

Professor Gunjan Saxena

The University of Hull
Faculty of Business, Law and Politics
Phone: 01482463970
Email: G.Saxena@hull.ac.uk

Education

Ph D, Staffordshire University, 2002.
Major: Tourism Marketing

MSc, Aberystwyth, 1998.
Major: Protected Landscapes Management

Professional Qualification

PGCHE Postgraduate Certificate in Teaching, Learning, Support and Assessment in Higher Education, 2004.

Work Experience (1992- present)

April, 2016 – Professor (Marketing) The University of Hull

August, 2014 –March, 2016 Reader (Marketing) The University of Hull

January, 2013 – August, 2014 Senior Lecturer (Marketing) The University Of Hull

August, 2004 –January, 2013 Lecturer, Tourism Management. The University Of Hull (Scarborough Campus)

May, 2001 - June, 2004. Research Assistant. Coventry University.

September, 1998-April, 2001. Researcher (Geography Division). Staffordshire University.

November, 1995-July 1996. Environment Educator. Centre for Environment Education. Nehru Foundation for Development. TaltejTekra. Ahmedabad – Gujarat. India.

August 1992-November, 1995. Marketing and community project Officer. Regional NGO SPACE (Society for Public Awareness and Conservation Education), Jaipur, Rajasthan – India.

Research and Scholarship

Journal Articles

Ross, D. and Saxena, G. (forthcoming) Participative co-creation of archaeological heritage: Case insights on creative tourism in Alentejo, Portugal, *Annals of Tourism Research*

Choudhury, H., Kopacsi, Z.,Saxena,G. and Mishra, N. (forthcoming) The ethical dimension in political market orientation: a framework for evaluating the impact of India's Look East policy on regional income convergence, *Journal of Business Ethics*

Saxena, G. (2018)Scarborough based study on bodies' affective capacities, *Annals of Tourism Research* 68, 100-110 (4*ABS)

Ross, D. Saxena, G. Correia, F. and Deutz, P. (2017) Archaeological tourism: a creative approach, *Annals of Tourism Research* 67, 37-47 (4* ABS)

Saxena, G. (2015) Imagined Relational Capital: an analytical tool in considering small tourism firms' sociality *Tourism Management* 49, 109-118 (4* ABS)

Saxena, G. and Singh, A. M. (2014) Amorphous Family Nexus: An Analytical Tool in Considering Community/m-MGO Haritika's Ties in Bundelkhand, Central India *Environment and Planning A* 46(10), 2419–2434 (4* ABS)

Saxena, G. (2014) Rural tourism partnerships and actor mobility, *International Journal of Tourism Research* 16(5), 488-495 (2* ABS)

Saxena, G. (2014) Cross-sector regeneration partnership strategies and tourism *Tourism Planning & Development* 11(1), 86-105 (Impact Factor 0.89)

Ilbery, B. and Saxena, G. (2011) Integrated rural tourism in the English-Welsh border region: an analysis of strategic, administrative and personal challenges, *Regional Studies* 45, 1139–1155 (3* ABS)

Saxena, G. and Ilbery, B. (2010) Developing integrated rural tourism: Actor practices in the English/Welsh border, *Journal of Rural Studies* 26(3), 260-271 (3* ABS)

Ilbery, B. and Saxena, G. (2009) Evaluating 'Best Practice' in Integrated Rural Tourism: Case examples from the England / Wales Border Region, *Environment and Planning A*, Vol. 41(9), pp. 2248-2266 (4* ABS)

Saxena, G. and Ilbery, B. (2008) Integrated rural tourism: A Border Case Study. *Annals of Tourism Research* 35(1), 233-254 (4* ABS)

Saxena, G., Clark, G., Oliver, T., Ilbery, B. (2007). Conceptualising Integrated Rural Tourism. *Tourism Geographies* 9 (4), 347-370 (2* ABS)

Ilbery, B., Saxena, G., Kneafsey, M. (2007). Exploring tourists and gatekeepers' attitudes towards Integrated Rural Tourism in the England/Wales Region Border. *Tourism Geographies* Special Issue. 9 (4), 441-468 (2* ABS)

Saxena, G. (2006). Beyond mistrust and competition: The role of personal and social bonding processes in sustaining livelihoods of rural tourism business: A case study of the Peak District National Park. (*International Journal of Tourism Research*. 8, 263-277 (2* ABS)

Saxena, G. (2005). Relationships, networks and the learning region: case evidence from the Peak District National Park. *Tourism Management*, 26, 277-289 (4* ABS)

Book Chapter

Saxena G. (2018) Rurality in Flux: A Perspective on Rural Tourism Enterprise. In: Dwivedi Y. Nripendra P. Rana, Emma L. Slade, Mahmud A. Shareef, Marc Clement, Antonis C. Simintiras, Banita Lal . (eds) *Emerging Markets from a Multidisciplinary Perspective. Advances in Theory and Practice of Emerging Markets*. Springer, Cham

Saxena G., Thaithong, N. and Tsagdis, D. (2015) Thailand's Samui Island– an analysis of the tourism towards green economy In *Tourism in the Green Economy*, (Ed.) Vijay Reddy and Keith Wilkes. Earthscan/Routledge

Wu, J., Saxena, G. and Jayawardhena, C. (2015), Does age and horse ownership affect riders' motivation? In Vial, C. & Evans, R. (eds.) in *The new equine economy in the 21st century*, Wageningen Academic Publishers, Wageningen.

Saxena, G. (2013) *Participatory Rural Appraisal, Community Development and Community of practice*. *Encyclopedia of Sustainable Tourism*, (Ed.) Carl Cater and Brian Garrod. CABI.

Saxena, G. (2011) *Geographies of Rural Tourism*. In *New Perspectives on Tourism*, J. Wilson(ed.). Routledge.

Saxena, G. and Watts, M. (2008) *Regeneration projects and tourism in Yorkshire*. Thomas, R. (ed.) *Managing Regional Tourism. A case study of Yorkshire, England*. CABI.

Book

Saxena, G. (2016) *Marketing rural tourism: experience and enterprise*, Cheltenham: E Elgar.

Book Review

Saxena, G. (2014). *Food, Agriculture and Tourism. Linking Local Gastronomy and Rural Tourism: Interdisciplinary Perspectives* by Sidali, K. L., Spiller, A. and B. Schulze (2011). London: Springer Link.

Saxena, G. (2008) *Tourism and Development in the Developing World* by D. Telfer and R. Sharpley (pp. 263). London: Routledge.

Saxena, G. (2005). *Monitoring for a sustainable tourism transition: the challenge of developing and using indicators* by G Miller and L Twinning-Ward. (pp. 324). London: CABI Publishing.

Key Note Speaker

September 5th, 2013. *Marketing the Rural Tourism Experience and Enterprise: Insights from Case research on IRT* Universidade de Aveiro, Portugal. International Conference on Rural Tourism - ORTE 2013

September 16th, 2011. *Rural Tourism Partnerships: A perspective on challenges and best practices*. Paper presented at a one day symposium at Lincoln Business School, Tourism and Rural Identities: Complementary or competing forces for economic development? Supported by the *Regional Studies Association*

Funding

(2013) Co-Investigator, Humber capability economic growth strategies. Local Enterprise Partnership consultancy-grant. £47,000.

(2012 – 2013) Co-investigator, 'Does relational capital lead to customer satisfaction? Exploring hoteliers' perspectives in Scarborough Bridlington and Whitby towns of Yorkshire' funded by the Centre for International and Regional Business, The University of Hull. £3500.

(2004-2005) Aim Higher, funded by HEFCE to provide taster sessions to schools in Bridlington. £14000.

(2001-2004) Co-investigator, SPRITE (Supporting and Promoting Integrated Tourism in Europe's Lagging Rural. Regions) EU Funded under Objective 5th Framework £800,000, QLK5-CT-2000-01211,

Reports

(2013) Co-contributor. *The Capability of the Humber Region: A Fundamental Review* LEP Humber Capability project. Prepared for Humber LEP.

(2013) Co-contributor. *Scarborough Futures: Researching the Competitiveness of the Borough of Scarborough*. Report on Stakeholder Perceptions of the Competitiveness of the Borough of Scarborough. Prepared for Scarborough Borough Council

Conference Proceedings

- Saxena, G. 2019. Participative co-creation of creative tourism. 7th ICCMI 2019 International Conference on Contemporary Marketing Issues, 10th to 12th July 2019 Heraklion, Crete, Greece
- Rajoana, J. and Saxena, G. 2018, Bangladesh based study on the Tiger Widows in the Sundarbans – entrepreneurial marketers of sustainable rural tourism ventures, The 29th Annual CAUTHE Conference, The University of Newcastle, Australia –
- Saxena, G. 2017. A perspective on the changing face of rural tourism enterprise. World Conference on Business and Management, Bali, Indonesia. July 5-8.
- Ross, D., Saxena, G., Correia, F., & Deutz, P. (2015). "Developing a framework for creative tourism as a means of enhancing the economic potential of (in)tangible archaeological heritage". Sharing Cultures 2015: 4th International Conference on Intangible Heritage, 21-23 September, Green Lines Institute for Sustainable Development, Lagos, Portugal
- Saxena, G. 2012. Rural Tourism Partnerships and Actor Mobility *Association of American Geographers Conference*, New York.
- Saxena, G. 2010. IRT: Summary and an Overview. 2010 *Association of American Geographers Conference*, Washington.
- Saxena, G. and Chabrel, M. (2004) Illustrative case examples of Best Practices from the English / Welsh Border Region and Cumbria, *One Day Symposium on Integrated Rural Tourism*, European Commission, Brussels
- Saxena, G. (2003). Case evidence for the Peak District National Park. *99th Association of American Geographers Conference*, New Orleans.
- Saxena, G. (2001). An overview of interdependencies, issues and interests in Integrated Tourism. 'Restless Ruralities'. *School of Science and the Environment, Coventry University*.
- Saxena, G. (2000). An Overview of Park Management: Case of the Peak District National Park. 'Trends 2000' *Department of Parks, Wildlife and Recreation. Michigan State University. Michigan. USA*.
- Saxena, G. (1999) Conceptualising Rural Tourism *Limited Life Working Party. Royal Geography Society. London*.
- Saxena, G. (1999) Summary: Empirical findings from the Elan Valley. *Geography Symposium, Exeter University*.
- Saxena, G. (1998) Use of Relationship Marketing and Protected Landscapes Management *EC Advanced Study Course 'Environment Change and Sustainability Indicators'. University of Sienna. Tuscany. Italy. August 1998-September 1998*
- Saxena, G. (1998) Role of Tourism in Sustaining Livelihoods: Current and Future Management Strategies in the Elan Valley. *Royal Geography Society. London*.
- Saxena, G. (1995) A review of livelihood strategies of Maldhari Tribe in Gir National Park, Gujarat. September. *Protected Areas: Management, Challenges and Future*, Centre for Environment Education, Ahmedabad, Gujarat, India.

Conference Publication

Saxena, G., Kneafsey, M. (2004). Multifunctional rurality? Policy perspectives on integrated tourism. *Second Meeting of Anglo-German Rural Geographers: "Rural Multifunctionality Perspectives from Policy-Making, Implementation and Practice"*, University of Exeter.

Saxena, G. (2000) An examination of networking and collaboration amongst rural tourism providers: A Case for Relationship Marketing. *Tourism 2000: Time for Celebration?* Sheffield Hallam University.

Saxena, G. (2001) Theoretical and Empirical implications of relationship marketing and networks approach in tourism provision. *"New Directions in Managing Rural Tourism and Leisure, Scottish Agriculture College"*

Working Paper

Clark, G., Chabrel, M., Ilbery, B., Saxena, G., Kneafsey, M. (2004). Consolidated Analytical Review of Tourism Value Chains.

Clark, G., Chabrel, M., Saxena, G. (2004). Decision support system. Results and Analysis.

Ilbery, B., Saxena, G., Kneafsey, M., Clark, G., Chabrel, M. (2004). Evaluative Syntheses of Research Findings and their Operationalisation.

Saxena, G. (2004). Final Evaluation and Recommendations.

Clark, G., Chabrel, M., Ilbery, B., Saxena, G., Kneafsey, M. (2004). Tourism Value Chains.

Clarke, G., Chabrel, M., Ilbery, B., Saxena, G., Kneafsey, M. (2003). Analytical Syntheses of Survey Results.

Clarke, G., Chabrel, M., Ilbery, B., Saxena, G., Kneafsey, M. (2003). Businesses and Resource Controllers' Survey. Results and Analysis.

Saxena, G., Kneafsey, M., Ilbery, B., Chabrel, M., Clark, G. (2003). Host Communities Survey. Result and Analysis.

Ilbery, B., Saxena, G., Kneafsey, M., Clarke, G., Chabrel, M. (2003). Resources and Activities Audits.

Saxena, G., Kneafsey, M., Ilbery, B., Chabrel, M., Clark, G. (2003). Tourists and Gatekeepers Survey. Results and Analysis.

Administration, management and academic leadership

Personal supervisor (Yr. 1 , 2&3) – (2004 - 2013)

Academic Support Tutor (2013-)

Programme Leader (Tourism Management) (2006 -2013)

External Examiner:

The Grimsby Institute of Further and Higher Education(2007 –2013)

Edge Hill University (2012 -)

University of West London (2016-)

Admissions Tutor for Home / EU students (2008-2009)

Member, University Research Degrees Committee (2012 - 2013)

(2016-)Research Leader, Marketing and Business Strategy Group

Personal Development Planning Co-ordinator (2013-14)

Member, ESRC- Peer Review College (2014-)

Member, HUBS Faculty Board (2014-)

Academic Mentor for Dr. Wen Ling Lu (2014-2015)
Research Representative, Marketing and Business Strategy Group (2016-)

Teaching and Course Development

I have taught on the following modules:

44227 Destination Planning and Management (2004-2007)
44242 Independent Study (2004-2010)
44241 Dissertation (2005-2013)
44243 Research Methods(2005-2013)
44236 Managing Leisure and Tourism Impacts
44090 International Tourism: Principles and Practice (2005-2013)
44228 Hospitality Industry Management (2009)
44151 Business, Management and Enterprise (2009)
44223 Special Interest Tourism (2006-2012)
44303International Cross-Cultural Management (2009)
44094 Travel Industry Management (2007-2010)
44092 Leisure and Tourism Strategy (2009)
44284 Marketing Services to Customers and Visitors (2011-2012)
26154 Independent Study (Hong Kong Based Graduate Programme, HKU Space) 2010
26238 Marketing Research (2013-2016)
26993 PR and Advertising (2014-2015)
26138 PR and Advertising (Hong Kong Based Graduate Programme, HKU Space) 2015
56216 Marketing Management" (MBA Bahrain) 2015
56386 Research Methods (PG) 2014-2016
26243Research Methods (PG) 2017-2018
56593 Buyer Behaviour and Ethics (2017-2018)
56609 Events Marketing (2017-)

External and professional contribution

(2018) External assessor and Course Moderator, Tourism Marketing and Management Programme, Liverpool John Moores University

(2017) External Assessor, University of Malta. Internal Promotion Round.

(2017) External Assessor, University of Kent, Interviews for the position of Professors in Kent Business School.

(2014) Member of the Scientific Committee, International Conference on "Contemporary Research in Tourism and Hospitality: Theory, Practice and Pitfalls" 18-21 Feb, Pondicherry University, Pondicherry, India.

(2011) Member of the Scientific Committee, Universidade de Aveiro, Portugal

(1996-1998) International Centre for Protected Landscapes. University College of Wales. Science Park, Aberystwyth.

(2004-2012) Member, Tourism Policy Research Group. ATLAS (European Association for Tourism and Leisure Education).

(2013-) Member, The Association of American Geographers

(1998-2002) Member, Geography of Leisure and Tourism Research Group, Royal Geographical Society (the Institute of British Geographers).

(2004-2010) Member, Scarborough Forum of Tourism

(2017) Series Area Editor (Tourism/Marketing Book Series), Springer
Consultant (2011 - 2013) on a project called *Success factors of tourism development by rural governance organisations: a governance approach to integrated rural tourism*. Foundation of Science and Technology, University of Aveiro, Portugal. (<http://alfa.fct.mctes.pt/apoios/proyectos/concursos/2010/>). The project involves extensive primary data collection from the 52 Portuguese LEADER Local Action Groups, on the factors hindering and stimulating tourism development.

Invited to act as a reviewer for the 6th Advances in Tourism Marketing (ATMC) Conference September 8th-10th 2015 in Joensuu, Finland.

Invited to act as a reviewer for the 19th World Multi-Conference on Systemics, Cybernetics and Informatics: WMSCI 2015, July 12 - 15, 2015 – Orlando, Florida, USA

Invited to act as a reviewer for 2015 International Management Research Academy (IMRA), London, UK annual conference

Invited to participate in community tourism initiatives in Colombia by a local consultancy Sensus Synergy (<http://www.sensussynergy.com/>)

Invited to act as an external examiner by University of St. Andrews for Ph.D, student Annabelle A. Mc Lauren-Thomson, September, 2015

Invited to act as an external examiner by Sheffield Hallam for Ph.D. student Vicky Mellon, July 2018

Recent Development Activities

Field Risk Assessment Training (March 2016)

Online Diversity Training (November, 2009; December, 2011).

Course, "Nvivo", University of Hull. (January, 2010).

Training, "Field Trip Risk Assessment Training", University of Hull. (November, 2009).

Workshop "From Compliance to Enhancement - how to get the best from peer observation" The University of Hull. (September, 2009).

Workshops, "eBridge", University of Hull. (May, 2009).

Training, "Training Session for PhD supervisors", University of Hull. (September, 2009).

Research seminars

September 2014 - Marketing through social media in the tourism industry, Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM), Hidalgo Campus, Mexico

September 2014 - Researching Rural: communities, experiences and enterprise Facultad de Administración, Universidad de los Andes, Bogota, Colombia

I regularly review papers for the following journals:

Annals of Tourism Research

International Journal of Tourism Research

Journal of Rural Studies

Tourism Geographies

Tourism Management

Journal of Sustainable Tourism

Journal of Tourism Consumption and Practice

Geoforum

Environment and Planning C

Journal of Hospitality & Tourism Research
Journal of Destination Marketing and Management
Scandinavia Journal of Tourism and Hospitality

Current Ph. D. Students

Victor Ogunbyi (2019 -) A study on Organic Beef Supply chain in Nigeria.

Ahmed Sayed ZakySaoudy (2018-) Digital Marketing and Dark Tourism – A case of Egypt

Minh Tran (2017-) A study on Women Entrepreneurs in Vietnam – an application of social identity and entrepreneurial marketing frameworks

JakiaRajoana (2015-) - Gender and Sustainable Tourism: A study into the experiences and role of local women in the Sundarban area of Bangladesh.(1st Supervisor)

ShenazRungwalla (2016-) Independent Working Women’s consumer Behaviour in Tier 2 cities in India (Joint Supervisor)

Jantakalan, J. (2015-) A study on Hard Disk Drives Cluster in Thailand

Md. Saif Islam (2015 -) – Garments sector in Bangladesh – a critical review of Women’s voices (Joint Supervisor)

Successful Ph.D. Completions

David Ross (2014-2018) Creative Tourism In Rural Portugal and its potential as a regeneration tool for local heritage.(1st Supervisor)

Mohammad Masrurul - Host Community Participation as a Competitive Advantage in Tourism Destination Marketing: Perspective Bangladesh (2013-2017) 2nd Supervisor

Abror Mohammad- SMEs in Indonesia and micro-finance (2012-2016) 2ndSupervisor

Jie WU (1st Supervisor)–2010-2014An investigation into Riders’ Motivations – application of Structural Equation Modelling

NisaratThaithong (1st Supervisor) –2011-2015 An investigative analysis of stakeholder, networks and clusters theory to study (Un)sustainable Tourism Practices

Mohamed H Elsharnouby (Internal Examiner) – 2015Conceptualisation and development of the admin avatar taxonomy: Antecedents, attitudinal and behavioural consequences

Sarah Thangadurai – SMEs, Marketing and Enterprise –(2013- 2017) 2ndSupervisor

Victoria Goosens – 2012 Sustainable Tourism Partnerships: A case of Coastal Resort of ScarboroughInternal Examiner

WisontheraMettanont – Self reliant business communities in Thailand. (2015-2016). 2nd Supervisor