



Md. Ashikur Rahman Avi

Assistant Professor

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Scholastic Record:

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: 2nd]

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: 5th]

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: 2nd]

Junior Certificate Course in German Language (B1)

Institute of Modern Languages, University of Dhaka (2014)

Experience:

Teaching experiences

- Assistant Professor, Department of Tourism and Hospitality Management, Faculty of Business Studies, Pabna University of Science and Technology, Pabna-6600, Bangladesh, (September 14, 2021, to Present).
- Lecturer, Department of Tourism and Hospitality Management, Faculty of Business Studies, Pabna University of Science and Technology, Pabna-6600, Bangladesh, (September 14, 2019, to September 13, 2021).
- Lecturer, Department of International Tourism and Hospitality Management, Primeasia University, Banani, Dhaka-1213, Bangladesh, (February 2017- September 2019).

Administrative experiences

- Member, Self-Assessment Committee (SAC), IQAC, Pabna University of Science & Technology, Pabna-6600, Bangladesh. (September 2022 to Present).
- Assistant Proctor, Pabna University of Science & Technology, Pabna-6600, Bangladesh. (1st September 2021- 31st August 2022).

- 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:

- Joint Secretary, (July 2020 to Present). **Tourism Development Society of Bangladesh**, Dhaka, 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.
- 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.
- Founder, Chairman, (January 2015- January 2017). **International Tourism Students' Confederation (ITSC)**.

Research Interest:

Destination development, Tourism and Technology, Rural Tourism, Marine and Coastal Tourism, Medical Tourism, Sustainable Tourism Planning, Development, and Management.

Research Papers and Publications:

Journal Articles

- Avi, M. A. R., Hossain, M. M., & Islam, M. A. (2022). Tourism and Hospitality industry during the COVID-19 Pandemic: Impact analysis and some recovery strategies for Bangladesh. *International Journal of Science and Business*, 14(1), 40-49.
- Sardar, S., Ray, R., Hasan, K. M., Chitra, S. S., Parvez, ATM. S., Avi, M. A. R. (2022). 'Assessing the Effects of COVID-19 on Restaurant Business from Restaurant Owners' Perspective', *Frontiers in Psychology*, 13(April), pp. 1–10. doi: 10.3389/fpsyg.2022.849249.
- Avi, M. A. R, Bappy, T. A., Tripura, K., Nasrin, M., and Hossain, M. M. (Accepted/In press 2021). Influential Factors of Community Participation in Tourism: A Study on Sunamganj, Bangladesh. *Journal of Primeasia University*.
- Alam, S. S., Avi, M. A. R., & Bagchi, S. (2021). Investigating the Responsible Tourist Behavior in Ecotourism Destination: A Study on Saint Martin's Island in Bangladesh. *International Tourism and Hospitality Journal*, 4(9), pp. 1-15.
- Avi, M. A. R., Nasrin, M., Pierre, F., Hassan, A. (2021). Exploring Marine Tourism Potentials in Bangladesh. *Bangladesh Maritime Journal - Special Issue*, pp. 209-224. Bangabandhu Sheikh Mujibur Rahman Maritime University, Dhaka, Bangladesh. <https://bsmrmu.edu.bd/public/files/econtents/618a7a5d8fff8MS%20-%2013%20A.pdf>
- 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.
- 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.

- Muneem, A. A., Avi, M. A. R., and Uchenlayen. (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., & Avi, M. A. R. (2022). Mobile Applications and Tourism Experiences: Some Netnographic Explanations from Bangladesh. In Handbook of Technology Application in Tourism in Asia, 927-951. Singapore: Springer Nature Singapore. http://dx.doi.org/10.1007/978-981-16-2210-6_42
- Avi, M. A. R., and Hassan, A. (2022). Medical Tourism in Bangladesh and Innovative Technology Application. Handbook of Technology Application in Tourism in Asia, 953-975, Springer Nature, Singapore. http://dx.doi.org/10.1007/978-981-16-2210-6_43
- Avi M.A.R., Sardar S. (2021) Application of Innovative Technologies in the Tourism and Hospitality Industry of Bangladesh: Challenges and Suggestions. In: Hassan A. (eds) Technology Application in the Tourism and Hospitality Industry of Bangladesh. Springer, Singapore. pp. 369-379. https://doi.org/10.1007/978-981-16-2434-6_22
- Avi M.A.R., Hassan A. (2021). The Diffusion of Technologies: Concept Analysis and Relevant Examples in the Tourism and Hospitality Industry of Bangladesh. In: Hassan A. (eds) Technology Application in the Tourism and Hospitality Industry of Bangladesh. Springer, Singapore. pp. 25-35. https://doi.org/10.1007/978-981-16-2434-6_2
- Tripura K., Avi M.A.R. (2021) Application of Innovative Technologies in the Tourism and Hospitality Industry of Bangladesh: Role Analysis of the Public and Private Institutions. In: Hassan A. (eds) Technology Application in the Tourism and Hospitality Industry of Bangladesh. Springer, Singapore. pp. 215-226. https://doi.org/10.1007/978-981-16-2434-6_13
- Avi M.A.R., Nasrin M., Hassan A. (2021) Application of Innovative Technologies in the Tourism and Hospitality Industry of Bangladesh: The Present Scenario. In: Hassan A. (eds) Technology Application in the Tourism and Hospitality Industry of Bangladesh. Springer, Singapore. pp. 81-95. https://doi.org/10.1007/978-981-16-2434-6_5
- Bappy, T. A., Avi, M. A. R. (2021) Technological Innovation Application in the Tourism and Hospitality Industry of Bangladesh. In: Hassan A. (eds) Technology Application in the Tourism and Hospitality Industry of Bangladesh. Springer, Singapore. pp. 63-77. https://doi.org/10.1007/978-981-16-2434-6_4
- Muneem, A.A., Avi, M.A.R., Hoque, M.A. (2020). Tourism Development Agenda in Bangladesh: Exploring Some Policy Considerations. In: Rahman M.S.U., Hassan A. (eds) Tourism Policy and Planning in Bangladesh. Springer, Singapore. pp. 259-270. https://doi.org/10.1007/978-981-15-7014-8_16
- Avi, M. A. R., Muneem, A. A., Hafsa, S. (2020) Reaching the Stakeholders: Social Media and the Administration of Tourism in Bangladesh. In: Rahman M.S.U., Hassan A. (eds) Tourism Policy and Planning in Bangladesh. Springer, Singapore. pp. 165-175. https://doi.org/10.1007/978-981-15-7014-8_10

Newspaper Writings

- Avi, M. A. R. (31st December 2013). *Let the Tourism Sector Bloom*. Daily sun, Page no.7.

- Avi, M. A. R. (13th December 2013). *Tourism Potential in Bangladesh*. The Financial Express, Page no. 5.
- Avi, M. A. R. (15th June 2013). *Role of Social Media to Promote Tourism*. The Financial Express, Page no. 17.
- Avi, M. A. R. (22nd October 2013). *Contribution of Social Media in Promoting Tourism*. Daily Sun, Page no. 7.
- Avi, M. A. R. (8th December 2013). *Hartal: An Impediment to Education*. Daily Sun, Page no. 7.
- Avi, M. A. R. (3rd December 2013). *Hartal: A Ferocious Challenge to Education*. The financial Express, Page no. 5.
- Avi, M. A. R. (30th March 2014). *Role of Youth in Promoting Tourism*. The Financial Express, Editorial.
- Avi, M. A. R. (29th January 2014). *Promoting Campus Tourism*. The Financial Express, Editorial.
- Avi, M. A. R. (3rd December 2013). *The Role of Film In Tourism Promotion*. The Financial Express, Editorial.

Grants and Awards:

Research Grant

Organization Offering the Grant	Project title	Period
▪ University Grants Commission and Pabna University of Science and Technology	Issues affecting tourist satisfaction at Saint Martin Island: Empirical evidence and suggestions	2020-2021
▪ Bangabandhu Sheikh Mujibur Rahman Maritime University, Bangladesh and University of Portsmouth, UK.	Exploring Marine Tourism Potentials in Bangladesh	2020-2021
▪ University Grants Commission and Pabna University of Science and Technology	Tourism and Hospitality industry during COVID-19 Pandemic: Impact analysis and some recovery strategies for Bangladesh	2021-2022
▪ University Grants Commission and Pabna University of Science and Technology	Does maritime tourism contribute to community development? Assessing marine and coastal tourism prospects in Bangladesh.	2022-2023

Academic Award

- **'Research Honor Award-2022'** from Pabna University of Science and Technology, Pabna, for significant contribution to tourism and hospitality research. (2022)
- **'Dean's Merit Award'** for securing outstanding CGPA in MBA. (2017)
- Achieved **Dhaka University Scholarship** for securing good grades in BBA. (2015)
- Achieved **Primary Level Full Free Government Scholarship** (2003)

Conference, Seminar, Workshop, Attended and Co-Curricular Activities:

1. Technology Applications in Tourism and Hospitality Industry in Asia: Present Status and Future Trends. Keynote speaker: Md. Ashikur Rahman Avi. 1st International Conference on Business and Tourism Management (ICBT-2022) organized by Primeasia University, Dhaka, Bangladesh.

2. Completed the **CRiT Summer School 2021 on Tourism and SDGs** (26th to 30th July, 2021), organized by Taylor's University, Malaysia.

Session includes:

Session 1: **Tourism and SDGs** by Professor Michael Hall, University of Canterbury, New Zealand.

Session 2: **Responsible Tourism Behavior** by Professor Noel Scott, University of the Sunshine Coast, Australia.

Session 3: **Sustainability in Hospitality** by Patricia MARTÍNEZ, Universidad de Cantabria, Santander.

Session 4: **Tourism Public Politics And Sustainability** by Sylvie Rouillon, Former Deputy Mayor of Toulouse, France; and Sustainable Tourism And SME Development by Professor François Vellas, University of Toulouse, France.

Session 5: **Tourism and Hospitality: Gender Equity and Women Empowerment** by Dr Karla Boluk, The University of Waterloo, Canada; and Dr Inês Carvalho, Universidade Europeia, Portugal.

Session 6: **Hospitality and Tourism: Inclusive Human Resource Management** by Prof Tom Baum, University of Strathclyde, UK; Sridar Ramachandran, Universiti Putra Malaysia.

Session 7: **Technology in Hospitality and Tourism Industry and SDGs** by Dr Alisha Ali, Sheffield Hallam University, UK; and Aaron Tham, University of the Sunshine Coast, Australia.

Session 8: **SDGs and Partnerships in Tourism** by Prof. Regina Scheyvens, Massey University, New Zealand; and Professor Joseph M. Cheer, Wakayama University, Japan. Session 9: Rural Tourism by Dr Puvanewaran Kunasekaran, Taylor's University, Malaysia; and Vikneswaran Nair, University of The Bahamas.

Session 10: **Tourism and Social Justice** by Freya Higgins-Desbiolles, University of South Australia; and Dr Raymond Rastegar, The University of Queensland, Australia.

Session 11: **Tourism and Peace** by Dr Anna Farmaki, Cyprus University of Technology, Cyprus; Dr. Fabio Carbone, Coventry University, UK; and Omar Moufakkir, Gulf University for Science and Technology, Kuwait.

3. Attended **Postgraduate Research Colloquium (PGRC)**- (31st July to 1st August 2021), organized by Taylor's University, Malaysia.
4. Attended **International Conference on Responsible Tourism and Hospitality (ICRTH-2021)** (27th to 28th May 2021), organized by the Ministry of Tourism, Arts, and Culture Sarawak, and UCSI University of Sarawak.
5. 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. (2020).

Sessions attended:

- 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, Managing Director, Simple View.
- The Digital town by Will Wright, co-founder, Destination Core.
- The value of data for destinations by YooRi Kim, University of Surrey.

- The future of destinations through digital collaboration by Husna Zainal Abidin, University of Surrey.
- 6. 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).
- 7. Attended webinar on ‘**Publishing in Top SSCI Journals and Get Recognition for Your Research**’ organized by Emerald Publishing. (2020).
- 8. Attended discussion session on ‘**Tourism and Rural Development**’ organized by Bangladesh Tourism Board (BTB). (2020).
- 9. Attended Workshop focusing **World Tourism Day celebration** program organized by UNWTO at New-Delhi, India on 27th September 2019.
- 10. Attended Workshop on ‘**Research Methods and Data Analysis using STATA & Eviews-2018**’ held on 06-08 August 2018. Organized by- Institutional Quality Assurance Cell (IQAC), Primeasia University, Dhaka, Bangladesh.
- 11. Attended Workshop on ‘**Student Psychology, Personality Trait Analysis & Stress Management; Time Management & Cooperative Learning; Effective Communication & Delivery**’. Training sessions conducted by LEAD on 17th and 18th July 2018. Organized by- Institutional Quality Assurance Cell (IQAC), Primeasia University, Dhaka, Bangladesh.
- 12. Organized seminar for the students of Tourism and Hospitality Management department, Pabna University of Science and Technology. Seminar title: **Career Opportunities in resort Industry in Bangladesh**. Resource person: Mr. Khahir Uddin Ahmed, President, Tourism Resort Industries Association in Bangladesh.
- 13. Organized seminar for the students of Tourism and Hospitality Management department, Pabna University of Science and Technology. Seminar title: **Career in Tourism and Hospitality Industry: Opportunities, Benefits, and Challenges**. Resource person: Dr. A. R Khan, Chairman, Tourism Development Society of Bangladesh.
- 14. Attended Travel and Tourism fair, Kolkata, India (2019).
- 15. Presented a documentary on Tourism in Bangladesh at Royal Institute of Tourism and Hospitality (RITH), Bhutan (2017).
- 16. Attended “The PATA New Tourism Frontiers Forum (NTFF)” organized by Pacific Asia Travel Association (PATA) at Cox’s Bazar. (2016).
- 17. Attended International Conference on Developing Sustainable & Inclusive Buddhist Heritage & Pilgrimage Circuits in South Asia’s Buddhist Heartland (2015).
- 18. Organized several awareness creation programs for protecting tourists’ destination.
- 19. Formed several chapters of ITSC in different universities in home & abroad (2015).
- 20. Participated in “Campus Clean Campaign” organized by EEDA World (Education and Environment Development Association) (2011).

References:

References may be given upon request.