

Dr. Sandhya Durga Prasad
Assistant Professor (Temp)
Department of Tourism Management
Avinashilingam Institute for Home Science and Higher Education for Women
Qualification: MTA, DTTF, DTTC, PhD
Research Area: Tourism and Hospitality, Heritage Tourism



Journal Publications

S.No	Authors	Title of the Paper	Name of the Journal	ISSN	Year
1	Dr. Sandhya Durga Prasad and Dr Bindu VT	Community Support for Religious Tourism: The Role of Place Image, Community Attachment and Overall Quality of Life.	Tourism: An International Interdisciplinary Journal (Scopus Indexed, Vol 71, No.2,pp398-410)	International ISSN :1332-7461	2023
2	Dr. Sandhya Durga Prasad and Dr Bindu VT	A Study Of Local Community Perception On Pilgrimage Tourism At Tiruchirappalli	Shodhsamhita : Journal of Fundamental &Comparative Research (UGC CARE Journal)Vol.VIII,No.1(III),pp 40-51	National ISSN:2277-7067	2022
3	Dr. Sandhya Durga Prasad and Dr Bindu VT	Youth Perception On Ethnic Foods: Case From Tamil Nadu, India	Shodha Prabha (UGC CARE Journal),Vol.47,Issue.01,No .2: pp 71-82	National ISSN:0974-8946	2022
4	Dr. Sandhya Durga Prasad and Dr Bindu VT	Significance of Muziris in Kerala Heritage Tourism	International Journal of Creative Research Thoughts, Vol 10, Issue1	International ISSN : 2320-2882	2022
5	Ms. Sandhya Durga Prasad and Dr Bindu VT	Heritage Tourism Development of Great Living Chola Temples: A Study on Visitors Perception and GIS Representation	International Journal of Management and Social Sciences,Volume8(2.1)pp:114-120,	International ISSN:2249-0191	2019
6	Ms. Sandhya Durga Prasad and Dr Bindu VT	Economic Leverage of Coimbatore through MICE Tourism: A Supply Side Perspective	Intercontinental Journal of Marketing Research Review, Vol 5 pp:114-125	International ISSN:2347-1670	2017

Book Chapter and Conference Proceedings:

S.No	Authors	Chapter Contributed	Name of the book and publisher	ISBN
1	Ms. Sandhya Durga Prasad and Dr Bindu VT	A study on the determinants of Online Buying Behavior	E-Business, Shanlax Publications, 2017, pp: 176-185	978-93-86537-20-1
2	Ms. Sandhya Durga Prasad and Dr Bindu VT	History of the Mattancherry Synagogue	Tourism and Conservation of Heritage Monuments: A Stakeholders Manifesto, Authors press, 2017, pp 59-65	978-93-86722-60-7
3	Mrs. K. Sathiyabamavathy, Ms. Sandhya Durga Prasad and Dr Bindu VT	Corporate Social Responsibility by Indian Hotels for Sustainable Development	Digitalization for Transforming India, Shanlax Publications, 2018, pp 207-216	978-93-86537-20-1
4	Dr Bindu VT and Ms. Sandhya Durga Prasad	Heritage Tourism Development in Cochin: A Study of Critical Factors	ICSG Conference Proceeding, 2018 pp 118-128	978-93-5279-203-0
5	Mrs. K. Sathiyabamavathy, Ms. Sandhya Durga Prasad and Dr Bindu VT	Impact of Social Media on Travel Decision Making	National Conference on Contemporary Dimensions in Library and Information Science, 2018, Pg. No. 285-292. Laser Park Publishing House, Coimbatore. (Conference Proceeding)	ISBN: 978-93842-348-6-7.

Seminars/Workshops/Conferences/Webinars Attended:

- Participated in Two Days Training –“Higher Education and Society” on 12th & 13th August 2024, organized by Internal Quality Assurance Cell & Department of Psychology at Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore.
- Participated in Seven Days Online Faculty Development Program on “Essential Skills for Professional Development in Higher Education” organized by Star International Foundation for Research and Education, Tiruchengode, Namakkal, Tamil Nadu from 1st July 2024 to 7th July 2024.
- Participated in Ameliorate 23 - Seven Days Online Faculty Development Programme on “Reshaping Education: AI powered Pedagogy and Research from 4th December 2023 to 11th

December 2023 organized by Department of Professional Management Studies, Kristu Jayanthi College, Bengaluru.

- Participated in the Workshop on “Quality Research and UGC CARE Journals” organized by Directorate of Research and Development and IQAC, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore on 17th May 2022.
- Participated in the Twenty-One Day Faculty Induction Programme (FIP) for newly recruited faculty (GURU DAKSHITA 2021-2022) organized by IQAC, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore
- Participated in One Day Webinar on Techniques to Gear up for UGC NET organized by Post Graduate Department of Commerce at Christ Nagar College, Maranalloor, Trivandrum on 15th July 2020.
- Participated in One Day National Level Webinar on Art and Appreciation of the World Heritage Site of Ajanta Caves organized by Dept of Tourism and Travel Mgt and IQAC at Anna Adarsh College for Women, Chennai on 10th July 2020.
- Participated in One Day Online Webinar on Stress Management at Avinashilingam University on 23rd June 2020.
- Participated in One Day National Level Webinar on Alternative Leadership at Vidya Vikas College of Engineering on 31st May 2020.
- Participated in National Level Workshop on Research Methodology at GRD College, Coimbatore on 22nd March 2019.
- Participated in Seven Day UGC Sponsored National Level Workshop on Research Methodology for Women Scholars at St. Josephs College of Commerce, Bengaluru from 17th to 23rd September 2018
- Participated in the Research Convention at Avinashilingam University on 28th February 2018
- Participated in the One Day workshop sponsored by DST–CURIE on Intellectual Property Rights and Patenting at Avinashilingam University, Coimbatore on 20th September 2017
- Participated in the Seven-day UGC sponsored National level Faculty Development Programme on Advanced Research Analysis at Avinashilingam University, Coimbatore on 11th to 17th September 2017
- Participated in a One Day Workshop sponsored by DST–CURIE on Scholarly Communication and Quality Journal Paper Writing at Avinashilingam University, Coimbatore on 28th July 2017.
- Attended Pre and Post Perspectives of Research Convention at Avinashilingam University at 4th March 2017.
- Participated in 3Day Workshop on Geographical Information System using Open-Source Software at Avinashilingam University, Coimbatore on 16th to 18th January 2017.
- Participated in 3Day Workshop on Research Methodology at PSG Institute of Management, Coimbatore on 17th to 19th November 2016.
- Participated in ICHR sponsored conference on Environmental History at Nirmala College for Women, Coimbatore on 22nd July 2016.
- Participated at UGC sponsored National Seminar on Tourism Entrepreneurship: A Paradigm Shift in Global Economy at Avinashilingam University, Coimbatore on 5th and 6th March 2015.

Seminars/Workshops/Conferences/Webinars Organized:

- Organizing committee member for the two day National Conference on “Adaptive Strategies in Tourism and Heritage for Competitiveness and Sustainable Development” at Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore on 6th and 7th July 2022.

- Organizing Committee of World Heritage Day at 2023
- Organized Five days FDP on Re Engineering of Educational Practices in Management, Tourism and Hospitality by Department of Tourism Management at Avinashilingam University from 9th June 2020 to 13th June 2020.
- Organizing committee of World Tourism Day Celebrations since 2015

Papers Presented:

- Presented a paper on “Scope & Potential of Indigenous Tourism with Special Reference to Wayanad: A Tourist Perspective” at ICSSR Sponsored International Seminar on Integrating Indigenous Knowledge Systems in Sustainable Tourism: Enhancing Livelihoods and Rural Development organised by PG Department of Commerce, Sree Sankara College, Kalady
- Presented a paper on Cultural Conglomeration of Religious Centers through Spatial Representation at Thrissur (Kerala) of the International Seminar on Experiential Tourism “The Way Forward” (ISET-2023) organized by Dept. of Tourism and Hotel Management, Govt. Arts and Science College Kondotty, vilayil on 16th and 17th March 2023.
- Presented a paper on Heritage Tourism Development of Great Chola Temples : A Study on Visitors perception and GIS Representation of the UGC sponsored National Conference on Transformative Technology in Commerce and Management Impact on Indian Economy, Organized by Department of Commerce on 29th-30th January 2019.
- Presented a paper on Significance of Muziris in Kerala Heritage Tourism of the International Seminar on Hospitality Industry’s Issues in the LPG Era at Madurai Kamaraj University, Madurai on 22nd March 2018
- Presented a paper on Impact of Social Media on Travel Decision Making of the Conference on Contemporary Dimensions in Library and Information Science at Avinashilingam University, Coimbatore on 27th January 2018
- Presented a paper on Heritage Tourism Development in Cochin: A Study of Critical Factors in the International Conference on Sustainable Globalization at Marriott Hotel, Kochi on 11th to 13th January 2018
- Presented a paper on History of Mattancherry Synagogue of the Conference on Tourism and Conservation of Heritage Monuments: Roles and Responsibilities of Stakeholders at Tagore Arts College, Puducherry on 7th and 8th March 2017
- Presented a paper on Economic Leverage of Coimbatore through MICE Tourism: A Supply Side Perspective of the UGC sponsored the 7th International Conference on Development Policy Leveraging Investment, Infrastructure and Intellectual Capital for Economic Development at Avinashilingam University, Coimbatore on 15th and 16th December 2016.
- Presented a paper on A SWOT Analysis of Aviation in India-International Conference on Emerging trends in Aviation Industry at Nehru College of Aeronautics and Applied Sciences, Coimbatore in 21st October 2016.
- Presented a paper on Coimbatore as a MICE Tourism Destination: A Scope for Economic Sustainability- UGC sponsored National Conference on “Transition of Financial sector on Economic Sustainability” at Avinashilingam University, Coimbatore on 5th and 6th February 2016.
- Presented a paper on Industry Institute Linkages –UGC sponsored Students Workshop on “Revisiting existing postgraduate curriculum under CBCS at Avinashilingam University, Coimbatore on 17th December 2014

Research Guidance:

S.no	Name of the Candidate	Type	Title	Mode	Status	Role
1	Harini.S	PG Project	A Study on the Impact of the Ramp at Marina Beach for Accessible Tourists	Full Time	Completed	Guide
2	Rashiga. M.A	PG Project	A Study on Perception of Shopping Tourism in Coimbatore	Full Time	Completed	Guide
3	Shahana Sherin. M	PG Project	A Study on Scope & Potential of Indigenous Tourism with Special Reference to Wayanad	Full Time	Completed	Guide
4	Urmika. A	PG Project	A Study on Consumer Consumption by using social media in Tourism Industry	Full Time	Completed	Guide
5	M. Ananya	PG Project	A Study on Prospects of Agri Tourism in Pollachi	Full Time	Completed	Guide
6	Apshara. G	PG Project	A Study on Coimbatore as a Potential Medical Tourism Destination	Full Time	Completed	Guide
7	A. Donna Princy	PG Project	Community Perception of Eco Tourism at Kovai Kutralam Falls	Full Time	Completed	Guide
8	Farzana Begam. B	PG Project	Visitors Satisfaction of Wildlife Tourism in Mudumalai, Tamil Nadu	Full Time	Completed	Guide
9	Janani U and Susmitha A	PG Project (Mini project)	The Impact of Climate change on Sustainable Tourism in Coimbatore	Full Time	Completed	Guide

Awards and Achievements:

S. No	Event	Organizer/Funding Agency	Award	Year
1	Student Conclave India 2024	DTORR in association with UN Tourism, Hosted at St. Claret College, Bengaluru	Young Educator Award (Tourism) Second place	2024
2		UGC	Swami Vivekananda Single Girl Child Fellowship for Research in Social Sciences	2018-2019

