

Dr. Adyasha Das

Associate Professor

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Dr. Adyasha Das is an Associate Professor at Indian Institute of Tourism & Travel Management (IITTM) Bhubaneswar, Ministry of Tourism, Government of India. With a post-graduation from Delhi School of Economics, she has done her Master's in Business Administration from Xavier Institute of Management and doctoral research in Organizational Behaviour. Adyasha has published extensively in several areas of tourism, focusing on the cultural and management perspectives. Her major publications are in the areas of heritage and cultural tourism, human resource management and tourism, and the psychology of tourist behaviour. She is an avid researcher and has presented papers in several universities abroad, like UET ,Italia, Palermo, Lyceum, Phillipines University, Manila, University of Sri Lanka, ETH Zurich, San Antonio University, USA, Seattle, and several other European universities apart from India. She has addressed the students at Singapore Human Resources Institute, Sunrice Global Chef Academy Singapore, STP Bandung, Indonesia to name a few.

FIELDS OF SPECIALIZATION/RESEARCH INTEREST:

- Organizational Behaviour
- Cultural/Heritage tourism
- Human Resource Management
- Tourism Marketing
- Cross-cultural Management
- Culture Studies
- Business Communication

PUBLICATIONS:

Books:

- The Chausathi Yoginis of Hirapur: from Tantra to Tourism, 2018,Black Eagle Books, Dublin, USA-ISBN 978-1-64560-012-1, LCCN- 2019943199
 - The Yogini Trail: in search of the Chausathi Yoginis2016, PakshiGhar
 - Travel and Tourism Trends: an insight 2016, PakshiGhar
 - Tourism Sales and Marketing 2015, Bird Nest
 - Empowerment: A Creative Matter, Bird Nest
 - Changing Values and Leadership Styles: a case study of the Indian Police, Gyanayug Publications, ISBN 978-81-89726-43-0 2008
 - A Bridge called Culture: a sojourn of German landscapes(English/German versions) Translated into German by *Ingrid Fichtner*, Bird Nest ISBN 9788-192-084-108 2011

Articles published in books/journals:

- *Crafting Neuro-Economic Managerial Decisions* October 2016, URL: <http://www.ijtrd.com/papers/IJTRD4306.pdf> Pages: 469-478, *International Journal of Trend in Research and Development*, Volume 3(5), ISSN: 2394-9333 www.ijtrd.com, ISSN: 2394-9333 Oct 2016
- *How a farmer decides?-Some Neuro-operables*. Volume-5, Issue-4, 2016, *International Journal of Research and Development - A Management Review (IJRDMR)*, ISSN (Print): 2319-5479, Volume-5, Issue-4, 2016
- *Neuro-Contemplation on Managerial Decision* ,Volume 5, Issue-4, 2016, *International Journal of Research and Development - A Management Review (IJRDMR)*, ISSN (Print): 2319-5479
- *Backpacking Travel Culture: Reflections of Indonesia* ,"Tourism:Innovations& Challenges in the age of M- Commerce Edited by Prof.S.P.Bansal,Prof.SandeepKulshreshtha, Dr. Vishal Kumar, Dr. Prashant Gautam" with ISBN No- 978-9385000-35-5.
- *Creative Tourism: the cultural way*, 'Tourism for Development,A Managerial Approach', Bansal, Kulshreshtha, Gautam ,Kanishka Publishers, Distributors, New Delhi, ISBN: 978-81-8457-312-1
- *Music Tourism: the innovative edge*, 'Innovation in Tourism: Competitiveness and Sustainability', Parida& Mishra, The ICFAI University Press, Hyderabad 2009 ISBN 978-81-314-1461-3
- *Medical Tourism*, Journal "Issues of Healthcare and Population" Indian Institute of Public Administration, Regional Branch, Orissa, Vol: 13.
- *Tourism : An Antidote to Terrorism*, The Indian Police Journal, Vol- LI No-1 January -, Bureau of Police Research and Development , New Delhi.
- *Impacts of Tourism Development: an overview*, Journal , Indian Institute of Public Administration, Regional Branch, Orissa
- *Tourism and Music*, APETIT News, A News Letter of Asia Pacific Education and Training Institutes in Tourism, Vol-5/2 Jan. 2007.
- *Health Tourism in India: A New Horizon*, APETIT News, A News Letter of Asia Pacific Education and Training Institutes in Tourism, Vol-4/1 October 2005.

Papers presented in International/National Conferences/Seminars/Workshops/Symposia:

- "Why Solo Travel: An insight into the psyche of women travelers",ITHC- UTE Italy 11th International Tourism Conference on "Innovations and Opportunities in Global Tourism" Palermo,Sicily, Italy
- Cultural Re-awakening: A Study of Chausathi Yogini's Of Hirapur,Odisha, 6th Asia Euro Conference 2016 in Tourism, Hospitality and Gastronomy, Envisioning Tourism in 20509-12 Nov 2016
- "Creating a Culture of Peace through Tourism", International Symposium on "Fostering Tourism for Global Peace:Opportunities and Challenges, 1st-3rd Feb 2016, School of Hospitality & Tourism Management, Siksha O Anusandhan University, Bhubaneswar/International Institute of Peace through Tourism(India Chapter)/Indian Tourism and Hospitality Congress
- "Travel Literature: a path to peace", International Symposium on "Fostering Tourism for Global Peace:Opportunities and Challenges, 1st-3rd Feb 2016, School of Hospitality & Tourism

- Management, Siksha O Anusandhan University, Bhubaneswar/International Institute of Peace through Tourism(India Chapter)/Indian Tourism and Hospitality Congress
- “Music for Global Peace: creating a symphony of co-operation”, (Co-author) International Symposium on “Fostering Tourism for Global Peace:Opportunities and Challenges, 1st-3rd Feb 2016, School of Hospitality & Tourism Management, Siksha O Anusandhan University, Bhubaneswar/International Institute of Peace through Tourism(India Chapter)/Indian Tourism and Hospitality Congress
 - “Redefining the Self: Identity through Tourism”,10th ITHC International Conference, Port Blair,Andaman & Nicobar Islands, 23rd-27th July, 2016
 - “Backpacking Travel Culture: Reflections of Indonesia”, 8th International Conference 2015 on “Asia-PacificTourism: Innovations and Challenges in the age of m-Commerce”, Lyceum, PhillipinesUniversity,Indian Tourism and Hospitality Congress, Manila, Philippines, 27-31 July 2015.
 - “BuddhistTourism: rediscovering the Buddhist Learning Centres of Odisha”, National Seminar on *Special Interest Tourism: Contemporary Practices in eastern India* 22nd Feb 2014,iiTTM Bhubaneswar
 - “Relevance of the Sufi tradition in the contemporary world: antidote to terrorism & fostering Tourism”, International SAARC Sufi Conference: Academic seminar and festival October 20,21,22 2013, Foswal, Saarc Foundation, Dept of Tourism, Rajasthan &DiggiPalace , Jaipur
 - “Higher Education in Odisha: Emerging trends in Travel and Tourism”,Odisha Higher Education Open House- Dec 2012,Ravenshaw University, Cuttack in collaboration with The Orissa Society of the Americas
 - “Music and its therapeutic effect on the mind”, Women’s empowerment in Odisha and Odia Diaspora, The Orissa Society of the Americas, Seattle USA. July 2012
 - “Creative Tourism: the cultural way”, Third International Conference of INDIAN TOURISM CONGRESS on “REGIONAL TOURISM – TRENDS, CHANGES AND CHALLENGES IN SOUTH ASIA” , 22-26 June 2010 ,Colombo, Sri Lanka, Indian Tourism Congress in Academic partnership with Sri Lanka Institute of Tourism & Hotel Management, Colombo.
 - “Cultural Identity- Recreating Ethnicity”, “Gendered Space: Nation Building and Regional Culture” ,Goethe Institute, SahityaAkademi&literaturhaeuser,net ,Dec 2009
 - “Defining the Indian Diaspora:recreating culture”, The Indian Diaspora: Images of home & belonging”, The Orissa Society of the Americas and Sambalpur University Dec 2009
 - *HR Dimensions in Tourism: The Innovative Edge*, International conference on Innovation in Tourism: Competitiveness and Sustainability, 20 – 22 Dec 2007, IITTM, Bhubaneswar
 - “Cross Cultural Communication: Mind and Music”, International Conference on “Affirming Diversity : Women Making a Differences” University of the Incarnate Word, San Antonio, Texas, USA, May 2006
 - “Staged Events and Its Role in Tourism Development”, Conference on “Special Interest Tourism : An Indian Imperative”, March 2006, IITTM, Bhubaneswar
 - “Tourism Marketing: Global Trends”,International seminar on “Global Tourism- Issues and Challenges” 28-30 March 2005 conducted by Kurukshetra University
 - Asian Wetland Symposium-2005 ,Bhubaneswar, Chilika Development Authority.
 - “Sexual Harassment and the Indian Woman: Education and Workplace Behaviour”, 2nd European Conference on Gender Equality in Higher Education, September,2000 at Swiss Federal Institute of Technology ETH, Zurich, University of Zurich.

RESEARCH & CONSULTANCY ACTIVITIES:

- Collaborative research with Anders Sorensen on Backpackers and other independent international tourists.
- Investigator-A study to evaluate the scheme of Visa on Arrival -2010, sponsored by Ministry of Tourism, Govt. of India. (Funding –INR 8.44 lakhs)
- Investigator-Understanding Attrition and its influence on the retention process(Funding-Magus)
- Investigator-Impact assessment of Rural Tourism Project at **Hirapur, Odisha**

PARTICIPATION IN TRAINING PROGRAMS:

- Management Development Programme for the Principals/Faculty of The IHM's/IITM's/FCI and Officers of NCHM,ITDC and the Ministry of Tourism,Govt. of India: HRD Division

- At Administrative Staff College of India, 23rd to 27th April 2012

Study Visit to Malaysia, Indonesia, Singapore, 23rd to 27th April 2012

Singapore Human Resources Institute ,28th April to 9th May 2012

Sunrice Global Chef Academy Singapore , 28TH April to 9th May 2012

Tourism Management Institute of Singapore, 28TH April to 9th May

Ministry of Tourism,Malaysia, 28TH April to 9th May

STP Bandung, 28TH April to 9th May

- Train the Trainer Course: World Federation of Tourist Guide's Association, Dec 5-15,2011
- Adventure Training Camp: Rock Climbing, Rappling, River Crossing, Trekking, Camping, Jungle Craft, Survival, Leadership & White Water Rafting, Atal Behari Vajpayee Institute of Mountaineering & Allied Sports, Manali, Himachal Pradesh, March 2nd till 11th 2012
- Training of Immigration Officers for Intelligence Bureau, Ministry of Home Affairs, GOI Kolkata International Airport,2011
- Faculty Development Program on "Recent Advances in Human Resource Management", IIT Kharagpur,22nd to 27th March 2010
- UGC sponsored Refresher course on "Tourism and Travel" ,10th July to 29th July 2006.
- UGC sponsored Refresher course on "Tourism and Travel" 9th Dec to 29th Dec 2005.

TRAINER:

- Course Co-ordinator : State Level training program for tourist guides
- Course Co-ordinator :Training program for community members for managing nature tourism/eco-tourism destinations in odisha
- Course Co-ordinator : Training program on "Tourist Police" , Sponsored by Odisha Tourism
- Course Coordinator: Skill Development Training on "Ticket Reservation Assistant", Sponsored by : State Employment Mission, Odisha.

- Course Coordinator: Skill Development Training on “Tour Assistant”, Sponsored by : State Employment Mission, Odisha.
- Course Coordinator: Skill Development Training on “Tourism Travel Executive”, Sponsored by : State Employment Mission, Odisha.
- Course Coordinator: Short-term course on Soft skills and Personality Development,IITTM,Bhubaneswar
- Certified Trainer, World Federation of Tourist Guide’s Association
- Trainer, Training of Immigration Officers, Bureau of Immigration, Ministry of Home Affairs, Govt. of India, Netaji Subhash Chandra Bose International Airport, Kolkata
- Trainer, Management Development Program on Stress Management :Understanding Stress in Organizations: Paving the Way to Productivity,Inter Science Institute of Management and Technology
- Trainer, Orientation Programme for Pink Auto Drivers, Sponsored by : Department of Tourism, Govt. of Odisha
- Trainer, “Hunar Se Rozgar” Training Programme, Ministry of Tourism, Govt. of India
- Trainer, Refresher Guide Training Programme for Monument Guide
- Trainer, Refresher Guide Training Programme for Eco Guide
- Trainer, Refresher Guide Training Programme for Buddhist Guide
- Trainer, State Level Tourist Guide Training Programme
- Trainer, Tourism Awareness Programme at Satkosia,Tikarpara
- Trainer, Tourism Awareness Programme Hirapur
- Trainer, Tourism Awareness Programme for the Service providers of Nandankanan Biological Park
- Trainer, Tourism Awareness Programme for Guides of Nandankanan Biological Park
- Trainer, Orientation Programme for Local community of Barkul, Chilika
- Trainer, Regional Level Tourist Guide Training Programme(Eastern & Southern India), Ministry of Tourism, Government of India
- Trainer,State Level Tourist Guide Training Programme,Deptt. of Tourism, Govt. of Orissa
- Trainer, Earn While You Learn Programme, Ministry of Tourism, Govt. of India
- Trainer, Regional Level Guides Training Programme (Ministry of Tourism, Govt. of India
- Trainer, Teachers Training Programme (Refresher Course) of University Grants Commission

PhD RESEARCH GUIDANCE: Topics

- Marketing the Heritage and Culture of Mystical 64 Yogini Shrine, Hirapur
- Employee Empowerment - A process for attaining organizational excellence of a professionally emerging group with a specific reference to a manufacturing unit of Odisha
- The Dynamics of employee retention: problems and prospects

INTERNATIONAL LINK

- Travel Writing/Tourism Research: Yogyakarta, Indonesia, 2015
- Travel Writing/Tourism Research : Vienna, Austria 2014
- Travel Writing/Tourism Research :Siem Riep , Cambodia 2013
- *Study Visit* to Malaysia, Indonesia, Singapore, 23rd to 27th April 2012 Management Development Programme for the Principals/Faculty of The IHM’s/IITTM’s/FCI and Officers of NCHM,ITDC and the Ministry of Tourism, Govt. of India: HRD Division

- Singapore Human Resources Institute ,28th April to 9th May 2012
- Sun rice Global Chef Academy Singapore , 28TH April to 9th May 2012
- Tourism Management Institute of Singapore, 28TH April to 9th May
- STP Bandung, 28TH April to 9th May

GUEST FACULTY/RESOURCE PERSON

- Dept. of Business Administration, Utkal University
- Dept. of Business Administration, Sambalpur University
- Regional College of Management, Bhubaneswar.
- Institute of Co-operative Management, Bhubaneswar.
- Institute of Chartered Financial Analysts, Bhubaneswar.
- University of Culture, Bhubaneswar.
- Institute of Hotel Management, Bhubaneswar

MEMBERSHIP:

- Indian Tourism & Hospitality Congress(National)
- India Habitat Centre
- Administrative Staff College of India

AWARDS/ACCOLADES :

- Chausathi Yogini Samman : Chausathi Yogini Festival , Hirapur
- Odisha Pratibha Samman , Pratikar Charitable Trust & Pratikar Group of Publications For outstanding contribution to the field of culture through music and creative writing.
- Achiever: field of Education, Women's Day, , Parichay Foundation(Delhi based NGO)
- Goethe Institute/Network of German Literature House - Cultural Exchange Program/ Writer-in-Residence Project AKSHAR, Cultural interface with Germany
- Literaturhaus Frankfurt, Germany- Readings on research on cross-cultural sensitivity
- The House of World Cultures, Literaturhaus, Berlin- Readings on Cross-cultural awareness: showcasing India
- Leipzig Literaturhaus, Germany – Readings on Literature, tourism and cultural transmission
- Parichay Foundation: Woman Achiever, Field of Education
- Sahitya Akademi, Ministry of Culture: Research on Empowerment and Creativity, the freedom struggle and early women writing.
- University of Delhi, Shriram Smarak Nidhi, Delhi School of Economics- Shriram Travelling Fellowship for research on Tribes of Orissa