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Rahul Pratap Singh Kaurav, Ph.D. is an Assistant Professor of Marketing and Tourism Management at the Prestige Institute of Management, Gwalior, India. He holds the Ph. D. from Jiwaji University, Gwalior with a major in *marketing tourism destinations*. He is published in scholarly journals in the areas of marketing, tourism, and services management.

In the present institute, he is responsible for teaching, training, research, consultancy and international collaborations. His teaching and research interests include *Research Methodology, Managerial Economics, Marketing Management, Services Marketing, Marketing Research, Tourism Concepts-Economics-Marketing, Sales Management, Information System (Information Technology), SPSS and AMOS*. He is published author for a textbook on Marketing Management and a reference book on Services Marketing also. He has published 15 research papers in national and international journals of repute, 3 full papers as chapters in edited books and 15 research papers in conference proceedings. He had some *Visiting Assignments* with IITTM, Gwalior and Online Faculty for AMS, Pune.



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