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Profile Summary

Working as **Associate Professor and Head Department** of Tourism Management at Avinashilingam Institute for Home Science and Higher Education for women, Tamil Nadu India; with a total of **25** years of teaching in higher education. **PhD, MPhil**, and master's degree in Tourism Management. Undergraduate degree is in Hotel Management, from Institution of Hotel Management (IHM), Chennai, India. Qualified the UGC-NET examination (India's national eligibility test for teaching in higher education institutions).

Specializations include Sustainable tourism & development, hospitality, community development, cultural heritage tourism and religious tourism. **Published 35 articles** in peer reviewed and indexed scholarly journals and **17 chapters** in edited books. Have supervised 3 M.Phil. and 3 Ph.D. candidates. Have been serving as the Head for Tourism Management department for more than a decade.

Organized various industry -institute interaction events. An active member of various national and international tourism-hospitality associations. Organized 5 national and 3 state level seminars and 2 Faculty Development Program. Regularly invited as a visiting faculty and as a resource person by several universities. Provided consulting services for businesses in the tourism and hospitality industries. Received 8 prestigious awards for contributions to the academia, the industry, and the community

Summary of Scholarly Activities

1. Journal Publications - 35
2. International Journals – 25
3. Full length articles in proceeding - 4
4. Books/ Chapters in Books/ Books Edited - 17
5. Abstracts in proceedings - 3
6. Conference Publications - 10
7. In House Projects - 7
8. Conferences attended -31
9. Seminars/Conferences/Workshops organized - 19
10. Seminars/Conferences/Workshops attended - 26
11. Paper presented in proceeding(I&N) - 18
12. Refresher Courses/Orientation Courses/Training Programmes/Equivalent attended-10
13. Panelists/Expert - 15
14. Invited Talks - 6
15. Visits Abroad – 8
16. Awards & Recognition-9

Research Supervision

M.Phil: 3 degree awarded to student under direct supervision

Ph.D: 3 degrees awarded to students under direct supervision; supervisor of 5 students, currently.

Theses submitted and successfully defended by doctoral students:

1. *'Destination Image, Visitor Satisfaction and Destination Loyalty in Heritage Tourism: Case Study of Mahabalipuram'*, K.Sathiyabamavathy (17PHTOP001), April 2021
2. *'A Study on Visitor Impact Management at Eravikulam National Park for Sustainable Development'*, - V. Sivakami(16PHTOP001), August 2020
3. *'Community Perception on Religious Tourism and Spatial Representation of Temples in Thrissur District'*, SandhyaDurga Prasad (16PHTOF001), December 2019

Sponsored Projects, Research and Consultancy Projects:

1. *'Analysing the dynamics between Place, Heritage, and Cuisines for Tamil Nadu's Cultural Tourism Development'* Minor research grant, Research and Development AIHS&HE (2023 - 2024) Rs. 96,800/- Ongoing
2. AI Project *'Development of Chabot for cultural festivals of India: Cultural Festive Pick (CFP)'* DST-CURIE-AI, 2021 may- 2022 may Rs. 39,000)
3. AI Project *"Ask Me WHW"-Developing Coimbatore Destination App'*, DST-CURIE-AI (2019-2020- 3 Months, Rs.28000/-)
4. *'In House project on Visitor Impact Management of Parambikulam Tiger Reserve'*, UGC AIHS &HE (2017-2018- 6 Months, Rs.25000/-)
5. AI Project *"Tippu Chat"- Developing Palakkad Destination App'*, DST-CURIE-AI (2019- 2020- 3 Months, Rs.27000/-)
6. *'MTA Innovative Programme UGC'*, UGC- SAP/ Innovative Programme (2010- 2015- 5 Years, 53 Lakhs)
7. *'Customer Relationship Management in Medical Tourism with Special Reference to Women Tourism in Ayurvedic Resort'*, UGCAIHS&HE(2008-2009- 6 Months, Rs. 12000/-)
8. *'Tourism Promotional CDs on Coimbatore, Tamilnadu &Kerala'*, Self (2007- 6 Months, Rs.3000/-)

Research papers in Journals

1. *'Tourism value creation through big data as a smart tourism tool. International Journal of Services, Economics and Management, 15(3), 311-323. May 2024. Scopus Indexed*
2. *The Physical, Mental, Spiritual, and Environmental (PMSE) Framework for Enhancing Wellness Tourism Experiences and Its Validation in the Context of Kerala, India. Administrative Sciences, 14(7), 140. June 2024 Scopus Indexed*
3. *'Tourism Disaster Management through Chatbots as an Alternative Tool of Communication'*, Journal of Tourism & Development, 2023, Pp 349-367, e-ISSN 2182-1453.June 2023 **Scopus Indexed**
4. *'COVID 19 and Women in the Tourism & Hospitality Workforce: A Thematic Analysis'*, Revista Anais Brasileiros De Estudos Turísticos / ABET, Jan 2023, Pp 1-12, e-ISSN 2238-2925.**Scopus Indexed**
5. *'Community Support for Religious Tourism: The Role of Place Image, Community Attachment and Overall Quality of Life'*, Tourism – An International Interdisciplinary Journal, Vol. 71, No. 2, 2023, Pp 398-410.**Scopus Indexed**
6. *Impact management and experience design for sustainable development of ecotourism destinations: the case of Eravikulam National Park, India*, Journal of Ecotourism, ISSN No. 1747-7638, Vol No. 21, Issue 1, March,2022, <https://doi.org/10.1080/14724049.2022.2042542>,-**Scopus Indexed, ABDC, A category**
7. *Sustainability Initiatives for Green Tourism Development: The Case of Wayanad, India, MDPI* Journal of Risk and Financial Management, Vol 15 Issue 2, Pg. No 52-65, ISSN No: 1911-8074, **Scopus Indexed**
8. *A study of Visitor Impact Management Practices and Visitor Satisfaction at Eravikulam National Park, India*, International journal of GeoHeritage and Parks, ISSN No: 2577-4441, Vol 9 Issue 4 December

(2021), Pg. No: 463-479 -**Scopus Indexed**

9. *'Socio- Cultural and Economic Impacts of Religious Festivals on Sustainable Local Community Livelihoods in Kerala: The Case of Palakkad'*, International Journal of Religious Tourism and Pilgrimage, ISSN No. 2009- 7379 , Vol No. 10(i), 2022, Pg. no: 92- 106, -**Scopus Indexed**
10. *'A study on factors influencing the Visitor Experience on Eco Tourism Activities at Parambikulam Tiger Reserve'*, International Journal of Hospitality and Tourism Systems, Vol.13, Issue 1, Jan 2020, Pp 81-89, ISSN No. 0947- 6250-**Scopus Indexed**
11. *What Insights Does Service Quality Gap Analysis Offer for the Wellness Tourism Sector in Kerala?. Atna* Journal of Tourism Studies, 19(2), 265-290.July 2024. UGC CARE 1
12. *'Wellness Tourism experiences in post-pandemic travel: A Netnographic study'* Research Journal of Management Science, ISSN-: 23191171, Vol 12(3), Sept 2023, Pg. 1-9.
13. *'Significance of Muziris in Kerala Heritage Tourism'* International Journal of Creative Research Thoughts, Vol. 10(1), ISSN: 2320-2882, 2022.
14. *'Covid 19: Rethink and Reset tourism towards a new normal'* Research Highlight, Vol 30(4), Pg.No. 263-269, ISSN: 22312374, 2020
15. *'Cross- cultural Consumers and Their Influence on Tourism Industry for Sustainable Environment'* , International Journal of Engineering, Business Enterprise Applications, ISSN No. 2279- 0020, Vol 27 Issue, Dec 2019, Pg. No.10-16, Impact Factor/; 6.32
16. *'Heritage Tourism Development of Great Living Chola Temples: A Study on Visitors Perception and GIS Representation'*, International Journal of Management and Social Sciences, Jan 2019, Vol8 (2.1), Pp 114- 120, ISSNNo. 2249- 0191, Impact Factor 3.259- UGC Listed.
17. *'The Impact of Digitalization on IRCTC Booking at Coimbatore city'*, Journal of Xi'An University of Architecture and Technology, Vol.8, issue 8, May2021Pp240-257, ISSN No. 1002- 7930- UGC Care list Group II
18. *'Impact of Social Media on Travel Purchase'*, Journal of Huazhong University of Science and Technology, Volume 50, Issue 05, May-2021, Pp1-13, ISSN No. 1671- 4512- UGC Care list Group II.
19. *'Women empowerment on Tourism industry for sustainable inclusive development for the community'* Journal of Modern Tamil Research, 2021, Vol 9(4), Pg. No- 11-23, ISSN- 2321984X
20. *'Visitor Perception on Environmental Impacts of Botanical Garden, Ooty for Sustainable Practices'*, International Journal of Multidisciplinary Educational Research, Vol.9, Issue 3(1), March 2020, Pp 147- 161,ISSN No. 2277- 7881
21. *'Indigenous Entrepreneurial Avenues in Wayanad'*, International Journal of Multidisciplinary Educational Research, Vol.9, Issue 3(1), March 2020, Pp 197-209, ISSN No. 2277- 7881.
22. *'Visitor Impact Management of Parambikulam Tiger Reserve in western Ghats'*, International Journal of Commerce and Management research, Vol5, Issue 2, Pp 31-36, ISSN No. 2455- 1627, Impact factor 5.22- UGC Listed when published
23. *'Perception of Local Community on Ecotourism Practices at Parambikulam Tiger Reserve'*, International Journal of Social Science and Economic Research, Vol4, Issue6, Pp 4224-4239, ISSN No. 2455- 8834, Impact Factor 2.173- UGC Listed
24. *'Accessible Tourism: A Key to Sustainable development in Coimbatore'*, International Journal of Hospitality, Business and Research, Vol8, Oct 2017, Pp 1-19, ISSN No. 0976- 7789- UGC Listed when published.
25. *'Service Design in Tourism Industry: A Key for Sustainable Entrepreneurial Business'* Asian Journal of Multidimensional Research, Vol7, Feb 2018, Pp 115-125, ISSN No.2278-4853, Impact factor 4.708- UGC Listed when published.
26. *'Exploration of Ecotourism Destinations an Approach towards Sustainable Tourism in and around Coimbatore'* , , International Journal of Hospitality, Business and Research, Vol8, Issue 2 Oct 2017, Pp 157-174, ISSN No. 0976- 7789.

27. *'Economic Leverage of Coimbatore through MICE Tourism: A supply side perspective,' Intercontinental Journal of Marketing Research, Vol.5, Issue5, Feb 2017, Pp 114- 125, ISSN No. 2347- 1670, Impact Factor 4.311*
28. *'Local Community Perception on Eco Tourism and sustainability In and around Ooty', International Journal of Marketing Research, Vol.5, Issue5, Feb 2017, Pp 126- 139, ISSN No. 2347- 1670, Impact Factor 4.311*
29. *'Community Based Tourism: An Approach to sustainable tourism development in Wayanad', International Journal of Marketing Research, Vol.5, Issue5, Feb 2017, Pp 100- 113, ISSN No. 2347- 1670, Impact Factor 4.311*
30. *'Impact of Clean India Campaign on Tourism development in Coimbatore as a destination ', International Journal of Business studies, Vol.1, Pp 108-124, ISSN No. 2455- 2992*
31. *'Accessible Tourism: Determinants and Constraints- A Demand Side Perspective, IOSR Journal of Business and Management, Vol 18, Issue 9(Version 1) 2016, ISSN No.2319- 7668, Impact Factor 3.52 Most Cited Article*
32. *'Customer satisfaction and Service Quality Gap Analysis of Health Tourism in Kerala', International Journal of Exclusive management Science, Vol 5 Issue 9, 2016, Pp 10-19, ISSN 2320-8662*
33. *'Perception of Tourists towards Kerala as a Preferred Alternate Health Tourism Destination', South Asian Journal of Tourism and Heritage, Vol.2, July 2009, ISSN No. 0974- 5432*
34. *'A Study of Tourism Preference, Perception and Satisfaction on Health Tourism- Implications for Health care Marketing', International Journal of Applied Management Research, Vol.3, Dec 2011, Pp 316-319, ISSN No. 0974- 8709*
35. *'Service Quality of Hotels in Coimbatore-Gap Analysis of Business Tourists', Tourism Innovations, Vol. 1, Aug 2012, Pp 35-44, ISSN No. 2278- 8379.*
36. *'A Study of Destination Image of Kerala as an Ayurvedic Health care destination' , Atna J of Tourism Studies, Vol.17, Jan 2012, Pp 43- 60, ISSN No. 0975- 3281.*

Chapters in Books

1. *'Responsible Management Practices as Strategic Tools to Avert Crisis Situations in Tourism: The Case of Wellness Centres in Kerala, India', Tourism in Crisis, NOVA Science Publishers, 2023, ISBN: 979-8- 88697-643-4.*
2. *'Coimbatore Destination Chatbot: A Study on Customer Preference', IEEE, 2021 IoT Vertical and Topical Summit for Tourism, 2021, pp. 1-6, Doi: 10.1109/IEEECONF49204.2021.9604846.ISBN:978-1-7281-6969-9- Scopus Indexed.*
3. *'Visitor Perception and Expectation of Heritage Tourism at Mahabalipuram Monuments- Strategies for Promoting Sustainable Hospitality and Tourism Services', IGI Global Publishers, USA June 2020, ISBN 978-179-984-330-6.- Scopus Indexed*
4. *'Post- Modernism witness as a paradigm shift in the Smart tourism community' Virtual 6th International IHOST conference 2022, on Intercultural tourism & Hospitality Entrepreneurship: Opportunities during uncertain times, ISBN- 9789394779198, Bharathi publications, New Delhi, Pg.No: 117-126.*
5. *'Corporate Social Responsibility by Indian Hotels for Sustainable Development', Shanlax Publications, Madurai,2018, ISBN 978-93-87102-98-9.*
6. *'History of the Mattanchery Synagogue', Authors Press, New Delhi, 2017, ISBN 978-93-86722-60-7.*
7. *A Study on the Measures for Sustainable Heritage tourism in and around Pondicherry', Authors Press, New Delhi, 2017, ISBN 978-93-86722-60-7.*
8. *'A Study on determinants of Online Buying Behavior', Shanlax Publications, Madurai, 2017, ISBN 978-81-933316-5- 1.*
9. *'Challenges in Travel Retailing: Impact of Online Booking on travel entrepreneurial business' , Shanlax Publications, Madurai, 2017, ISBN 978-81-933316-5-1.*
10. *'A Study on Customer Oriented Marketing Implications for Ayurvedic entrepreneur', Allied Publications,*

Chennai, 2012, ISBN 978-81-8424-802-9.

11. '*Customer Perception and satisfaction on a precursor to Customer Retention in Health Tourism*', Himalaya Publisher, Bengaluru, 2012, ISBN 978-93-5097-372-1.
12. '*Heritage Tourism Development of Cochin: A Study of Critical Factors*', ICSG conference proceedings, Kottayam, Kerala, 2018, ISBN 978-93-5279-203-0.
13. '*Impact of Festival Celebrations on Sustainable development of Coimbatore City*', ICSG conference proceedings, Kottayam, Kerala, 2019, ISBN 9789353460020.
14. '*A Study on Diversity and Inclusion Management in Hotel Industry for Equitable Approach*', Equitable tourism development Issues, strategies, and practices Edtd, Kalayani Publishers, Ernakulam 2019.
15. '*Spice Tourism: A tool for Sustainable development in Wayanad*', Kalyani Publishers, New Delhi, India, 2019 ISBN 978-93-90104-11-.
16. '*Sustainable tourism in Cochin- A study on visitor's perception and experience*', ICSG conference proceedings, Kottayam, Kerala, 2019, ISBN 9789353460020.
17. '*Internationalization of Tourism Education*', Teaching in Technological Era, Conference proceedings, Coimbatore, 2017, 978-93-86638-12-0.

Awards:

1. 'Mentorship and Guidance in Tourism Education', Iconic Awards 2023 by WBN (2023)
2. 'Excellence Research Award in Tourism Management', TRIARD by Thanthai Roever Institute of Agriculture and Rural Development (2023)
3. 'Academic Excellence Award Higher Educational Institutions Level', InSc- Institute of Scholars (2022N)
4. 'Best Faculty award' Teachers Day award by ESN Publications, Chennai (2021)
5. 'Best Senior Faculty in Tourism Management', Novel Research Academy, Pondicherry (2020-N)
6. 'Most Fabulous Professor in Tourism' HRD Congress (2020-N)
7. 'Prof. Indira Parikh 50 Women in Educational Leaders', World Education Congress Mumbai (2019-IN)
8. 'Best Professor in Tourism Mgt Studies', 27th Business School Affair and Dewang Mehata National Education Award', Mumbai (2019- N)

Achievements & Responsibilities:

- Organised 4 National, 1 International Seminar and 1 FDP programme for faculty.
- Nearly 22 student workshop was organized for student upliftment.
- Mentored and guided students for Placement and life for nearly 15 years (since 2005)
- Co ordinator for all industry institute linkage since 2005.
- Serving as Tourism board chairperson (For curriculum revision & evaluation) since 2005
- Serving as external Board member for 4 institutes in the region .
- Serving as External question paper setter for 3 institutes in the region .
- Served as a committee member for Planning and monitoring board and evaluation as Internal and external.