

Publications

- ❖ “Post Conflict Rebuilding: An Exploration of Destination Brand Recovery Strategies” in the “ASSRJ Advanced in Social Sciences Research Journal, UK”(ISSN: 2055-0286, Vol.6, No3(2019)Page No`s 126-140.
- ❖ “Does Tourist Motivation Trigger Revisit Intentions: An Exploration” in “Review of Research International Online Multidisciplinary Journal” (ISSN: 2249-894X) Vol: 8, Issue-7, April 2019. Page No`s 25-38. (UGC No: 48514).
- ❖ “Analysing the Effect of Tourist Satisfaction on Tourist Revisit Intentions” in UGC Care Approved Indexed, Peer Reviewed and Referred Journal “Sambodhi” ISSN: 2249-6661, Vol.- 44 No. 1, January-March,2021. Page No`s 41-49.
- ❖ “Public Sector Policy and Tourism Development in Developing Countries: Perspective From India” in “Shodi Sanchar” an international bilingual peer reviewed refereed research journal (UGC Care listed) ISSN-2229-3620, Vol.11, Issue 41 January-March, 2021. Page No`s 225-229.
- ❖ “Examining the Perception of Destination Communities Towards Rural Tourism Development: A Study of Rural Residents of Kashmir Valley” in The Business Review (Peer Reviewed & Refereed Journal) Journal of The School of Business Studies, University of Kashmir ISSN 0972-8384, Vol. 25 No. 1&2 Jan-Dec. 2021. Page No`s 13-32.
- ❖ “An Analysis of Environmental Impacts of Tourism: Consequence & Measures to Control” in Journal of Modern Thamizh Research (A Quarterly International Multilateral Thamizh Journal) - Special Issue (ISSN 2321-984X) 30 April, 2021. Page No`s 854-861
- ❖ “An Assessment of Impact of Service Quality Dimensions on Guests Satisfaction: A study of Houseboats of Kashmir” in International Journal of Research & Analytical Reviews (IJRAR) www.ijrar.org, E-ISNN 2348-1269, P-ISSN 2349- 5138, Vol. 6, Issue 2 2019. Page No`s 754-766.
- ❖ “Adventure Tourism Valuation Based on Psychographic Characterization: A Case Study of Jammu & Kashmir” in “Vidyabharati International Interdisciplinary Research Journal (Special Issue)”(ISSN:23194979. PP 825-833.
- ❖ “Adventure Tourism Potential: A GIS Mapping Framework for the Adventure Tourism Sites of the Jammu & Kashmir” in Journal of Modern Thamizh Research ISSN: 2321-984X, Vol.9 No.3 July-September 2021, Page No`s 1495-
- ❖ “Tourism Entrepreneurship: A Structural Equation Modeling Approach to understand its Role in Peace building” in “International Journal of Hospitality & Tourism

Systems” a refereed international journal (SCOPUS indexed) ISSN: 0974-6250 (Print), Volume 15 Issue 1 June 2022.

- ❖ “Research & Knowledge Production in Rural Tourism Entrepreneurship: A Bibliometric Analysis & Visualization” in Indian Journal of Natural Sciences, ISSN (P) 0976-0997, Indexing: Web of Science, Vol. 13, Issue 76, Feb – 2023, Page No`s 53069-53087..
- ❖ “Thermal Heritage and Wellness Tourism Development in the Trans-Himalayas using GIS Site Suitability Analysis” in International Journal of Spa and Wellness (RSPA), ISSN: 2472-1735. Indexing: Volume 6, 2023- Issue 1, Feb-2023,pp 131-156 <http://doi.org/10.1080/24721735.2.23.2171697>
- ❖ “Perceived Impact of Quality of Kashmiri Art & Crafts: An Empirical Study” in “ShodhKosh: Journal of Visual & Performing Arts” ISSN: 2582-7472, January-June 2023 Vol.4, Issue 1, 363-375.
- ❖ “How to Conduct Bibliometric Analysis Using R-Studio: A Practical Guide” in European Economic Letters (EEL), ISSN (O) 2323-5233, Indexing: ABDC-C Category, Vol. 13 Issue 3 (2023), Page No`s 681-700, DOI: doi.org/10.52783/eel.v13i3.350.
- ❖ “From Perception to Practice: Using Structural Equation Modeling to Unpack Tourism Impact on Quality of Life & Resident Attitude in Kashmir Valley” in “International Journal of Science Technology & Management ISSN: 2394-1537, Vol: 12, Issue No: 08, August 2023, 23-40.
- ❖ “Investigating Entrepreneurial Resilience in the Face of Challenges: A Study of Pilgrimage Tourism in Jammu and Kashmir” Chapter 15 in edited book “Prospects and Challenges of Global Pilgrimage Tourism and Hospitality” by IGI Global Publication, Indexing: Scopus Indexed ISBN13: 9781668448175 (pp. 193-212), DOI: 10.4018/978-1-6684-4817-5.
- ❖ “Ethnic food tasting and gastronomy online reviews: incorporating enjoyment in the behavioral intention model”, in Journal of Hospitality and Tourism Insights. ISSN: 2514-9792, DOI: <https://doi.org/10.1108/JHTI-06-2022-0264>.
- ❖ “Exploring the mediating role of attitude in the investigation of rural tourism entrepreneurial intention among tourism students” in Journal of Teaching in Travel and Tourism, ISSN(O): 1531-3220, Indexing (Scopus Q2) Vol: 23, Issue: 3, 2023. DOI: doi.org/10.1080/15313220.2023.2267488
- ❖ “An Analysis of Perceptions and Attitudes of Residents towards Tourism Development and its Impact on Nature” in the Journal of Tourism, ISSN: 0972-7310 Indexing: UGC Care List Group 1, Volume XXIV, No. 2, December 2023,pp 69-80



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