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Lecturer, Dept. of Tourism & Hospitality MGT

Faculty of Business Studies

Pabna University of Science & Technology

Pabna-6600, Bangladesh

## Scholastic Record

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### **Master of Business Administration in Tourism and Hospitality Management**

Faculty of Business Studies, University of Dhaka, Dhaka, (2015)

CGPA 3.92 out of 4.00 [Merit Position: 2<sup>nd</sup>]

### **Bachelor of Business Administration in Tourism and Hospitality Management**

Faculty of Business Studies, University of Dhaka, Dhaka, (2014)

CGPA 3.67 out of 4.00 [Merit Position: 5<sup>th</sup>]

### **Higher Secondary School Certificate in Business Studies**

Cantonment College, Jashore (2010)

GPA 5 out of 5

### **Secondary School Certificate in Business Studies**

Rifles School, Jashore, (2008),

GPA 5 out of 5 [Board Merit Position: 2<sup>nd</sup>]

### **Junior Certificate Course in German Language (B1)**

Institute of Modern Languages, University of Dhaka (2014)

## Experience:

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### **Teaching experiences**

- Lecturer, Department of Tourism and Hospitality Management, Faculty of Business Studies, Pabna University of Science and Technology, Pabna-6600, Bangladesh, (September 14, 2019, to Present).
- Lecturer, Department of International Tourism and Hospitality Management, Primeasia University, Banani, Dhaka-1213, Bangladesh, (February 2017- September 2019).

### **Administrative experiences**

- Member, Anti-Narcotics Committee of Primeasia University, Banani, Dhaka-1213, Bangladesh.(July 2017 to September 2019).
- Member, Self-Assessment Committee (SAC), IQAC, Primeasia University, Banani, Dhaka-1213, Bangladesh.(August 2017 to September 2019).

## Organizational Involvements

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- Joint Secretary, (July 2020 to Present). Tourism Development Society of Bangladesh, Dhaka, Bangladesh.

- Founder, Chairman, (January 2015- January 2017). International Tourism Students' Confederation (ITSC).
- Head of Education and Training, (August 2014 to November 2015), Pacific Asia Travel Association (PATA) Bangladesh Dhaka University Chapter. Department of Tourism and Hospitality Management, University of Dhaka, Dhaka-1000, Bangladesh.
- Member, (January 2018-January 2019). Standing Committee relating to the Ministry of Youth and Sports, The Federation of Bangladesh Chambers of Commerce and Industry (FBCCI), Dhaka, Bangladesh.

## Research Papers and Publications:

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### Journal Articles

- Hossain, A., Suchana, J. J., and Avi, M. A. R (2020). Promoting Bangladesh Tourism through the Internet: Theoretical Perspectives and Empirical Evidence. *Canadian Journal of Business and Information Studies*, 2(5), pp.87-95.
- Avi, M. A. R., Muneem, A. A., Hafsa, S., and Sobhan, S. (2019). Promoting Bangladesh's Tourism through Internet: Empirical Evidence and Suggestions. *Rajshahi University Journal of Business Studies*, 12(1), pp.78-88.
- Rahman, M. S. -U., Muneem, A. A., Avi, M. A. R., and Sobhan, S. (2018). Can rural tourism promote sustainable development goals? Scoping rural tourism prospects in rustic Bangladesh, *Rajshahi University Journal of Business Studies*, 11(1), pp.131-144.
- Muneem, A. A., Avi, M. A. R., and Uchenlayan. (2018). Performance Analysis of Bangladesh Tourism Board (BTB) in the Promotion of Bangladesh's Tourism. *Jagannath University Journal of Business Studies*, 7(1 & 2), pp. 55-63.
- Muneem, A. A., Avi, M. A. R. (2017). Destination Development through Sustainable Tourism Management (Tanguar Haor as a Case Study). *Case Studies Journal*, 6(11), pp. 37-49.

### Book Chapters

- Hassan, A., and Avi, M. A. R. Mobile Applications and Tourism Experiences: Some Netnographic Explanations from Bangladesh (Accepted for publication due in 2021). *In The Springer Handbook on Technology Application in Tourism in Asia*, Edited by Azizul Hassan, Springer, Berlin, Germany.
- Avi, M. A. R., and Hassan, A. Medical Tourism: Where is the Space for Innovative Technology Application? (Accepted for publication due in 2021). *In The Springer Handbook on Technology Application in Tourism in Asia*, Edited by Azizul Hassan, Springer, Berlin, Germany.
- Avi, M. A. R., and Sardar, S. Application of Innovative Technologies in the Tourism and Hospitality Industry of Bangladesh: Challenges and Suggestions (Chapter-21, Accepted for publication due in 2021). *In Innovative Technology Application in the Tourism and Hospitality Industry of Bangladesh*, Edited by Azizul Hassan, Springer, Berlin, Germany.

- Hassan, A., and Avi, M. A. R. The Diffusion of Technology: Concept and the Relevant Examples in the Tourism and Hospitality Industry of Bangladesh (Chapter-2, Accepted for publication due in 2021). In *Innovative Technology Application in the Tourism and Hospitality Industry of Bangladesh*, Edited by Azizul Hassan, Springer, Berlin, Germany.
- Tripura, K., and Avi, M. A. R. Application of Innovative Technologies in the Tourism and Hospitality Industry of Bangladesh: Role Analysis of the Public and Private Institutions (Chapter-4, Accepted for publication due in 2021). In *Innovative Technology Application in the Tourism and Hospitality Industry of Bangladesh*, Edited by Azizul Hassan, Springer, Berlin, Germany.
- Avi, M. A. R., Nasrin, M., and Hassan, A. Application of Innovative Technologies in the Tourism and Hospitality Industry of Bangladesh: The Present Scenario (Chapter-3, Accepted for publication due in 2021). In *Innovative Technology Application in the Tourism and Hospitality Industry of Bangladesh*, Edited by Azizul Hassan, Springer, Berlin, Germany.
- Bappy, T. A., and Avi, M. A. R. Technological Innovation Application in the Tourism and Hospitality Industry of Bangladesh (Chapter-1, Accepted for publication due in 2021). In *Innovative Technology Application in the Tourism and Hospitality Industry of Bangladesh*, Edited by Azizul Hassan, Springer, Berlin, Germany.
- Al Muneem, A., Avi, M. A. R., & Hoque, M. A. (2020). Tourism Development Agendas in Bangladesh: Exploring Some Policy Considerations. In *Tourism Policy and Planning in Bangladesh* (pp. 259-270). Springer, Singapore.
- Avi, M. A. R., Al Muneem, A., & Hafsa, S. (2020). Reaching the Stakeholders: Social Media and the Administration of Tourism in Bangladesh. In *Tourism Policy and Planning in Bangladesh* (pp. 165-175). Springer, Singapore.

## Newspaper

- The role of social media in the promotion of tourism- The Financial Express, and The Daily Sun
- Tourism potentials in Bangladesh- The Financial Express
- The role of film to promote tourism- The Financial Express
- The role of youth in the promotion of tourism-The Daily Sun
- Promoting campus tourism- The Financial Express and The Daily Sun
- Green retailing in tourism- The Financial Express
- Save rickshaw-puller and promote tourism- The Financial Express
- The role of tourists guide to promote a destination- thebangladeshtravel.com
- Feature on international tourism students' confederation- Vromon Magazine

## Grants / Awards:

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- **'Dean's Merit Award'** for securing 3.92 CGPA in MBA. (2017)
- Achieved **Dhaka University Scholarship** for securing good grades in BBA. (2015)
- Achieved **Primary Level Full Free Government Scholarship** (2003)

## Research Interest:

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- Marine Tourism, Medical Tourism, Community-Based Tourism (CBT), Technology and Tourism, E-Tourism, Rural Tourism, Destination Development & Management, Sustainable Tourism Management Planning (STMP)

## Seminar, Workshop, Conference Attended and Co-Curricular activities:

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- Attended webinar on '*The future of destinations*' hosted by the Centre for Competitiveness of the Visitor Economy (COVE) and the Centre for Digital Transformation in the Visitor Economy (DIGMY), University of Surrey. Presentation includes: *Tourism for good: a roadmap for rebuilding travel and tourism* by Susan Deer, Director of Industry Relations, ABTA; *Rethinking tourism post-COVID 19* by Richard Veal, MD, SimpleView; *The Digital town* by Will Wright, co-founder, Destination Core; *The value of data for destinations* by Yoo Ri Kim, University of Surrey; *The future of destinations through digital collaboration* by Husna Zainal Abidin, University of Surrey.
- Attended webinar on '*Recent Trends in Qualitative Research*'. Session conducted by Professor Dr. Nina Baur, Chair, Methods of Social Research, Institute for Sociology, Technical University of Berlin, Germany. Organized by School of Social Science and Languages, Vellore Institute of Technology, Chennai, India. (2020).
- Attended webinar on '*Publishing in Top SSCI Journals and Get Recognition for Your Research*' organized by Emerald Publishing. (2020).
- Attended discussion session on '*Tourism and Rural Development*' organized by Bangladesh Tourism Board. (2020).
- Attended the Workshop focusing World Tourism Day celebration program organized by UNWTO at New-Delhi, India on 27<sup>th</sup> September 2019.
- Attended Travel and Tourism fair, Kolkata, India (2019).
- Presented a documentary on Tourism in Bangladesh at Royal Institute of Tourism and Hospitality (RITH), Bhutan (2017).
- Attended "The PATA New Tourism Frontiers Forum (NTFF)" (2016).
- Attended International Conference on Developing Sustainable & Inclusive Buddhist Heritage & Pilgrimage Circuits in South Asia's Buddhist Heartland (2015).
- Organized several awareness creation programs for protecting tourists' destination.
- Formed several chapters of ITSC in different universities in home & abroad (2015).
- Participated in "Campus Clean Campaign" organized by EEDA World (Education and Environment Development Association) (2011).

## References:

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**Md. Mojib Uddin Ahmed, Ph. D**

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### *Declaration*

I certify that all information stated in this resume is true and complete to the best of my knowledge. I authorize the organization to verify the information provided here.



(Md. Ashikur Rahman Avi)