

Padma Shri Mr. Inder Sharma Chair for Tourism and Hospitality Institute of Tourism and Hotel Management, Bundelkhand University

About

Padamshri Mr. Inder Sharma Chair for Tourism and Hospitality is an initiative of Institute of Tourism and Hotel Management, Bundelkhand University.

This chair, pioneering in its structure and subject matter, being the First Chair of tourism in the state, aims to lead and promote research and the transfer of knowledge in tourism and hospitality through collaboration between the public, private and academic sectors.

In this way, through its lines of work, the chair is willing to improve tourism competitiveness and sustainability, carrying out research and development projects, training activities and actions for the dissemination and transfer of knowledge.



Brife about (Late) Padma Shri Mr. Inder Sharma

A pioneer in the Indian Travel Industry, the late Mr. Inder Sharma joined the Tourism Industry in 1953 as a transfer assistant. In 1955, he was selected by SITA World Travel Inc., New York for a 6-month advanced training in Travel Management in the USA. After completing his training he returned to India and opened the first SITA office here in 1956. He worked as the Regional Manager (India) from 1956 to 1963 post which he was promoted to the position of Vice President, Asia. In 1963, SITA World Travel Inc. was established as an Indian Private Limited Company and Mr. Sharma took charge as Managing Director. SITA India grew from strength to strength and by March 2000 it had over 23 pan-India offices and 9 international marketing offices. With a Masters in Economics from Delhi University, (late) Mr. Inder Sharma married Dr. Aruna Sharma, a Medical Practitioner. They have two children, daughter Neeraj married to Kavi Ghei and son Arjun married to Jyotsana. They have two grand daughters – Shreya Ghei and Amaraaha Sharma from Neeraj/Kavi and Arjun/Jyotsana respectively. In his lifetime he was considered a **Father of Modern Tourism** and he worked very closely with various Governments and private companies to enhance and grow Tourism India . His DNA was Tourism and Hospitality and he led a lot of Global and Indian travel and tourism associations in his journey

(Late) Inder Sharma along with his children Arjun and Neeraj conceived Select CITYWALK along with their partners. Select CITYWALK is often regarded as the benchmark for modern retailing in Delhi and NCR region! Spread over 1.3 million square feet, the shopping centre brings an unforgettable shopping and lifestyle experience with a plethora of brands, Serviced Apartments, Cinemas, Health Club, Destination Restaurants, Cafes, bistros and more to the affluent South Delhi consumer audience. Aiming to make for an unmatched shopping experience, the outlets here offer convenience and several value added services to customers. Home to more than 190 internationally acclaimed brands; it also offers a wide range of dining, lifestyle and entertainment options.

The only Indian to be awarded **Holder of the Keys to Britain Award BTA 1980** , also **Keys to the City of Manila 1983** , inducted to the **Hall of Fame Indian Association of Tour Operators IATO 1993** , **Presidential Award PATA** and the **First Lifetime Achievement Award instituted by TATA – AIG and The Indian Express 2005** and **Lifetime Achievement Award SATTE 2009** .

Objectives of the Chair

The objective of the chair is to perform following academic functions:

- To organize theme lectures on the pertinent subjects.
- To collaborate for promoting the main objective of this chair, which is research into all issues related to responsible tourism that contributes to the development of the Nation.
- Promote studies on aspects related to various types and forms of Tourism for achieving sustainability in Tourism and Hospitality.
- Carry out research activities in relation to selected themes
- Pass on knowledge and technologies regarding the best practices
- Cooperate in programmes to train professionals and facilitate development of Tourism in Bundelkhand
- To conduct researches on the economic and environmental feasibility of Tourism Projects
- To localize this technology and knowledge through collaborative research efforts.

- To coordinate and to provide a think tank in the contemporary Tourism and Hospitality thrust areas assigned to the Chair by drawing expertise and inputs from academics and experts from industry and academia
- To design and execute capacity building programmes for professional, teachers and scholars in higher education focused towards the Tourism and allied thrust areas of the Chair.
- To strengthen the role of universities/ academics in public policy making.
- To conduct short-term courses in the concerned and allied disciplines.
- To engage studies in research works leading to Higher education.
- To set up library for teachers and researchers working in the relevant field.

The Bundelkhand University, Jhansi (UP) will review the progress of the Chair annually and submit a final report on the activities and outcome of the Chair.