 11th October 2014
22.	Workshop on Maintaining Cleanliness at Tourist Sites, 02nd October 2014
23.	Fourth Research Scholar's Meet 05th July 2014
24.	Career Avenues in Tourism & Hospitality Industry, 6th & 7th March, 2014
25.	Universal Human Values for Tourism Students 31st January to 06th February 2014
26.	Third Research Scholar's Meet 07th January 2014
27.	Training the Trainers for Tourism Awareness Campaign 28th August 2013
28.	Second Research Scholar's Meet 13th July 2013
29.	Enhancing Analytical Skills for Tourism Students 08th February 2013
30.	First Research Scholar's Meet 19th January 2013
31.	Research Methodology in Tourism 05th January 2013



## Faculty Details



Dr Rajesh Ragde is the Director, Dept of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, India and Tourism Expert Member of University Grants Commission of India, Maharashtra State Public Service Commission, Government of Maharashtra, Central Board of Secondary Education, Central Institute for Vocational Education, Ministry of Tourism -Government of India and other prominent academic committees of 36 Universities in India.

A PG in Tourism Administration (MTA), he is the first Researcher in Maharashtra state of India to be awarded Ph.D. in Tourism Planning & Development. He also holds Post graduate degrees in Physics & Electronics, Business Management, and Education.

Dr Rajesh has a number of facets of his personality and his academics, basically a Physicist, a Scientist has conducted his pioneer Research on Tourism Planning & Development, Ambedkar Tourism, Tourist Police, Ecotourism, Rural Tourism, Cultural Tourism, Fort Tourism, Sufi Tourism and Medical Tourism, his interpretations are rational and scientific, his findings have been included in the UG, PG & UGC- CBSE NET Tourism Programmes, Course Curricula and reflected in the Tourism Planning and Policy documents especially his research on "Sustainable Medical Tourism "

A versatile persona, Dr Rajesh is a visionary Director, an efficient Administrator, Academic Planner, a Social Scientist, a Scholar of Buddhism, a Avid Reader having a personal library of over 4000 books, a Professional Photographer whose work on Tourism Sites have been exhibited across India, an amateur Archeologist, an Art Collector having over 1000 artifacts.



Dr. Madhuri Sawant is the Director International Centre for Buddhist Tourism in the Department of Tourism Administration, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (MS), India and the Executive Secretary of Euro-Asia Tourism Studies Association

As an Expert Member of Tourism she is working on the Government of India's University Grants Commission and various prominent Academic Committees of Tourism in over 18 Universities in India and abroad.

A post graduate in Tourism Administration (MTA) and PhD (Tourism) she is the first UCC NET-JRF in the state of Maharashtra. She also holds PG Diplomas in Business Management, German Language and

Environmental Studies.

Her principle research interests are Marketing, Corporate Social Responsibility, Socio-Economic impacts of tourism and Heritage Tourism Management and has completed 05 sponsored Major research projects and 02 International Project .

As a frequent traveler for academic and Research Assignments, she has visited various Universities in Portugal, Japan, France, UAE, Thailand and Chile.

She has over 40 publications including 04 books and 33 referred journal articles and book chapters to her credit and has organized Two International and 05 National Seminars / Conferences/ Workshops.

As a Research Supervisor, she is guiding Doctoral Research Fellows from, Japan, Thailand, Kenya, Yemen on Health tourism, Creative tourism, Corporate Social Responsibility, Human Resources in tourism, Internet Marketing, Destination Branding, Film Tourism, Crime & Tourism and evaluated several doctoral thesis & conducted Open Viva-Voce

Dr Madhuri was invited by the One Asia foundation for a special lecture in Japan, she has delivered Key Notes, Valedictory Address, chaired number of technical sessions in International Conferences and is a prominent Resource Person for the training programs for Government Tourism Officers / Immigration Officers /Staff, Approved Regional Tourist Guide, and Refresher / Orientation Courses for University and College Teachers.

Dr Sawant has designed over 24 courses / programs in Tourism and Hospitality Management.









Dr. Rajesh Ragde delivering the Commemorative Lecture on  
The Life & Achievements of Dr.B.R. Ambedkar  
on the Historic occasion of the 125th Birth Anniversary Celebration  
at Koyasan University, Japan



**Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (MS)**

**Department of Tourism Administration**

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