



Dr. Muhammad Kamran

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🌐 LinkedIn: [Dr. Muhammad Kamran](#)

Gender: Male Place of birth: Lahore, Pakistan Nationality: Pakistani

ABOUT ME

I am first PhD holder in Tourism & Leisure from Spain in Pakistan, I bring over 20 years of mix international and local experience in tourism and hospitality education, Govt. and private sector consultancy, project and destination development as well as management. After completing my higher education from well reputed institutions from Switzerland such as Cesar Ritz Colleges, Webster University Geneva, and University of Lugano, i moved to Spain to complete my PhD in Tourism and Leisure from Universtitat Rovira I Virgli, Tarragonna, Spain. My career spans diverse roles, from strategic policy advising for governments and World Bank initiatives to shaping academic excellence as an Assistant Professor of tourism and hospitality management at the University of the Punjab.

I specialize in Eco-Tourism and sustainable tourism development, hospitality management, and policy planning, Destination development and management, with a strong focus on integrating academic research with practical industry solutions. Through teaching, research, and consultancy, I have contributed to knowledge transfer, capacity building, and the advancement of tourism as a driver of economic growth and community development. I was the member of Prime minister tourism task force. Represented Pakistan Tourism in many International Tourism Platforms. Tourism consultation for TDCP, TCKP, GB tourism and various tourism organization. Board member of First ever Tourism TV of Pakistan (Discover Pakistan). Board member of Road and Story tourism consultancy firm. With a proven record of leadership in both academia and practice, I am passionate about innovation, sustainability, and global collaboration in the tourism and hospitality sector.

WORK EXPERIENCE

University of the Punjab

City: Lahore | Country: Pakistan | Name of unit or department: College of Earth and Environmental Sciences | Business or sector: Education

[01/2012 – Current] **Assistant Professor Tourism and Hospitality Management**

Courses Teaching:

- Introduction to Tourism and Hospitality Management
- Eco-Tourism
- Human Resources Management in Hospitality and tourism
- Food and Beverage management
- Hospitality operations management
- Tour Operations
- Adventure Tourism
- Sustainable tourism
- Agricultural tourism
- Marketing and Advertising
- Hospitality and Tourism Field Trips

Responsibilities:

- Develop and implement innovative instructional methods
- Teach graduates as well as undergraduates in their respective field of expertise
- Coordinate over Tourism and Hospitality program
- Develop professional logistics to improvise student performance
- Guide, lead and mentor students in research projects
- Evaluate, monitor and mentor student academic progress
- Participate in departmental and college activities.
- Serve and support functional activities of departmental activities
- Writing research proposals, papers and other publications
- Attending and speaking at conferences and seminars

SABAC (School of Advance Business and Committee)

[07/2010 – 08/2011]

Lecturer

Subjects taught: Marketing, Economics and Management Courses

Responsibilities:

- Lecture planning, preparation and research
- Checking and assessing student's work
- Encouraging personal development via tutorial and pastoral work
- Invigilating examinations
- Attending staff meeting
- Writing research proposals, papers and other publications
- Attending and speaking at conferences and seminars

GBRSP, Govt. of Gilgit Baltistan

[03/2022 – 09/2022]

Technical Tourism Consultant and advisor

- Develop effective enabling frameworks and operational plans
- Develop a strategy to do the project effectively and on time
- Supervise and monitor the whole project
- Provide strategic guidelines to the team
- Develop code of conduct for the whole project of home stays
- Provide technical support to identify the key areas

Department of Archeology and tourism, Government of Khayber Pakhtunkhuwa

[01/2020 – 09/2020]

Tourism Consultant and advisor**Consultancy:**

- Developing plan for destination management
- Restoration of cultural and heritage sites
- Site Mapping
- Identification of various location for sign board erection
- Consultation on Digital Tours of all sites
- Organization of Conferences & seminars on heritage and culture

Tourism Department, Government of Khayber Pakhtunkhwa

[11/2019 – 09/2020] **Tourism Expert and advisor (World Bank Project KITE)**

Working as a senior advisor and consultant with KITE, an exclusive project of World Bank, focused on new tourism integrated zones.

- Develop and implement a comprehensive project plan for the establishment of integrated tourism zones, including timelines, budgets, and quality standards
- Engage with local communities to ensure social inclusion and benefits sharing.
- Drafting Tourism related policies & procedures
- Devising Tourism Strategy
- Prepare detailed feasibility studies and business plans for proposed zones.
- Identifying new tourism destinations
- Academic Training on tourism

Road & Story

City: Atta Abad Lake, Hunza, Gilgit-Baltistan. | Country: Pakistan

Hospitality Business Consultant and Advisor

The consultancy engagement commenced on March 2021 and will be concluded till opening of the hotel (expected date is 15-04-2026) upon the successful completion of all assigned objectives, culminating in the operational launch of the hotel.

Responsibilities:

- Conducting a comprehensive feasibility study (market, financial, technical, and legal aspects)
- Preparing the business plan and investment model
- Advising on project design, brand positioning, and development strategy
- Assisting in the selection of architects, contractors, and suppliers
- Providing oversight during project implementation and construction phases
- Providing Expert opinion wherever required during the whole project

Capital Development Authority (CDA)

City: Islamabad | Country: Pakistan

[2025 – Current] **Hospitality Business Consultant and Advisor**

- Conducted market and demand research for the hotel project.
- Prepared financial feasibility and investment projections.
- Drafted the business model and development plan.
- Assisted in site selection and regulatory compliance.
- Coordinated with stakeholders during planning.
- Suggested sustainable and efficient operational strategies.

Punjab Tourism for Economic Growth Project (PTEGP)

[2020-2023] **Co-opted Member, Project Steering Committee (PSC)**

- Provided strategic leadership and policy guidance.
- Supported institutional capacity building through skills development
- Collaborated with government and private sector representatives to steer project activities.

- Promoted private sector participation and sustainable tourism initiatives across Punjab.
- Contributed to reviewing Project Appraisal Document (PAD)

Honorary Advisory Board Member

[2021-2022]

Discover Pakistan (HD TV), Pakistan's First Tourism Satellite TV Channel

- Provided insights on tourism development, media innovation, and cultural diplomacy.
- Collaborated with academics, media leaders, civil society representatives, and philanthropists to guide the channel's strategic direction.
- Supported initiatives to strengthen economic and cultural ties between Pakistan and the international community.

KPC Fast Food S.L.,

City: Tarragona | Country: Spain

[15/01/2018 – 15/03/2020]

Hospitality Business Consultant

Responsibilities:

- Monitoring daily operations across multiple KPC outlets to ensure adherence to company standards and procedures
- Identifying operational bottlenecks and recommending actionable improvements
- Developing strategies to increase customer satisfaction, staff productivity, and sales performance
- Training the staff to meet international standard of service Conducting performance evaluations and advising on process optimization
- Designing business development plans, marketing campaigns, and expansion models
- Advising management on industry trends and competitive positioning
- Coordinating with management and staff to implement operational reforms

EURO Kebab

City: Tarragona | Country: Spain

[10/2016 – 11/2018]

Hospitality Business Consultant

Responsibilities:

- Monitoring day-to-day operations to ensure efficiency, hygiene, and consistency in service and product quality
- Conducting staff training programs focused on customer service, food handling, and operational procedures
- Identifying performance gaps and recommending improvements in kitchen workflow, inventory management, and order delivery
- Developing and advising on marketing strategies to increase customer engagement and sales
- Supporting management in business planning and decision-making for future growth and expansion
- Ensuring compliance with local food safety regulations and standards

Pizza Channel

City: Lahore | Country: Pakistan

[08/2024] **Supervisor - Operations & Business Development**

Responsibilities:

- Monitoring daily operations across all outlets to ensure adherence to company standards
- Coordinating with branch managers, kitchen staff, and delivery teams to ensure smooth and consistent service
- Analyzing operational performance and customer feedback to identify areas of improvement
- Developing and implementing strategies for business growth, including marketing campaigns, promotions, and outlet expansion plans
- Training and supervising staff to ensure compliance with hygiene, safety, and quality protocols
- Managing supply chain coordination and vendor relationships
- Reporting to owner with operational insights and growth proposals

Jade Hotel Manotel Group

City: Geneva | Country: Switzerland | Name of unit or department: Hotel, Front Office |
Business or sector: Other service activities

[12/2006 – 12/2008] **Assistant Front Desk Manager & Night Manager**

Responsibilities:

- Represent the Hotel Manager and other senior managers in their absence, taking full responsibility of the hotel.
- Direct and oversees all hotel operations during the night shift to ensure guest satisfaction and safety
- Complete Night Audit duties
- Conduct health and safety checks and Night walks, and maintain a good status awareness of all hotel areas.
- Manage, record and promptly resolve issues or emergencies that arise
- Conduct annual and mid-year appraisals with team members

Komm Gestion Green (Gastronomic Place),

[06/2004 – 07/2005] **Assistant Restaurant Manager**

Responsibilities:

- Recruiting, training and supervising staff
- Ensuring compliance with licensing, hygiene and health and safety legislations/ guidelines
- Promoting and marketing the business
- Daily checkup of wine and beverages inventory
- Overseeing stock levels and ordering supplies
- Producing Job Rotas.
- Handling guests enquiries and complaints
- Keeping statistical and financial records
- Setting targets

USI Business Club

[01/2009 – 06/2010] **President**

Responsibilities:

- Business Development via searching and visiting hotel chains, multinational companies and organization
- Meeting with CEOs & General Managers to represent the institute
- Organizing conferences and events
- Preparing and analysing feasibility projects and field plans
- Consultancy for entrepreneurs

Webster Business Club

Country: Switzerland

[2009] **President**

Responsibilities:

- Assisted in business development by reaching out to hotel chains, multinational companies, and local organizations.
- Helped organize student conferences, workshops, and events.
- Contributed to preparing and reviewing feasibility projects and field study plans.
- Supported fellow students and young entrepreneurs with basic consultancy ideas.

Passagio Restaurant Autogrill Suisse SA (L'Asia)

City: Geneva | Country: Switzerland

[22/12/2002 – 23/06/2003] **Internship**

Responsibilities:

- Trained in multiple kitchen sections: starters, soups, desserts, and Asian cuisine preparation.
- Assisted in mise en place, food presentation, and preparation of traditional Asian dishes.
- Demonstrated precision and diligence in assigned tasks, consistently meeting quality standards.
- Collaborated with chefs and staff to ensure efficient kitchen workflow during service hours.
- Recognized by supervisors for strong learning attitude and excellent performance throughout the internship.

EDUCATION AND TRAINING

[2015 – 2020] **PhD in Tourism & Leisure**

Universtitat Rovira i Virgili

City: Tarragona | Country: Spain |

Research Topic:

Global Sustainability and Role of Policy Instruments for Sustainable Tourism Management in Pakistan

- [2009 – 2010] **Master of Science in Management**
University of Lugano
Country: Switzerland |
Principal Subjects: Frontier strategy, Research Methods, Consumer Behavior, Entrepreneurship, Global Market Strategy, Human Resources Management, International Business, Management of Small and Medium Enterprise, Operations Management, Digital and Service Marketing
- [2006 – 2008] **Bachelor degree in Management**
Webster University Geneva
Country: Switzerland |
Principal Subjects: Principles of Macroeconomics Composition. English writing, communication, Managerial Accounting, Marketing Strategies, Marketing Management, Marketing Research, International Marketing, Advertising
- [2002 – 2004] **Two Years of Higher Diploma in Hotel Management**
Institute Hotelier “Cesar Ritz”, Le Bouveret,
Country: Switzerland |
Principal Subjects: Micro Economics, Event Management, Room Division Management, Hospitality Management, Principles of Macroeconomics, Financial Accounting, Principles of Accounting
- [06/2003] **Certificate in Food and Beverage Management**
Institut Hotilier, "Cesar Ritz"
Country: Switzerland |
- [1998 – 2000] **FSc. Pre-Medical**
Government Degree College
Country: Pakistan

LANGUAGE SKILLS

Mother tongue(s): **Urdu**

Other language(s):

✓ **English**

LISTENING C2 READING C2 WRITING C2
SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

✓ **Panjabi; Punjabi**

LISTENING C2 READING C2 WRITING C2
SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

✓ **French**

LISTENING B2 READING B2 WRITING B2
SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

SKILLS

Decision Making & Strategic Thinking | Team Leader and team player | Research Supervision & Assistance | Time Management & Organization | Persuasion & Negotiation Skills | Professional Ethics & Integrity | Performance monitoring and evaluation | Active Listening & Feedback Skills | Customer service communication in hotels/restaurants | Motivation & Team Empowerment | Creativity & Innovation | Collaboration & Partnership Building | Motivation & Empowerment of Students | Human Resource Management | Learning & Continuous Improvement | Networking & Relationship Building | Academic Guidance & Counseling | Presentation Skills | Study Skills Coaching | Student Performance Evaluation | Workshop & Seminar Facilitation

Digital Skills

Microsoft Office (Word, Excel, PowerPoint) | Opera (front desk software) HTML | Fidelio | Internet Browsing & Online Research | Online Booking Platforms (Booking.com, Airbnb, Expedia) | Online Forms (Google Forms, surveys) | SPSS (Quantitative Data Analysis) | Zoom for classroom meetings | Google Meet for Virtual Sessions | Using LinkedIn Learning for Skill Development | WhatsApp Communication for Work

PUBLICATIONS

1. Pakistan's Internally Displaced Persons (IDPs) Crisis: Challenges, Impacts, & Approach to Overcome the Crisis

Reference: Kamran, M., & Gonçalves, P. (2014). Pakistan's Internally Displaced Persons (IDPs) Crisis: Challenges, Impacts, & Approach to Overcome the Crisis. LAP Lambert Academic Publishing. ISBN 978-3659580048.

Authors: Muhammad Kamran, Paulo Gonçalves | Journal Name: Book publication |

Publisher: LAP Lambert Academic Publishing

2. Global sustainability and policy instruments for sustainable tourism development of Pakistan.

Reference: Kamran, M., & Dastgeer, M. (2025). Global sustainability and policy instruments for sustainable tourism development of Pakistan. Policy Research Journal, 3(1), 105–114.

Authors: Kamran, M., & Dastgeer, M. | **Journal Name:** Policy Research Journal | **Volume, Issue and Pages:** Volume 3, Issue 1, 105–114

3. Perceptions of Academic and Professional Barriers in Hospitality Education: Insights from Public Sector University Students in Pakistan

Reference: Naqvi, F. A., & Kamran, M. (2025). Perceptions of academic and professional barriers in hospitality education: Insights from public sector university students in Pakistan. Journal of Tourism, Hospitality, and Services Industries Research, 5(01), 125–133.

Authors: Fatima A. Naqvi, Muhammad Kamran | **Journal Name:** Journal of Tourism, Hospitality, and Services Industries Research | **Volume, Issue, and Pages:** Vol. 5 No. 01, pp. 125–133 | **Publisher:** IUB Journal System

4. Labor Challenges in the Hospitality Sector: Exploring Ethical Employment Practices and Workforce Development

Reference: Kamran, M., & Dastgeer, M. (2025). Labor challenges in the hospitality sector: Exploring ethical employment practices and workforce development. Journal of Media Horizons, 6(1). Institute for Excellence in Education and Research.

Authors: Muhammad Kamran, Muhammad Dasgeer | **Journal Name:** Journal of Media Horizons | **Volume, Issue and Pages:** Vol. 6 No. 1 | **Publisher:** Institute for Excellence in Education and Research

5. **Assessing the Economic Impact of Cultural Tourism on Local Communities A Quantitative Study of Visitor Spending and Employment Data**

Reference: Kamran, M., Dastgeer, M., Habib, B. K., Hamza, A., & Naqvi, F. A. Assessing the economic impact of cultural tourism on local communities: International Journal of Social Sciences Bulletin, 3(7), 98–109.

Authors: Dr. Muhammad Kamran; Muhammad Dastgeer; Badar Kamal Habib; Ali Hamza; Fatima Anis Naqvi | **Journal Name:** International Journal of Social Sciences Bulletin | **Volume, Issue and Pages:** Vol. 3 No. 7 98–109.

6. **Impact of the (CPEC) on Tourism and Tourist Destinations**

Reference: Naqvi, F. A., Kamran, M., Habib, B. K., & Hamza, A. (2025). Impact of CPEC on Tourism and Tourist Destinations. Journal of Climate and Community Development, 4(1), 357–367.

Authors: Fatima Anis Naqvi, Dr. Muhammad Kamran, Badar Kamal Habib, Ali Hamza | **Journal Name:** Journal of Climate and Community Development | **Vol. 4, Issue 1** | **Publisher:** Institute for Educating Environment for Resilience and Governance

7. **Impact of Population Surge on Pakistan's Tourist Hotspot Hunza**

Reference: Habib, B. K., Kamran, M., Naqvi, F. A., & Hamza, A. (2025). Impact of population surge on Pakistan's tourist hotspot Hunza. Contemporary Journal of Social Science Review, 3(3), 2057–2065.

Authors: Badar Kamal Habib; Dr. Muhammad Kamran; Fatima Anis Naqvi; Ali Hamza | **Journal Name:** Contemporary Journal of Social Science Review | **Volume, Issue and Pages:** Vol. 3, No. 3, pp. 2057–2065 | **Publisher:** Frontline Education Research

8. **The role of health and safety measures in restoring tourist confidence**

Reference: Hamza, A., Kamran, M., Habib, B. K., & Naqvi, F. A. (2025). The role of health and safety measures in restoring tourist confidence. Social Sciences Spectrum, 4(3) **Authors:** Ali Hamza; Dr. Muhammad Kamran; Badar Kamal Habib; Fatima Anis Naqvi |

Journal Name: Social Sciences Spectrum | **Volume, Issue and Pages:** Vol. 4, No. 3 | **Publisher:** Centre for Children Literacy and Lifelong Learning (CCLLL)

9. **THE ROLE OF SOCIAL MEDIA INFLUENCERS IN SHAPING TRAVEL DECISIONS: A QUANTITATIVE STUDY OF FOLLOWER ENGAGEMENT AND DESTINATION CHOICE**

Reference: Kamran, M., & Dastgeer, M. (2025). The role of social media influencers in shaping travel decisions: A quantitative study of follower engagement and destination choice. Centre for Management Science Research, 3(4)

Authors: Muhammad Kamran, Muhammad Dastgeer | **Journal Name:** Centre for Management Science Research | **Volume, Issue and Pages:** Volume 3, Issue 4

10. **EVALUATING THE IMPACT OF SUSTAINABLE TOURISM PRACTICES ON DESTINATION COMPETITIVENESS A STRUCTURAL EQUATION MODELING APPROACH**

Reference: EVALUATING THE IMPACT OF SUSTAINABLE TOURISM PRACTICES ON DESTINATION COMPETITIVENESS A STRUCTURAL EQUATION MODELING APPROACH. (2025). Center for Management Science Research, 3(4), 84-94.

Authors: Muhammad Kamran, Muhammad Dastgeer | **Journal Name:** Centre for Management Science Research | **Volume, Issue and Pages:** Vol. 3 No. 4, 84-94.

11. **THE IMPACT OF ARTIFICIAL INTELLIGENCE ON GUEST SATISFACTION IN HOTELS A QUANTITATIVE ANALYSIS OF CHATBOT INTERACTIONS AND FEEDBACK AND SCORE**

Reference: Kamran, M., & Dastgeer, M. (2025). The impact of artificial intelligence on guest satisfaction in hotels: A quantitative analysis of chatbot interactions and feedback and score. Centre for Management Science Research, 3(4).

Authors: Muhammad Kamran, Muhammad Dastgeer | **Journal Name:** Centre for Management Science Research | **Volume, Issue and Pages:** Volume 3, Issue 4

12. Community Based Economic Benefits of Sustainable Tourism Development: A Study of People's Perception of the Northern Areas of Pakistan

Reference: Kamran, M., & Dastgeer, M. (2025). Community based economic benefits of sustainable tourism development: A study of people's perception of the Northern Areas of Pakistan. *Bulletin of Management Review*, 2(1), 86–88.

Authors: Muhammad Kamran, Muhammad Dastgeer | **Journal Name:** Bulletin of Management Review | **Volume, Issue and Pages:** Vol 2, Issue 1 | **Publisher:** Innovative Education Research Institute

13. THE ROLE OF HEALTH AND SAFETY MEASURES IN RESTORING TOURIST CONFIDENCE A STATISTICAL STUDY OF TRAVELER SURVEYS AND BOOKING TRENDS

Reference: Dr. Muhammad Kamran, & Muammad Dastgeer. (2025). THE ROLE OF HEALTH AND SAFETY MEASURES IN RESTORING TOURIST CONFIDENCE A STATISTICAL STUDY OF TRAVELER SURVEYS AND BOOKING TRENDS. *Policy Research Journal*, 3(3), 769– 781

Authors: Muhammad Kamran, Muhammad Dastgeer | **Journal Name:** Policy Research Journal | **Volume, Issue and Pages:** Volume 3, NO 3, 769-781

14. THE RELATIONSHIP BETWEEN TOURISM AND ECONOMIC GROWTH IN PAKISTAN ECONOMY: A TIME SERIES ANALYSIS

Reference: Kamran, M., & Dastgeer, M. (2025). The relationship between tourism and economic growth in Pakistan economy: A time series analysis. *International Journal of Social Science and Business*, 3(1), 114-122

Authors: Muhammad Kamran, Muhammad Dastgeer | **Journal Name:** International Journal of Social Science and Business | **Volume, Issue and Pages:** Vol. 3, Issue 1, pp. 114-122 | **Publisher:** International Journal of Social Science and Business (IJSSB)

15. Positive and Negative Impacts of Community Engagement in Tourism Developments Related to the Sustainability of Soon Valley, Pakistan

Reference: Kamran, M., & Dastgeer, M. (2024). Positive and negative impacts of community engagement in tourism developments related to the sustainability of Soon Valley, Pakistan. *Remittances Review*, 9(4), 187–201.

Authors: Dr. Muhammad Kamran & Muhammad Dastgeer | **Journal Name:** Remittances Review | **Volume, Issue and Pages:** Volume 9, Issue S3, pp. 11601–1615

16. Exploring the indicators of Sustainable Tourism Management in Pakistan“

Reference: Kamran, M., & Moreno, J. A. D. (2018). Exploring the indicators of sustainable tourism management in Pakistan. *International Journal of Enhanced Research in Management & Computer Applications*, 7(12), 1.

Authors: Muhammad Kamran, Prof Dr. Juan Antonio duro Moreon | **Journal Name:** International Journal of Enhanced Research in Management & Computer Applications | **Volume, Issue and Pages:** Volume 7 Issue 12, | **Publisher:** ER Publications

THESIS SUPERVISION

- Integrating smart tourism technology to enhance visitors experience at Lahore Museum
- Role of technology in Hospitality, Cultural Tourism and Economic Impact
- The Potential of Tourism Growth and Barriers: A case study of Cholistan Deserts
- Heritage Tourism and Cultural Preservation: The Case of Lahore Fort and Shalimar Gardens
- Effect of Social media marketing on destination selection sustainable tourism development and best practices
- Tourism Development in Coastal regions of Pakistan

- Eco-Tourism and Climate Resilience: Challenges and Opportunities in Swat Valley Opportunities for Sustainable Tourism in Sindh's Wetlands
- Food Safety and Hygiene Standards in Local Restaurants: Effects on Tourist Satisfaction
- Traditional Music and Folk Dances as Tourism Products: Case of Kalash Valley Mountain Tourism and Climate Change: Adaptation Strategies in Northern Pakistan
- Analyzing the key factors, barriers and opportunities influencing destination weddings in the Walled City Lahore

CONFERENCES AND SEMINARS

- | | |
|---------------|--|
| [2025] | Eco Tourism and Sustainable Tourism Development University of the Punjab, Lahore, Pakistan |
| [2018] | Research Forum of Doctoral Program: “ The Good Life: Stories of Tourism Planning and Policy Practices from the Trenches” University Rovira I Virgili Spain |
| [2017 – 2018] | Origins, Evaluation, Policy Making and Change management University Rovira I Virgili Spain |
| [2017 – 2018] | Tourism Shaping Places: Mobility and Tourism Destination Evaluation University Rovira I Virgili, Spain |
| [2017] | Seminar on Tourism Development Doctoral Days 2017 URV-FTG |
| [2017] | Engineering Trends in Earth and Environmental Sciences University of the Punjab, Lahore, Pakistan |
| [2017] | Space Pace Motilities in Tourism International Workshop University Rovira I Virgili Spain |
| [2017] | Making Personalized recommendations of Tourism Activities URV-FTG |
| [2016] | How to Evaluate the effects of climate change on tourism University Rovira I Virgili, Spain |
| [2016] | Obtainment and treatment of GPS and/or mobile telephones tracks for the analysis of the human mobility University Rovira I Virgili, Spain |

SOCIAL AND POLITICAL ACTIVITIES

- **God has made Pakistan a tourism paradise" (Interview with Dr. Kamran)**
Newspaper Interview published in a leading Urdu newspaper highlighting Pakistan's tourism potential, industry opportunities, and strategies for hospitality sector growth.
Link: <https://www.facebook.com/photo/?fbid=4917329314945240&set=a.784570001554546>
- **Social Media Expert, Member of PTI Good Governance Central Advisory Council (GGCAC)**
Served as a Social Media Expert on the PTI Good Governance Central Advisory Council, contributing to strategic communication and governance-related initiatives in consultation with the Chief Organizer.
Link: <https://www.facebook.com/photo/?fbid=1994191914044710&set=pcb.1994192000711368>
- **World Tourism Day Seminar – College of Earth and Environmental Sciences, University of the Punjab, Lahore, Pakistan**
Lead in the World Tourism Day seminar held at the College of Earth and Environmental Sciences, University of the Punjab, Lahore. Engaged with guest speakers Mr. Asif Mehmood (Tourism Advisor to the Chief Minister Punjab) and Mr. Yasir Rasheed (Tourism Specialist, CEO of Road and Story), gaining insights into tourism projects, industry opportunities, and the need for qualified professionals in Pakistan's tourism sector.

- **Interview on Tourism – PTV National Lahore [19/12/2024]**

Gave an interview on PTV National Lahore's YouTube program Bathak || Tourism, sharing insights on tourism development, industry opportunities, and sustainable travel practices in Pakistan.

Link: <https://www.youtube.com/watch?v=xXm6BVjEDN0>

- **Interview with Discover Pakistan as feature for First Pakistani to obtain a Ph.D. in Tourism & Leisure, sharing insights on tourism growth and opportunities in Pakistan. [21/07/2021]**

Link: <https://www.youtube.com/watch?v=mTZbYB2YqA0>

- **Informative Talk on Tourism's Potential in Pakistan – Sayahat ki Dunya with College of Tourism and Hospitality Management (COTHM)**

Participated in a session of Sayahat ki Dunya being featured and discussing the vast potential of tourism in Pakistan, industry trends, and strategies for sustainable growth, hosted in collaboration with the College of Tourism and Hospitality Management (COTHM).

Link: <https://www.youtube.com/watch?v=O121RS6adyU>

CERTIFICATIONS

[04/2005]	Cours de Français University of Lugano, Switzerland
[09/2003]	Certificate in Train the Trainer (TTT), Institute Hotelier "Cesar Ritz", Switzerland
[09/2004]	Certificate in Travel and Tourism ISGC, Geneva, Switzerland
[03/2017]	Sustainable Tourism Development Research Tourism Department KP, Pakistan
[12/2003]	Certificate of Event of TPC Transports Public du Chablais, Switzerland
[11/10/2001]	E-Commerce Solution Developer Infologix
[2003]	Showmanship Certificate
[14/09/2007]	First Aid Attestation Geneva, Cricket Club elite Switzerland.
[04/2006]	Champions de Suisse Geneva, Switzerland

HOBBIES AND INTERESTS

Travelling Reading Squash Soccer Cricket

REFERENCES

References can be provided on request