



Deepak Chhabra is an Associate Professor in the School of Community Resources and Development who specializes in socio-economic impacts of tourism and sustainable management and marketing of culture and heritage. Her research specifically focuses on authenticity and authentication of heritage commodities, developing smart and sustainable marketing strategies in hospitality and tourism, building of social, cultural, and economic equity/capital in local, regional, and global communities, and therapeutic potential of alternate

healing and immunity building mechanisms through non-pharmaceutical interventions (NPIs) such as indigenous yoga and meditation programs. She has worked on numerous economic impact studies at the local, regional and statewide level. As an instance, her economic impact of gambling study, sponsored by the Iowa Legislative Council received national and international recognition. Her economic impact studies for the Maricopa County Parks and Recreation Department have been recognized at the regional and national level in the United States. She has also conducted economic impact studies for rural towns and State Parks.