



## Arpita Mishra

Senior Research Fellow(SRF)

### Contact

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### About Me

Accomplished tourism scholar and industry professional with hands-on experience in hospitality operations, travel reservations, and academic research. Having submitted a Ph.D. thesis in Tourism Administration, I bring a strong publication record and teaching background. Skilled in bridging industry insights with academic rigor to mentor students and contribute meaningfully to the tourism sector.

### Soft skills

- Team Coordination
- Multitasking
- Professionalism

### Technical Skills

- SPSS (Statistical Analysis)
- Galileo & Amadeus Air Ticketing Software
- Microsoft Office Suite
- Basic Data Management

## Education

- **PhD in Travel and Tourism (Thesis Submitted)** 2020-2025  
*Institute of Tourism and Hotel Management (ITHM), Bundelkhand University*
- **Master in Travel and Tourism Management (MTTM)**  
*Lucknow University, 2017)*
- **Three-year diploma in Hotel Management & Catering Technology** from G.I.H.M. Almora, 2009
- **IATA Foundation Course**  
*BIRD Academy, Pune (2013)*
- **BA - History - 2014 - Calorx Teachers' University**
- **Higher Secondary (CBSE) - 2006**
- **Higher School (CBSE) - 2004**

## Professional Experience

- **Fly Vacations International**  
Reservation Officer | Lucknow, India Sep 2017 - Feb 2020  
**Key responsibilities:**
  - Managed domestic and international ticketing for guests, including popular destinations such as Dubai, Singapore, Bali, Hong Kong, and more.
  - Assisted in visa processes for various countries including Dubai, Singapore, Malaysia, Schengen, and the UK.
  - Coordinated office operations, payment follow ups, and liaised with vendors to ensure smooth client service.
  - Developed a comprehensive understanding of the tourism industry, client management, and international travel protocols.
- **Sodexo On-Site Service Solutions**  
Helpdesk & Room Reservation System Operator | Pune, India  
Nov 2010 - Aug 2012  
**Key responsibilities:**
  - Managed room reservations and guest arrivals at Osho International Meditation Resort.
  - Handled guest queries, room allocations, and key management while maintaining service quality and timely follow-ups.
  - Coordinated with housekeeping and maintenance teams for seamless guest experiences.
- **Noor Mahal**  
Housekeeping Desk Attendant | Karnal, India May 2010 - October 2010  
**Key responsibilities:**
  - Played a key role in the pre-opening setup of the housekeeping department.
  - Managed documentation and guest coordination in a five-star luxury hotel setting.

🔧 **Internship & Training**

- Airosa International: Job Trainee (1 month, 2017)
- Manoram Tours, Lucknow: Industrial Training (6 weeks, 2016)
- Taj Residency, Lucknow: Industrial Training (6 months, 2007)
- Country Inn, Bhimtal: ODC (1 week, 2006)

🔧 **Patent**

- German patent - Mishra, Arpita. (2025). Conceptual Framewrok “A System for Analyzing Social Media Influence on Travel Preferences and Intent”

🔧 **Award**

- Award for the Best Paper Presentation at the national conference “Challenges and opportunity in the industry & academics due to covid -19” organized by “The Institute of hospitality, management, and sciences” Kotdwar, Uttarakhand on 8th Oct 2022 and published in the edited book “ Challenges and Opportunities in the industry & academics”.

🔧 **Professional Experience**

• **The Piccadilly Hotel**

Housekeeping Desk Attendant | Lucknow, India Dec 2009 - Apr 2010

**Key responsibilities:**

- Maintained guest records and coordinated with front office teams for arrivals and special requests.
- Ensured high service standards in guest room management and housekeeping services

**Publication Details**

1. Mishra, Arpita, Agrawal, Prateek, & Jaiswal, Medha. (2022). Prospects and Challenges in Developing Homestays in Ayodhya. *African Diaspora Journal of Mathematics*, 25(2), February 2022.
2. Mishra, Arpita, & Singh, Mahendra. (2022). Impact of Digital-marketing Promotion on Religious Tourism: A Case Study of Ayodhya. *International Journal of Food and Nutritional Sciences*, 11(12), 8046.
3. Mishra, Arpita, Chaudhari, Satyendr Kumar, & Singh, Mahendra. (2023). Commodification of Religious Tourism in Ayodhya: Positive and Negative Aspects. *Shodh Bharti*, 25(8), January March 2023.
4. Mishra, Arpita, & Agarwal, Prateek. (2022). Tourism Supply Chain: Emerging Opportunities in Ayodhya. *Journal of Management & Entrepreneurship*, 16(3), July-September 2022
5. Mishra, Arpita. (2024). Socio-Cultural Impact of Tourism Infrastructure Development in Ayodhya: A Community Perspective. *Urban India*, 44(1), No. 2. ISSN: 0970-9045. UGC CARE, Peer Reviewed and Refereed Journal. Impact Factor: 6.1.
6. Mishra, Arpita, Raj, Aparna, & Jaiswal, Medha. (2025). Unravelling the Digital Journey: Exploring the Impact of Social Media on Tourist Behaviour in the Digital Age. *European Economic Letters (EEL)*, 15(2), 4333–4345. <https://doi.org/10.52783/eel.v15i2.3277>
7. “Tourism Entrepreneurship: Emerging opportunity in Ayodhya” in two days international seminar on entrepreneurial culture & economic growth organized by Institute’s Innovation Council, Bundelkhand University, Jhansi on 22- 23 August 2022. and published in the edited Book “ Entrepreneurial Culture & Economic Growth” (ISBN : 978-93-91915-09-4 )
8. “A study into the effects of Covid – 19 on Travel agencies in the Awadh Region in the national conference “Challenges and opportunity in the industry& academics due to covid -19” organized by “The Institute of hospitality, management, and sciences”Kotdwar, Uttarakhand on 8th Oct 2022 and published in the edited book “ Challenges and Opportunities in the industry & academics”. (ISBN no978 93 94779 51 8 )

**Paper Presentation**

1. “Tourism Entrepreneurship: Emerging Opportunities in Ayodhya” – Presented at a Two-Day International Seminar on Entrepreneurial Culture & Economic Growth.
2. “A Study into the Effects of COVID-19 on Travel Agencies in the Awadh Region” – Presented at the National Conference on Challenges and Opportunities in the Industry & Academics Due to COVID-19, organized by The Institute of Hospitality Management and Sciences, Kotdwar, Uttarakhand, 8 October 2022
3. “Tourism Supply Chain: A New Concept” – Presented at the National Seminar on Contemporary Issues and Challenges Confronting the Tourism & Hospitality Sector, Bundelkhand University, Jhansi, 2 August 2024.