



Prof. (Dr.) Ashish Dahiya

[Ph.D (Tourism & Hotel Mgmt.) M.Sc (Hotel Mgmt), Master of Tourism Management]

Director - Institute of Hotel & Tourism Management (AICTE Approved), MDU

Director - Centre for Life Skills & Soft Skills, MDU

Associate Dean - Centre for International Academic Affairs. MDU

Address: H.No-1, Old Registrar Residence, Near Nursery, M.D University Rohtak (NAAC Accredited Grade 'A+' State University), Haryana - India 124001

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Founder Professor - Dept. of Tourism & Hotel Mgmt, Central University of Haryana

Visiting Professor - Dept. of Tourism, Dev Sanskriti University, Haridwar - Uttarakhand

Associate Editor - International Journal of Hospitality & Tourism Systems (India's only Scopus Indexed Journal of Hospitality & Tourism) <http://www.publishingindia.com/ijhts>

Founder Editor - Journal of Hospitality Application & Research (JOHAR) (ABDC Listed Journal)

Academic Experience:

- Twenty+ Years of Teaching Experience in University (BIT-Mesra, BIT -UAE, HNB Garhwal Central University Uttarakhand, Central University of Haryana, M.D University Rohtak, Haryana).

Publications: (Hotel & Tourism Management)

- Research Articles in Journals: 30
- Books Published: 10
- Book Chapters: 12
- Articles in Magazines/ Newspapers: 10

Academics & Administration:

Presently, serving as Professor & Director at the Institute of Hotel & Tourism Management, and Director – Centre for Life Skills & Soft Skills, MD University Rohtak, and have been in the following academic & administrative positions.

- Director - Institute of Hotel & Tourism Management, MD University Rohtak
- Founder Professor & Head (Tourism & Hotel Management) Central University of Haryana
- Founder Director – Deen Dayal Upadhyay Kaushal Kendra, Central University of Haryana
- Director - Internal Quality Assurance Cell, Central University of Haryana
- Dean - School of Language, Linguistics & Cultural Heritage, Central University of Haryana

Expert Member, University Grants Commission (UGC) (Tourism Administration & Hotel Management)

It is a pleasure to have been associated as an expert member of the below-listed committees of UGC

- CBCS Course Curricula Core Committee - University Grants Commission
- Member Expert Committee UGC for Research Internship with Faculty and Researchers at HEIs.
- UGC - Major Research Project Allocation & Evaluation Committee
- UGC - Post-Doctoral Fellowship Committee
- UGC e PG Pathshala (Hotel & Tourism Management – Hotel Housekeeping)

AICTE Representative in the Expert Committee of UGC

Representative of AICTE in the Expert Committee of UGC for Hotel Management

Member Advisory Committee (Tourism & Hotel Mgmt):

- Indira Gandhi University - Meerpur, Rewari - Haryana
- DDU Kaushal Kendra, Central University of Jammu
- B.Voc Programmes - Central University of Kashmir
- B.Voc Programmes - Kenya Mahavidalya Kharkhoda

Radio & Television Talks: All India Radio: 05, Television: 02

PhD Supervision: Awarded - Six, Ongoing – Six, Submitted - One

Content Development for Open & Distance Education:

- IGNOU - New Delhi
- Uttarakhand Open University, Haldwani, Uttarakhand.
- DDE - Kurukshetra University.

Major Research Project:

- Completed UGC Sponsored Major Research Project on 'Evaluating the Existing Culinary Practices; Gastronomy Delights of Haryana State for the Promotion of Community Oriented Highways Tourism' as Principal Investigator

New Courses/ Programmes Introduced:

As Director of the Institute of Hotel & Tourism Management, I have introduced the following Certificate Courses in view of National Education Policy (NEP) 2020 w.e.f 2023

- [Value Added Course on Great Indian Cuisine offered by IHTM MDU Rohtak & IHM Pusa under the aegis of Ministry of Tourism, Govt. of India.](#)
- Certificate Course in Hospital Food Service & Dietetics.
- Certificate Course in Sports Nutrition

As Director of the Centre for Life Skills & Soft Skills, M.D University, Rohtak, I have introduced the following Certificate Courses in view of NEP 2020 w.e.f 2023

- [Value Added Course on the English Language Competence for Everyday Life & Professional Career offered by the British Council & M.D University Rohtak.](#)
- [Value Added Course on Self Directed Emotional Learning for Empathy & Kindness \(SEEK\) offered by UNESCO MGIEP and MDU through MoU](#)
- Certificate Course in Communication Skills
- Certificate Course in Professional Skills
- Certificate Course in Leadership and Management Skills
- Certificate Course in Universal Human Values

Workshops, Seminars & Conferences:

- Seminars Conferences Organised: 35
- Seminars Conferences Attended: 100
- Talks Delivered in UGC - HRDC, Refresher/Orientation Courses: 35
- University/UGC/AICTE-ATAL One Week Workshops/ FDP's Organised: 07

Member of Academic Bodies/ Expert Committees in various Universities/ Institutions:

It has been a pleasure to be associated as a member of Under Graduate & Post Graduate Board of Studies/ Doctoral Research Committee / Academic Council/ Expert Committees in different universities in India & abroad, details are as under:

- Ambedkar University - Delhi
- Amity University - Noida
- Amity University - Jaipur
- Ansal University – Gurugram, Haryana
- BPS Women University – Khanpur Kalan, Sonapat, Haryana
- BIT-Mesra - Ranchi, Jharkhand
- Central Board of Secondary Education (CBSE)
- Central University of Haryana, Mahendergarh, Haryana.
- Central University of Kashmir – Jammu & Kashmir
- Central University of Karnataka - Karnataka
- Chandigarh University - Chandigarh
- Chaudhary Devi Lal University, Sirsa Haryana
- Chaudhary Ranbir Singh University – Jind, Haryana
- Deenbandhu Chhotu Ram University of Sc & Technology, Murthal, Haryana
- Delhi Skill & Entrepreneurship University - Delhi
- Dev Sanskriti University - Haridwar, Uttarakhand
- GNA University – Punjab
- G.D Goenka University – Gurugram, Haryana
- Guru Nanak Dev University - Amritsar
- Himgiri Zee University - Dehradun, Uttarakhand
- HNB Garhwal Central University Uttarakhand
- Indira Gandhi National Open University - New Delhi
- Indira Gandhi University - Meerpur, Rewari, Haryana
- IMS Unison University – Dehradun
- Jamia Hamdard - Delhi
- Jamia Millia Islamia - A Central University - New Delhi
- Kurukshetra University - Kurukshetra
- Kumaon University - Nanital, Uttarakhand
- M D University, Rohtak, Haryana
- Maulana Abul Kalam Azad University of Technology, West Bengal
- MIT World Peace University, Pune, Maharashtra
- National Institute of Open Schooling (NIOS)
- SGT University – Gurugram
- University of Jaffna- Sri Lanka
- Uttarakhand Open University - Haldwani, Uttarakhand
- Uttarakhand Technical University - Dehradun, Uttarakhand
- University of Patanjali - Uttarakhand

Institutional Linkages/ Collaborations & MoU's:

As Founder Director of Centre for Life Skills & Soft Skills, I have initiated and executed the following international collaborations:

- MoU of M.D.University Rohtak with the British Council and launched Value Added Course on Developing English Language Competence for Everyday Life & Professional Career.
- MoU of M.D.University Rohtak with UNESCO and launched Value Added Course on Life Skills ' Self Directed Emotional Learning for Empathy & Kindness (SEEK) *(Received appreciation from UNESCO MGIEP)*

As Director, Institute of Hotel & Tourism Management, I have initiated/executed the following collaborations:

- MoU of M.D.University Rohtak with IHM Pusa (A Central Institute under aegis of the Ministry of Tourism, Government of India.) for a Value Added Course on the Great Indian Cuisine.
- MoU of M.D.University Rohtak with Dev Sanskriti University Haridwar for a Value Added Course on Cultural Tourism in India.

Digital Learning Development Initiatives:

- Contributed for prestigious *Dekho Apna Desh Series* of Ministry of Tourism, Govt of India (<https://tourism.gov.in/whats-new/dekho-apna-desh-webinars-ministry-tourism>) on "**Haryana: Culture, Cuisine and Tourism**" available online at <https://www.youtube.com/watch?v=FD8skKPysA>
- Coordinator e-PG Pathshala (Hotel Housekeeping), MHRD, (Now Ministry of Education) Govt. of India. <https://epgp.inflibnet.ac.in/Home>
- Convener: **INDIA HosT**, a YouTube Channel dedicated to Indian Hospitality (Hos) & Tourism (T) - (HosT). It covers Talk; Series on Academic, Operational and Management Aspects of Hospitality & Tourism, <https://www.youtube.com/channel/UC0hj6U5N2rih7vz-aP8FIDw/feed>

Contribution to the Corporate Life of the University:

I have contributed to the corporate life of the University in the following ways:

- Entrusted with the responsibility of Chief Protocol Officer of the University
- Served as Vice-President of the Faculty Club, M.D University Rohtak
- Promoted Food, Hospitality & Tourism Start-ups
- Member, Managing Committee of the University Campus School, Rohtak

Patents: Patent on 'Indian Utility Patent Application - SMART TECHNOLOGY-BASED SUSTAINABLE SOLUTION FOR ACADEMIC INTEGRATION IN HOSPITALITY & TOURISM INDUSTRY.'

- Application Number-202311031701
Filing Date-04/05/2023
Indian Patent Office
Applicant - Maharshi Dayanand University, Rohtak
Inventors: Prof. Ashish Dahiya, Prof. Rahul Rishi, Prof. Sandeep Malik & Dr. Vikas Singh.

Memberships of Professional Bodies:

- Life Member - Indian Society for Technical Education
- Life Member - Indian Hospitality Congress
- Life Member - Indian Tourism & Hospitality Congress

Doctoral Research Supervision:

My broad research areas include *Digital Presence & Technology in Hospitality and Tourism; Culinary, Heritage and Food Tourism; Housekeeping; Hospitality & Tourism Education; Community and Sustainable Tourism; Policy Planning and Tourism.*

The following candidates have been awarded/ submitted /are ongoing with PhD Research work under my supervision.

S.NO	NAME OF CANDIDATE	Ph.D. TOPIC	STATUS
1	SHELLEY DUGGAL	HOSPITALITY ON THE WORLD WIDE WEB: AN EVALUATION OF HOTELS' WEBSITES IN INDIA	AWARDED
2	SUNIL KUMAR	AN EXPLORATORY STUDY OF FOOD HERITAGE IN HARYANA	AWARDED
3	AKSHITA TIWARI	OUTSOURCING OF HOUSEKEEPING SERVICES IN THE HOTEL INDUSTRY: A STUDY OF DETERMINANTS AND PERCEIVED EFFECTIVENESS	AWARDED
4	BALRAJ SINGH	ONLINE FOOD SERVICE PROVIDERS IN INDIA: AN EMPIRICAL STUDY ON SERVICE QUALITY AND CUSTOMER SATISFACTION	AWARDED
5	BHUPINDER SINGH	STUDENTS' PERCEPTION TOWARDS HOSPITALITY AS A CAREER CHOICE: A STUDY OF NATIONAL CAPITAL REGION OF INDIA	AWARDED
6	PAWAN KUMAR	MODELING SERVICE QUALITY, CUSTOMER SATISFACTION AND BEHAVIOURAL INTENTIONS OF FOOD TOURISM ON NATIONAL HIGHWAYS	AWARDED

7	RANDHIR	RESIDENT'S PERCEPTION ON SUSTAINABLE TOURISM DEVELOPMENT: A STUDY OF HERITAGE SITES IN HARYANA	SUBMITTED
8	ADIT AHLAWAT	INDIAN HOSPITALITY STUDENTS' PERCEPTIONS TOWARDS USE OF DIGITAL TOOLS FOR LEARNING AND DEVELOPMENT	ONGOING
9	AJAY	CUSTOMER SATISFACTION AND BEHAVIOURAL INTENTIONS ABOUT SERVICE QUALITY: A STUDY OF ONLINE TRAVEL AND TOURISM SERVICE PROVIDERS	ONGOING
10	AJAY KUMAR	FESTIVAL FOODS OF RAJASTHAN: UNDERSTANDING THEIR USE PATTERNS AND CULTURAL CONTEXT FOR TOURISM PROMOTION	ONGOING
11	ANURAG	FLAVOURS OF FESTIVITY: A STUDY OF NORTH INDIAN FESTIVAL FOODS, THEIR CULTURAL SIGNIFICANCE AND TOURISTS' PERCEPTION	ONGOING
12	NIRAJ	TOURISM IN INDIA: AN ASSESSMENT OF ITS POLICY AND FUTURE PLANNING	ONGOING
13	TARUN	TECHNOLOGY FACILITATED DINING: AN EVALUATION OF ONLINE FOOD AGGREGATORS' MOBILE APPLICATIONS	ONGOING

Appreciations, Awards & Honours:

- Appreciations by Secretary, Government of India, Ministry of Tourism, New Delhi
- Atithya Gaurav Puraskar - IHM Bhopal (NCHMCT, Ministry of Tourism, Govt. of India)
- Hospitality Academic Leadership Award – Subharti University
- Atithya Ratan Puraskar - HNB Garhwal Central University
- Best Teacher of The Year (Higher Education) Pearson Teaching Awards
- Indian Hospitality Congress Educators Award

Other Relevant Information:

Have been nominee – President of India: University Court – Banaras Hindu University. Member of Executive Council, Building Committee, and Academic Council - Central University of Haryana. Member Academic Council – IMS Unison University Dehradun, Recipient of Certificate of Appreciation from Vice-Chancellor BIT Mesra & Uttarakhand Open University; Recipient of Certificate of Appreciation from the Vice-Chancellor University of Jaffna- Sri Lanka and Vice-Chancellor M.D University, Rohtak. Received appreciation from the Secretary, Government of India, Ministry of Tourism for promoting Incredible India and contributing to '*Dekho Apna Desh*' Webinar Series on "Haryana: Culture, Cuisine, and Tourism" viewed in more than 60 Countries.

Stay Productive, Stay Awesome, Stay Safe!
With Culinary Regards!

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