

Arpita MishraSenior Research Fellow(SRF)

Contact



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Gosaiganj ,Lucknow

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.

H Soft skills

- Team Coordination
- Multitasking
- Professionalism

H 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 Sehool (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

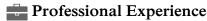
- Airosa International: Job Trainee (1 month, 2017)
- Manoram Tours, Lucknow: Industrial Training (6 weeks, 2016)
- Taj Residency, Lucknow: Industrial Training (6 months, 2007)
- Country Inn, Bhimtal: ODC (1 week, 2006)

H 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".



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
- 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

- "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.