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## **DR. AATIF IQBAL**

Department of Tourism and Hospitality,  
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### **EDUCATIONAL BACKGROUND**

#### **PhD in Tourism, 2019-2023**

Universiti Putra Malaysia, Malaysia

#### **Master of Philosophy in Archaeology, 2012-2015**

Hazara University, Mansehra, Pakistan

#### **Bachelor of Studies in Cultural Heritage & Tourism Management, 2007-2011 (With Distinction)**

Hazara University, Mansehra, Pakistan

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### **ACADEMIC AND RESEARCH EXPERIENCE**

#### **TEACHING**

##### **Assistant Professor, *September 2025 - Till Present***

Department of Tourism and Hospitality, University of Swat, Swat, Pakistan

##### **Courses Taught:**

- Sustainable Tourism
- Tourism Management
- Tourism and Hospitality Law
- Research Methodology
- Tourism: Concepts and Principles

##### **Lecturer, *December 2012 – September 2025***

Institute of Cultural Heritage, Tourism and Hospitality Management, University of Swat, Swat, Pakistan

##### **Courses Taught:**

- Sustainable Tourism
- Cultural Tourism
- Tourism Resources of Pakistan

- Tourism Geography
- Research Methodology
- Tourism: Concepts and Principles
- Introduction to Tourism and Hospitality
- Field Archaeology
- Archaeological Conservation
- Cultural Heritage Management
- Archaeological Heritage of Pakistan
- Gandhara Civilization
- Ancient Religions of South Asia

**Other Activities:**

- Supervised the research of BS students of Cultural Heritage and Tourism Management Program.
- Program Coordinator of BS Cultural Heritage, Tourism and Hospitality Management Program, ICHTHM, University of Swat, Swat.
- Member, University Sports Committee and Coordinator for Chess Tournaments, University of Swat, Swat.

**ADMINISTRATIVE**

**Head, January 2013 - November 2014; April 2016 – August 2019; September 2025-till Present**

Institute of Cultural Heritage, Tourism and Hospitality Management, University of Swat, Swat, Pakistan

**Activities and Duties as Head of the Institute:**

- Convener, Board of Studies, ICHTHM, University of Swat, Swat.
- Convener, Departmental Admission Committee, ICHTHM, University of Swat, Swat.
- Focal Person, Program Team, ICHTHM; The responsibility included preparation of Self-Assessment Reports for onward submission to the Quality Enhancement Cell, University of Swat, Swat.
- Convener, Departmental Semester Committee, ICHTHM, University of Swat, Swat.
- Convener, Departmental Purchase Committee, ICHTHM, University of Swat, Swat.
- Developed Curriculum for BS (4 years) and Masters in Cultural Heritage and Tourism Management.

- Developed Curriculum for diploma courses in Cultural Heritage Management, Tourism and Hospitality Management.
- Industrial Links Coordinator: As coordinator the primary responsibility was to establish academia-industry links between the institute and tourism and hospitality sector.
- Heritage Awareness program for bringing awareness among students and general masses for the promotion and protection of cultural and natural Heritage as a as the development sustainable Tourism in Swat Valley, Pakistan.
- Preparation and execution of Two, Five and Ten year strategic and vision plans for the Institute of Cultural Heritage, Tourism and Hospitality Management.
- Provided consultancy services as Field Archaeologist and prepared evaluation reports for possible preservation work at the Archaeological sites reported at the land acquired for the construction of new campus of University of Swat at Charbagh, Swat.
- Preparation of MoU drafts to be signed with other institutes and organizations.

**Research Assistant, 2011- 2012 (3 Seasons)**

Italian Archaeological Mission to Pakistan, Pakistan.

Project: Archaeology, Community and Tourism (ACT), Field School Project, Swat, Pakistan.

- Assisted the Italian and Pakistan researchers in carrying out Archaeological and Tourism related activities.
- Assisted the researchers in data collection and analysis during the course of the project.
- Contributed to papers and reports of the project.
- Assisted the Tourism consultant in carrying out different activities.

**Research Assistant, 2009- 2012 (3 Seasons)**

International Strategic Partnership in Research and Education (INSPIRE); A joint venture of the Department of Archaeology, Hazara University (PAKISTAN) and The School of Archaeology And Ancient History, University of Leicester (UK), financed by British Council.

Project: Archaeology and Heritage Management in Chitral, Pakistan.

- Assisted the Project director in carrying out different research activities during the course of project.

- Supervised the team of Archeologists and Cultural Heritage Managers in carrying out the documentation and data collection related activities during the surveys of tangible and intangible cultural heritage of Chitral.

**Research Assistant, 2009- 2011 (3 Seasons)**

International Strategic Partnership in Research and Education (INSPIRE); A joint venture of the Department of Archaeology, Hazara University (PAKISTAN) and The School of Archaeology And Ancient History, University of Leicester (UK), financed by British Council.

Project: Archaeological Field Investigations (Exploration & Excavation) in District Chitral, Pakistan.

- Assisted the Field director in carrying out exploration and excavation related research activities in District Chitral, Pakistan.
- Performed duties as the team leader of Archeologists in documentation and data collection during the surveys of Archaeological heritage of District Chitral, Pakistan.
- Performed supervisory duties to assist the field director in the excavation of the archaeological sites in Chitral area.

**Field Archaeologist, 2010 (1 Season)**

Shah Abdul Latif University (SALU), Khairpur, Sindh, Pakistan.

Project: Excavation of Indus Valley Civilization Site at Lakhenjodaro, Sindh, Pakistan.

- Participated in the excavation activities with field archaeologists from different universities of Pakistan.

**MEMBERSHIP OF PROFESSIONAL COMMITTEES**

**Pakistan Tourism Forum (PTF):**

PTF acts as a national think tank on tourism in Pakistan and provide advice and expert opinion to policy makers and major stakeholders on the sustainable development of tourism in Pakistan.

**National Curriculum Review Committee on Tourism, Higher Education Commission, Pakistan:**

NCRC on Tourism devised the first ever curriculum for Tourism and Hospitality Management studies to be though at undergraduate and graduate level in different universities of Pakistan. It also reviews the curriculum from time to time to bring it at

par with international standards. Another objective of the committee is to bring uniformity and develop minimum baseline courses in each and every course of tourism and hospitality studies on national level according to the guidelines of the Higher Education Commission, Pakistan. NCRC also make recommendations for the promotion and development of the discipline to the public and private sector.

**National Curriculum Review Committee on Archaeology, Higher Education Commission, Pakistan:**

NCRC in the discipline of Archaeology review and finalize the draft curriculum in the discipline of Archaeology and work for bringing it at par with international standards. It also brings uniformity and develops minimum baseline courses in each and every course of Archaeology on national level according to the guidelines of the Higher Education Commission, Pakistan. NCRC also make recommendations for the promotion and development of the discipline to the government.

**International Scientific Committee on Archaeological Heritage Management, ICOMOS:**

The International Scientific Committee on Archaeological Heritage Management (ICAHM) advises ICOMOS and the World Heritage Committee on matters that pertain to all aspects of the management of archaeological sites and landscapes. These include formulating and propagating standards and best practices for both archaeological research and cultural resource management.

**TRAINING WORKSHOPS AND OTHERS**

***Mapping of Cultural Assets in NWFP***

Focal Person: Yawar S. Ansari, GIS Expert.

Two days training workshop on GIS Cultural Mapping, organized by UNESCO, Islamabad in collaboration with Royal Norwegian Embassy, Islamabad at Pearl Continental Hotel, Peshawar, Pakistan from August 04-05, 2008.

***Teaching Archaeology and Cultural Heritage Management***

Focal Person: Dr. Jonathan Mark Kenoyer, University of Wisconsin, Madison, USA.

1<sup>st</sup> Five days Faculty Mentoring Workshop jointly organized by American Institute of Pakistan Studies (AIPS), Islamabad and Inter University Consortium for Promotion of Social Sciences (IUCPSS) at Ramada Hotel, Islamabad, Pakistan from February 02-06, 2015.

***Teaching Archaeology and Cultural Heritage Management***

Focal Person: Dr. Katie Lindstrom, University of Wisconsin, Madison, USA.

2<sup>nd</sup> Five days Faculty Mentoring Workshop jointly organized by American Institute of Pakistan Studies (AIPS), Islamabad and Inter University Consortium for Promotion of Social Sciences (IUCPSS) at Ramada Hotel, Islamabad, Pakistan from June 08-12, 2015.

### ***Teaching Archaeology and Cultural Heritage Management***

Focal Person: Dr. Uzma Rizvi, Pratt Institute of Cultural Studies, New York, USA.

3<sup>rd</sup> Five days Faculty Mentoring Workshop jointly organized by American Institute of Pakistan Studies (AIPS), Islamabad and Inter University Consortium for Promotion of Social Sciences (IUCPSS) at LUMS, Rausing Center, Lahore, Pakistan from August 11-17, 2015.

### ***SPSS and STATA for Research***

Focal Person: Dr. Imtiaz Muhammad, Country Representative, CIMMYT.

Two days training workshop on SPSS and STATA softwares organized under USAID Agricultural Innovation Program (AIP) for Pakistan by CIMMYT International in collaboration with University of Swat, Pakistan at University of Swat, Pakistan from May 23-24, 2017.

### ***Introduction to Tourism-Industry Management***

Focal Person: Mr. Aftab Rana, MD PTDC

The Training Program was organized by World Tourism Organization (UNWTO) in collaboration with Ministry of Tourism, Saudi Arabia and IE University on April 2<sup>nd</sup>, 2024.

### ***National Outreach Program for Higher Education Faculty***

Focal Person: Noor Amna Malik

Higher Education Faculty training program organized by National Academy of Higher Education (NAHE), Higher Education Commission of (HEC), Pakistan in collaboration with University of Swat, Pakistan from November 04-30, 2024.

## **RESEARCH PUBLICATIONS**

1. Zhenbin, W., Hui, Z., Chaoyi, C., Ramachandran, S., & **Iqbal, A.** (2025). The formation of tourists' behavioral intention in City Walk in Malaysia through the embodiment perspective. *Acta Psychologica*, 260, 105496. doi: <https://doi.org/10.1016/j.actpsy.2025.105496>
2. **Iqbal, A.**, Ramachandran, S., Siow, M. L., Subramaniam, T., & Mohammad Afandi, S. H. (2022). Meaningful community participation for effective development of sustainable

tourism: Bibliometric analysis towards a quintuple helix model. *Journal of Outdoor Recreation and Tourism*, 39, 100523. doi: <https://doi.org/10.1016/j.jort.2022.100523>

3. **Iqbal, A.**, Ramachandran, S., Siow, M. L., Subramaniam, T., & Latiff, K. (2023). Insights into the Role of Community Participation as a Tool for Local Support: A Normative Model for Competitive and Sustainable Destination Development. *International Journal of Academic Research in Business and Social Sciences*, 13(1), 807-816.
4. Khan, I., Majeed, R., Ali, S., & **Iqbal, A.** (2024). The Impact of Conflict on the Tourism Industry: Insights from Swat, Pakistan. *Pakistan Journal of Society, Education and Language (PJSEL)*, 10(2), 583-591.
5. Han, W., Abdrahim, A., **Iqbal, A.**, Zakaria, N. S., & Ghazali, N. (2023). Mapping the Landscape of Research on Knowledge Workers: A Bibliometric Review. *International Journal of Learning and Development*, 13, 21. doi: 10.5296/ijld.v13i4.21278
6. Sium, M., Prabhakaran, S., **Iqbal, A.**, & Ramachandran, S. (2023). Why Alumni Stay Engaged With Their Alma Mater? Understanding the Factors in Malaysian Context. *International Journal of Academic Research in Business and Social Sciences*, 13(12), 1489–1500.
7. **Iqbal, A.**, Tosun, C., Ramachandran, S., & Siow, M. L. (2023). *Understanding the Effect of Community Participation Levels on Support for Destination Competitiveness Strategies*. Paper presented at the The 2023 Annual ICHRIE Summer Conference, Arizona, USA.
8. Olivieri, L.M., Terrasi, F., Marzaioli, F., Passariello, I., Capano, M., **Iqbal, A.** (2016). The Graveyard and the Buddhist Shrine at Saidu Sharif I (Swat, Pakistan): Fresh Chronological and Stratigraphic Evidence. *Journal of Ancient History*, 76(3), 559-578.
9. Vidale, M., Maria Olivieri, L., Cupito, M., Micheli, R., **Iqbal, A.**, Zahir, M., et al. (2015). A New Phase of Research on the Protohistoric Graves of Swat Valley, Khyber Pakhtunkhwa, Pakistan. *South Asian Archaeology and Art 2012: Man and Environment in Prehistoric and Protohistoric South Asia: New Perspectives (Indicopleustoi, Archaeologies of the Indian Ocean)* (pp. 331-347). Belgium: Brepols Publishers.
10. Vidale, M., Agha, N., **Iqbal, A.**, Olivieri, L.M., Pulcini, M.L. (2016). Gogdara IV- Field Season, November 2011, In M. Vidale et al (eds), *Excavations at the proto-historic graveyards of Gogdara and Udegram*, Archaeology Community and Tourism: Field School Project Reports and Memoirs, III, 11-45, Lahore.
11. Vidale, M., Cupito, M., **Iqbal, A.**, Javed, E., Olivieri, L.M., Pulcini, M.L. (2016). Udigram- First Campaign, May-June 2012, In M. Vidale et al (eds), *Excavations at the proto-historic*

*graveyards of Gogdara and Udegram*, Archaeology Community and Tourism: Field School Project Reports and Memoirs, III, 49-79, Lahore.

12. Vidale, M., **Iqbal, A.**, Javed, E., Micheli, R., Olivieri, L.M., Pulcini, M.L., Zahir, M. (2016). Udigram- Second Campaign, May-June 2012, In M. Vidale et al (eds), *Excavations at the proto-historic graveyards of Gogdara and Udegram*, Archaeology Community and Tourism: Field School Project Reports and Memoirs, III, 75-188, Lahore.

## **LANGUAGES**

English, Urdu, Pashto, Hindko.