

Dr. Shobha K B
The Principal
The Oxford College of Hotel Management
J P Nagar, Bengaluru

Qualification:

PhD in Tourism Management – Central University of Karnataka
MBA TA – Mangalore University 2017 – Gold Medalist
UGC NET - 2017
KSLET – 2017
Advanced Diploma in Travel and Tourism – 2015
BA in History, Economics and Travel and Tourism - 2015
Diploma in Travel and Tourism – 2014
Certificate Diploma in Travel and Tourism – 2013
Functional English in Travel and Tourism
Diploma in Computer application – 2014

Experience:

Working as The Principal at The Oxford College of Hotel Management, Bengaluru.
Worked as Guest faculty in Mangalore University from August 2018 – March 2019

Achievements:

- Secured ‘University Gold Medalist’ in MBA Tourism Administration; batch 2015-2017 of Mangalore University
- Secured First Rank to Kodagu district in Second PUC examination – Arts - 2012.
- Honored by Kannada Sahitya Parishath for Securing Third rank (including Commerce) to Somawarpet Taluk in Second PUC examination – 2012
- Cleared UGC/NTA NET 04 times in the subject ‘Tourism Administration and Management’.
- Worked as Student representative in Academic Council of Mangalore University for the year 2016-17.

Research:

Expertise: Sustainable Tourism, Tourism related Land Conversions

Interests: Geo Spatial Analysis, Tourism Planning, Tourism and Geography

Publications:

- Ms. Shobha K B, Dr. Ganapati B Sinnor (2022). Socio – Ecological Transfiguration and Sustainable Development in Kodagu – An Analysis. Journal of the Asiatic Society of Mumbai. Vol. XCV, No. 11. ISSN 0972-0766.
- Ms. Shobha K B, Dr. Ganapati B Sinnor (2022). Residents’ Perception Towards Tourism-Led Land Conversion In Kodagu – An Overview. Kanpur Philosophers. Vol. 9, Issue 1, No. 6. 2348-8301.
- Ms. Shobha, Dr. Avinash V.(2020). ‘Revisiting Land Regulations, Environment and Kodagu Tourism’. PENSEE international journal. Volume 50, Issue 12. ISSN 0031 – 4773.
- Ms. Shobha K B, Dr. Ganapati B Sinnor.(2020). ‘A Macro Study on Land and Tourism in India – A Review’.

PENSEE international journal. Volume 50, Issue 12. ISSN 0031 – 4773.

- Ms. Shobha K B (2019). ‘A Case Study on Irritation among Local People towards the Growth of Tourism in Kodagu District: With the Reference of Doxey’s Irridex Model’. International Journal of Innovative Research and Advanced Studies (IJIRAS). Volume 6 Issue 1. ISSN 2394-4404.
- Ms. Shobha K B (2018). ‘Adopt A Tourist Destination Scheme: A Study On Selected Destinations In Karnataka With Special Reference to Belur, Halebidu and Ranganathittu Bird Sanctuary’. Journal of Emerging Technologies and Innovative Research (JETIR). Volume 5 Issue 12, December-2018. www.jetir.org. ISSN: 2349-5162.
- Ms. Shobha K B, Ms. Rakshitha M V. (2018). ‘Use of Application among Tourism Service Providers: Steps towards Digitalization in Tourism with Special Reference to Kodagu District’. Journal of Emerging Technologies and Innovative Research (JETIR). Volume 5, Issue 12. ISSN-2349 – 5162.
- Ms. Shobha K B (2019). Tourism Area Life Cycle Model: An Application on Selected Hill Stations of India. Book of Tourism and Hospitality - Theory and Practices pp 174-184.’ Bharti Publications. ISBN 978-93-89657-73-9.
- Ms. Shobha K B, Dr. Ganapati B Sinnoor. (2020). ‘Tourism-Led Land Conversion: A GIS Based Study of Kodagu District, Karnataka’ in E-Volume of Abstracts "Recent Advances In Geospatial Technology and It’s Role In Rural Development" of International Webinar 20th September 2020.
- Ms. Shobha K B, Dr. Ganapati B Sinnoor. (2020). ‘Land Conversion: Its impact on Sustainable Tourism in Kodagu’. E-Volume of Abstracts of International UNEQUAL World Conference.
- Ms. Shobha K B, Dr. Ganapati B Sinnoor. (2020). Socio – Ecological Transformation and Sustainability Of Kodagu – An Analysis. Repository platform of University of Colombo. E-Volume of Abstracts. Page number 61, ISBN 978- 624- 5873- 08-1. 7th International Tourism Research Conference – Tourism study programmes, Department of Economics, University of Colombo – Srilanka.

Conferences:

- Presented a research paper titled ‘Agri - entrepreneurship and Economic Development: A Sustainable Approach to Kodagu Region in the International Multi-Disciplinary’ conference held on 20th Feb 2021.
- Attended International Seminar on ‘Sustainable Existence & Shrimad Bhagwad Gita Philosophy’ and presented a paper titled ‘Sustainable development options before industry and Communities in Kodagu - A Review’ held from 21-23 rd December, 2020 at Kurukshetra University, Kurukshetra (India).
- Presented a research paper titled „Tourism-Led Land Conversion: A GIS Based Study Of Kodagu District, Karnataka” in one day International Webinar on “Recent Advances In Geospatial Technology And Its Role In Rural Development” jointly organized by Geospatial Mapple Lucknow, U. P. India in Association with Department of Geography, MLK (PG) College, Balrampur, U. P. India held on 20th September 2020.
- Presented selected Research paper titled „Land transformation: It’s impact on Sustainable Tourism Development in Kodagu” in the international Unequal World conference, on September 29-29, 2020.
- Presented research paper titled „A Macro Study on Land and Tourism in India – A Review” in the 1st Asian Tourism Research Conference 2020 dated 1-3 of December 2020.
- Presented research paper in International Conference titled “Responsible Tourism: A Case study on Kodagu District” Organized by Pondicherry University, 8 – 9th December 2019
- Presented research paper in International Conference titled „A case study on irritation among local people towards the growth of tourism in Kodagu District: With the Reference of Doxey’s Irridex Model in Central University of Karnataka January 2019
- Presented research paper in International Conference paper title: „Agro-based entrepreneurship in Kodagu district with special Focus on honey and homemade wine business” in Teresian College Mysore – 2018
- Presented research paper in International Conference titled „Use of applications among tourism service providers, A study on Kodagu district” organised by Mahajanas College, Mysore in 2018.

- Attended National conference on Challenges and opportunities of Tourism in Kodagu: FMKMC College, Madikeri in 2012.
- Attended the International Conference on Tourism for Socio-Economic Development dated 06-09-2020, Jabalpur, M.P., India.

Faculty development programmes/ webinars attended:

- PMMMNT sponsored 01 month Faculty Induction Program (FIP) on 'Teaching and Learning tool' conducted by Ramanujan College in the month of July 2020.
- Online Five-Day Faculty Development Program on 'Research Writing from Manuscript to Citations' by ICBM-School of Business Excellence from 24th Feb to 28th Feb 2021
- One Week Online Faculty Development Programme of 'Research Methodology: Tools & Techniques' under Pandit Madan Mohan Malviya National Mission on Teachers and Training Scheme of MHRD, held from 5th-11th June, 2020 at ARSD College, University of Delhi.
- 06 days Faculty Development program on 'Course structuring, Teaching and Evaluation in HEI as per OBE' from 11th June 2020 17th June 2020 in association with Indian Society for Technical education(ISTE) and MHRD, MIC organized by Mallareddy college of Engineering, Secunderabad.
- Five days programme under PMMMNMTT, MHRD on 'Innovative Teaching Learning Methodologies' conducted by CIT-TLC from 06th to 10th July 2020.
- One week International Virtual FDP on 'Moodle learning Management system' organised by Don Bosco College Central Library and IQAC, Itanagar, Arunachal Pradesh in association with spoken tutorial, IIT Bombay an initiative of NMEICT, MHRD, Govt. of India
- One Week Online Short term course on 'Personality Development' organised by SJM college of Arts, Science and Commerce from 09th June 2020 to 14th June 2020
- More than 10 One week Online Faculty Development Programs (FDPs) of PMMMNT scheme and MHRD and More than 20 Online Faculty Induction/Development programs organized by different colleges and Universities.
- More than 20 webinars on different topics and issues related to tourism and research.

Other academic details:

- Completed selection based 'Leadership training camp' organized by M R Pai Foundation - 2015.
- Completed academic project titled 'Opportunities and challenges of Eco Tourism: A case study on Kodagu' in 2014-15 as part of Advanced diploma in Travel and Tourism.
- Completed Dissertation 'Adopt a Tourist Destination Scheme: A study on selected destinations of Karnataka' in 2016 -17 as part of MBA TA.
- Completed 10 days CATC camp, NCC in 2013.

Subjects taught and interested to handle:

- Research Methodology
- Airport handling and management
- World Geography for Tourism
- Organizational Behavior
- Tourism products of India
- Tour operation and management