

CURRICULUM VITAE



DR. GULSHAN SHARMA

*Director General- ICSI- International Chamber for Service Industry (Govt.- NRIs- Corporate connect)
Policy Maker- Strategist- Service Industry framework -Motivator- Career Counsellor- Educator to Empower
Teachers/trainers/Youth - Corporate Trainer
Ph.D Service Industry- Focus- Educators Empowerment, Soft Skills, Niche Tourism -Cinematic Tourism
Working Extensively on Northeast India- ASEAN- CLMV- South Asia-Northeast Asia-*

PROFILE SUMMARY:

- Ph.D. (Service Industry-Tourism-Hospitality-Aviation), ACTE (WTO) Spain, WT (USA)
- Specialist in Business strategies, International Relations, **Education Reforms and new Pedagogies**, Renowned Motivator to empower Teachers and Youth with Life Mgt. Skills, Strategising Skills Development, Innovative Career planning paths, Employment Generation & Entrepreneurship of Youth particularly from the under privileged section of society in Service Industry.
- **Presently associated with chamber working on Service Industry Exports, Policy reforms with focus on Education, Skills Development, Trainer & Training Solutions, Wellness, Health sector, Media-Entertainment Industry, niche Tourism, MSMEs reforms for Service Sector boost etc.**
- **Expertise in working with the state governments for HRD/ Education reforms and upliftment. The focus of the projects handled was aligning Education with Empowerment focus Employment and Entrepreneurship (4E's).**
- Developed India's first MBA/MTA/MTM – Tourism curriculum in 1988 -89 and Bachelors and Masters in service industry University Degree courses in 2011-12.
- Developed India's first Bachelors and Masters programmes for Service Industry for Indian university.

PRESENT STATUS:

DG	ICSI- International Chamber for Service Industry www.icsiindia.in
President	NHRD Network (Chandigarh Chapter) - www.nhrdchandigarh.com
Founder	New Gen Skills Finishing School
Vice President	Confederation of Wellness, Medical Tourism and Spas of India (www.cwmts.com)
V.P	Asian Motivators Forum

Previous Positions Handled:

President	North India Management Association (NIMA)
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ACADEMIC QUALIFICATION

- **HARVARD Business School** – Executive Programme from 28th April 2014 onwards. (Building a Global Enterprise- India)
- **Ph. D. - Doctorate in Service Industry (Tourism-Hospitality- Aviation)** with special emphasis in Asian Tourism as Business activity and Emerging Trends in Tourism & Service Industry in Asia. (A chapter dedicated to HRD - Skills Development- Employment Generation & Entrepreneurship)
- **Dissertation: Tourism & Service Industry** – An Economic Analysis, Business Opportunities & Future Trends, (Chapter on Skills & Employment) India- ASEAN
- **M.A. (Economics)** - Silver Medal- Overall second position in the University. (special Case studies on Tourism & Service Industry)
- **Special Research Work on Cinematic Tourism-** through University of Calgary, Canada.
- **Special Research Work** on Life Management Skills & How to Communicate to your greatness. (Soft Skills, Life Skills, Motivational Psychographics)
- **Training Workshops and Technical Sessions- Unlocking Youth Potential/Unleashing the power with/ Amazing yourself**

Research work, Scholarships and Awards:

- **University of Vienna, Austria** (European Tourism Industry – an Economic Analysis).
- **US National Park Service, USA** (Training on Eco-Tourism Management and setting up of Tourist Interpretation Centers).
- **University of Purdue ,USA** Scholarship visit & HRD collaboration for Tourism & Hospitality Department,
- **George Washington University, USA, Scholarship Visit** (Tourism Education- A Community Approach). Special study on Eco-Tourism.
- **Strathclyde University, Glasgow in U.K.** (Holiday & Leisure Tourism- Golf Tourism).
- **Visit to Paris on Scholarship** by French Culture Centre, New Delhi (On Economic Impacts of Tourism).
- **ACTE- WTO, Spain – Advance Course in Tourism Education** (Training of Trainers, Advance Course on Tourism Education). (Human Resource Development & Future Trends).
- **Three visits to Japan on Research work** on Japanese Culture, Cuisine Art & Handicrafts at Sapporo, Tokyo, Yokohama, Kobe, & Kyoto. (Socio- Economic benefits of Tourism- A case study of Japan).

Achievements:

- **Drafted India's first MBA Tourism in 1989**
Detailed Research, Perspective plan, formulation of curriculum, Syllabi and Modules for India's first MTA/MTM Tourism & Masters Academic programmes for Tourism & Hospitality Education Syllabi for Indian Universities from 1988-1993 and introduction of first MTA (Masters of Tourism Administration) Course in Indian Universities with personal visits, initial introduction programmes - Faculty Development to provide complete Administration inputs. Visits to Kurukshetra University, Himachal Pradesh University, Jodhpur University, Aligarh Muslim University, Pondicherry University, Devi Ahilaya Vishwavidyalaya Indore, Jiwaji University Gwalior and many other institutions. Setting up KITTS (Kerala Institute of Travel & Tourism studies)
- **Worked as the State consultant, Department of Higher Education (Office of RUSA), Govt. of Punjab. Responsible for initiation, implementation, handling and completion of RUSA project for Punjab.**
- Served with Ministry of Tourism, Govt. of India on deputation; while setting up, development and running of IITTM (Institute of Tourism & Travel Management) as Professor Tourism and Executive Director Training Programmes from 1988 to 1993.
- Formulation & Developing India's first Postgraduate Programme in Events Management- Conference-Convention-Trade Fairs-Exhibitions-Marts etc.

- Have travelled extensively world over-toured entire South Asia & South East Asia besides Europe & U.S.
- A Concept Paper on Integrated Planning & Marketing of Tourism in North-East Region of India. (Untapped Potential)
- Formulation of Perspective Plan for Eco Tourism projects in India with the help of Dr Donald Hawkins, Director Tourism studies, George Washington University, USA. Scholarship to travel to all the national parks of U.S through US embassy New Delhi.

Milestones: Extensive work in the Education Sector:

- Up scaling IITTM- Indian Institute of Travel and Tourism, Ministry of Tourism, for Govt. of India at New Delhi and Gwalior with curriculum Development, EDPs and other programmes from 1988 to 1993.
- Setting up ITFT- Institute of Tourism & Future management Trends at Chandigarh for Training, Research & Consultancy services in April 1994.
- Researched and Published India's first tourism Quiz book.
- Researched and Published India's first tourism song.
- Researched & Published Book " Vision Punjab" on Strategies in Human Resource Development for employment generation & entrepreneurship in Service Industry.
- Researched & Published Career Planning & Employment in Service Industry.
- Researched & Published 120 Million jobs in Service Industry.
- Coordinator-Visit India Tourism Year 1990- Domestic & Overseas celebrations, Travelled entire Asian Region entire year for various events.
- Conceptualized, Planned & Executed India First Tourism Book and Quiz Contests throughout India as part of "Explore India in the Millennium Year" in year 2000 with three months continuous on the road journey.
- Director NRI (Non-Resident Indians) Liaison Cell, NRI Sabha- Govt. of Punjab to liaise with North Indians staying abroad.
- Have designed syllabi for International Business/ International Relations/Government & Economic impacts in South East Asia & South Asian Region. Also held more than 75 seminars/ workshops related to Asia on economic/social/cultural & environmental impacts of Tourism.

HRD Planning, Research, Formulation and Teaching Experience:

- Launched India's First MBA in Tourism and Bachelors in Tourism in 1990 In India at Kurukhetra University, Jodhpur University, Aligarh Muslim University, Pondicherry University, Jiwaji University Gwalior, Devi Ahilya University Indore, Himachal Pradesh University and many other institutions from Min. of Tourism, Govt. of India through IITTM, of Govt. of India.
- Moved to Chandigarh in Nov 1993 and set up ITFT Education Group, Chandigarh. Being Chairman of the ITFT (Institute of Tourism & Future management trends) Chandigarh, since April 1994, have been teaching Tourism, Hospitality, Aviation and Service Industry and Other allied subjects at undergraduate and Post Graduate level University Programmes with special modules on Employment and Entrepreneurship.
- **During my tenure in ITFT, I was responsible for conceptualizing, initiating, implementing and managing the Rashtriya Uchchar Shiksha Abhiyan (RUSA) under the Department of Higher Education, Government of Punjab. ITFT was appreciated and recognized by the state govt. for their special inputs and project handling for the upliftment of the higher education in the state.**
- 1988-1993- On Deputation with Ministry of Tourism, Govt. of India from May 1988- to Sep 1993- Worked on Human Resource Planning, Development, Research, Perspective Planning, Formulation of Documents, Conceptualizing innovative Strategies to teach Tourism, Hospitality and Aviation academics in India, being Head IITTM, Min. of Tourism, GOI

- Research work and Projects Planning and Implementations for Tourism ,Hospitality and Aviation studies in India- (National Committee on Tourism- Planning Commission research work)
- During my overseas visits, especially to East Asian, Southeast & South Asian countries such as Singapore, Malaysia, Japan, Hong Kong- Macau, China , magnolia, Indonesia, Philippine, Thailand, Nepal, Maldives, Sri Lanka, Bhutan, Mauritius and other, I have extensively covered topics and issues related to cross-cultural milieu, contemporary scenario, Tourism education and Research .
- Often invited by the Universities, Colleges, Educational Institute and Commercial, Trade, Financial , Corporate Houses and other Service Sector Organizations, besides social, organizations, like Rotary and Lions Club, Confederation of Industries, PHD House, FICCI, Commerce Chambers etc. and by the TV Networks to deliver talks on Tourism, Hospitality, Aviation, Service Industry, Life Management Skills, Soft Skills, Social ,Cultural, Civilization, Political, Economic, Financial and other contemporary issues related to South Asian region.
- Since Tourism is a vast spectrum which encompasses subjects, like International Tourism which include study of contemporary and future Tourism Trends in East Asia, South & South East Asia, Australian and African continents and in other parts of the globe. Teach all these at the ITFT- Chandigarh and other Universities and Colleges in India. The subjects covered are History, Culture, Anthropology, Civilizations, Art & Architecture, Political Economy, Policies & Plans of the governments Interpretation of the histories of the East Asian, south & Southeast Asian Countries in the light of the modern situations.
- An important subject of the studies is the Status of Women in these counties and how emerging trends are shaping not only the traditional values into new positions, but how these are bringing far reaching changes in the societies of these counties.
- Case study Preparations and discussions on:
 - a) Asia- India- NER- ASEAN- South Asia: Prospects and Challenges.
 - b) India- ASEAN: Partnership in the New Millennium
 - c) ASEAN-India Connectivity: Prospects and Challenges
 - d) ASEAN's Contribution to the Building of an Asian Economic Community
 - e) South Asia: Opportunities and Challenges
 - f) A Feasibility Study on Free Trade Agreement between India and ASEAN
 - g) Indian Foreign Policy: Challenges and Opportunities
 - h) SAPTA & SAFTA - Intra-Regional Trade Liberalization in South Asia
 - i) Towards A Free Trade Area in South Asia: Trade Liberalization with India's Role
 - j) ASEAN- Progress and Achievements
 - k) India's Role in South Asia: Integrating Investments and Trade
 - l) Transformation in SAARC economies: A Road Ahead
 - m) Financial Cooperation in South Asia: Prospects and Potentials
 - n) Services Marketing: Integrated Customer focus across NER- ASEAN – SAARC- SEA-Asia

Experience in Working on International Relations & Culture:

- Foreign Policies of the Countries, especially of the countries in the Asian Continent and how these affect the economies of the nations, Cultural Heritage which include study of epics, scriptures, customs and traditions, cuisine, folklore, theatre, dance, literature, monuments, religions (Including important religions like Buddhism, Taoism, Confucianism, Islam, other ancient cults), ethnicity, etc.
- Since India is a Asian Country, it looks towards East Asian and Southeast Countries, like Korea, Japan, China, Nepal Taiwan, Indonesia, Thailand, Cambodia, Understanding and harmony. For this an in-depth study of all these countries is taught.
- Being Director of the Non-resident Indians Liaison Cell at Chandigarh, I have been intimately connected with the problems Indian Diaspora face in foreign countries and the Immigration Processes and Procedures. Study of Immigration laws and the problems, issues, which people from one country migrate to another country face, are part of our teaching.
- Joined Indian Army on 19th Dec 1981 and moved on deputation on 01st May 1988 to Ministry of Tourism, Govt. of India.

Author to:

- **India's first book on Service Industry Management- A case study approach**
- **Integrated Approach- Education with Employment**
- **Employment opportunities in Service Industry- a Strategic approach**
- Life Management Skills- Unlock your Potential
- Tourism- Passport to socio-economic Development in India
- Emerging Trends in Hospitality and Aviation Industry
- **Skills Up gradation and direct Employment- Key to Indian Education**
- **Education for Direct Employment & Entrepreneurship- A strategic approach**
- College to Corporate – Unleash Your Potential
- IPCSI- NRI Affairs- Research & Compilation work related to NRIs.
- Designed India's first PG programme on NRI studies for PTU- Univ.

Specialist to Deliver Motivational cum Career Orientation Talks - Sessions on:

- Unlock Your Potential /Unleash your Potential
- Life Management Skills
- Innovative Sales and Marketing Techniques
- How to be positive in life
- How to perform to optimum
- How to remain focused
- Communicate to your Greatness
- Career Orientation and Career mapping
- Innovative Customer Service Techniques
- Future Trends in Service Industry
- Future Trends in Management Techniques
- Developing Young Minds/energizing Young Minds
- How to Unleash the Power within- Asian Perspective
- How to Communicate to Greatness
- Future Trends in Tourism, Hospitality and Aviation Industry
- How to prepare for exams- stress free and in Tension free environment
- How to perform better in life – Home, office work and during leisure
- How to be an asset to organization you are associated with
- How to manage self and colleagues
- How to develop an art of remaining happy in life
- Team work Techniques
- PR as part of Life
- Time Management – innovative Techniques
- You are born to Win and Succeed- Work to your Greatness.
- Empowering Teachers/Trainers/Educators/Counsellors and Youth with Innovative LMS.

Present Contact:

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