

Department of Tourism Management

Papers Published in International and National Journals

S. No.	Author(s)	Title of the Paper	Name of the Journal	Year of Publication	Vol. No./ Issue No.	Page No.	ISSN
1.	Dr.Bindu V.T	Sustainability Initiatives for Green Tourism Development: The Case of Wayanad, India	Journal of Risk and Financial Management - MDPI Journal	January 2022	Vol.15, Issue. 2	Pp 1-13	ISSN: 1911-8074
2.	Dr. K. Sathiyabamavathy, Dr. Bindu V.T	Women Empowerment in Tourism Industry for Sustainable Inclusive Development for the Community	Journal of Modern Tamizh Research	December 2021	Vol.9, Issue. 4	Pp 11-23	ISSN: 2321-984X UGC Care Listed I
3.	Dr.Bindu V.T	A study of visitor impact management practices and visitor satisfaction at Eravikulam National Park, India	International Journal of Geoheritage and Parks	December 2021	Vol.9, Issue. 4	Pp 463-479	ISSN: 2577-4441 Scopus Indexed
4.	Dr.Bindu V.T	Impact of Social Media on Travel Purchase	Journal of Huazhong University of Science and Technology	May 2021	Vol.50, Issue.5	Pp 1-13	ISSN-1671-4512
5.	Dr.Bindu V.T, Dr.S.Dhanabagiyam	The Impact of Digitalization on IRCTC Booking at Coimbatore city	Journal of Xi'An University of Architecture and Technology	May 2021	Vol.8, Issue 8	Pp 240-257	ISSN No.1002-7930
6.	Dr.S.Dhanabagiyam	A study on Agri-Tourism based Tourism on Tourist Expectation & Experience	Journal of Huazhong University of Science and Technology	May 2021	Volume 50, Issue 05	Pp 1-13	ISSN No.1671-4512
7.	Dr.Bindu.V.T	COVID-19: Rethink and Reset Tourism towards a New Normal	Research Highlights	October 2020	Vol.30, No.4	Pp 263-269	ISSN: 2231-2374
8.	Mrs. K. Sathiyabamavathy	Consumer Preference for Rice Based Ready to Cook Food Products in Coimbatore City	Mukt Shabd Journal	April 2020	Volume 9 No.4	Pp 2055-2064	ISSN: 2347-3150

9.	Dr.Bindu.V.T	Visitor Perception on Environmental Impacts of Botanical Garden, Ooty for Sustainable Practices	International Journal of Multidisciplinary Educational Research	March 2020	Vol.9, Issue 3(1)	Pp 147-161	ISSN No: 2277 - 7881
10.	Dr.Bindu.V.T	Indigenous Entrepreneurial Avenues in Wayanad	International Journal of Multidisciplinary Educational Research	March 2020	Vol.9, Issue 3(1)	Pp 197-209	ISSN No: 2277 - 7881
11.	Dr.S.Dhanabagiyam, Mrs. K.Sathiyabamavathy	A Study on the Impact of Employee Retention in Star Hotels of Coimbatore District	International Journal of Multidisciplinary Educational Research	March 2020	Vol.9, Issue 3(1)	Pp 54-63	ISSN No: 2277 - 7881
12.	Dr .S. Dhanabagiyam	Organizational Success and Collusion with personal Optimization for Effective HRM -An Empirical Study	Parisodh Journal	March 2020	Vol 4, Issue 3	2001 - 2014	ISSN : 2347-6648
13.	Dr.Bindu.V.T	A study on factors influencing the Visitor Experience on Eco Tourism Activities at Parambikulam Tiger Reserve	International Journal of Hospitality and Tourism Systems.	Jan 2020	Vol.13, Issue 1	Pp81-89	ISSN No:0947-6250, Scopus Indexed
14.	Dr.Bindu.V.T	Perception of Local Community on Ecotourism Practices at Parambikulam Tiger Reserve	International Journal of Social Science and Economic Research	June 2019	Vol 4, No. 6	Pp 4224-4239	ISSN:2455-8834, Impact Factor :2.173 UGC Listed
15.	Dr.Bindu.V.T	Visitor Impact Management of Parambikulam Tiger Reserve in Western Ghats	International Journal of Commerce and Management Research	March 2019	Vol 5, Issue 2	Pp 31-36	ISSN 2455-1627, Impact Factor: 5.22
16.	Mrs. K. Sathiyabamavathy	A Study on Customer Satisfaction and Service Quality in Selected Attractions of Ooty	Journal of Management Research and Analysis	March 2019	Volume 3	Pp 280-288	ISSN : 2394-2762
17.	Mrs. K. Sathiyabamavathy	Role of Advertisement on the Promotion of Use of Biofertilizers in Western Tamil Nadu	Journal of Extension Education (JEE)	August 2019	Volume 31 No.4	Pp 6396-6400	ISSN: 0971-3123

18.	Dr.Bindu.V.T, Mrs. K. Sathiyabamavathy	Cross-cultural Consumers and Their Influence on Tourism Industry for Sustainable Environment	International Journal of Engineering, Business Enterprise Applications.	February 2019	Vol.21, Issue.1	Pp 10-16	ISSN No:2279-0020, Impact Factor:6.32
19.	Dr.Bindu.V.T	Heritage Tourism Development of Great Living Chola Temples: A Study on Visitors Perception and GIS Representation	International Journal of Management and Social Sciences	January 2019	Vol8(2.1)	Pp 114-20	ISSN No :2249-0191, Impact Factor: 3.259 UGC listed
20.	Dr .S. Dhanabagiyam	A Study on the demographic factors influencing cultural Heritage Tourism	International Journal of Management Research and Analysis	March 2019	Vol 3 , Issue 1	Pp 269 - 273	ISSN : 2394-2770
21.	Dr.Bindu.V.T, Mrs. K. Sathiyabamavathy	Service Design in Tourism Industry: A key for Sustainable Entrepreneurial Business	Asian Journal of Multidimensional Research	Feb 2018	Volume 7	Page1 15-125	ISSN:2278-4853 Impact Factor-4.708 UGC Listed
22.	Dr .S. Dhanabagiyam	A Study on Cultural Heritage Tourism	International Journal of Management and Social Sciences	Feb 2018	Vol 8, Issue 1	Pp 180-191	ISSN: 2349-9761
23.	Dr.Bindu.V.T	Accessible Tourism: A Key to Sustainable development in Coimbatore	International Journal of Hospitality Business and Research	October 2017	Volume 8, Issue 2	Page 1-19	ISSN:0976-7789 UGC Number 2
24.	Dr.Bindu.V.T	Exploration of Ecotourism Destinations an Approach towards Sustainable Tourism in and around Coimbatore	International Journal of Hospitality Business and Research	October 2017	Volume 8, Issue 2	Page 157-174	ISSN: 0976-7789 (UGC Listed)
25.	Dr .S. Dhanabagiyam, Mrs. K. Sathiyabamavathy	A Study on Customer Relationship Management in Sree Annapurna Restaurant, Coimbatore	International Journal of Hospitality Business and Research	October 2017	Volume 8, Issue 2	Pp 201 - 222	ISSN : 0976 - 7789
26.	Dr .S. Dhanabagiyam	A Study on Medical	International	October	Volume	Pp	ISSN : 0976

		Tourism in Coimbatore	Journal of Hospitality Business and Research	2017	8, Issue 2	173 - 191	- 7789
27.	Dr .S. Dhanabagiyam	To Ascertain the Influence of Bank Officers towards the Factors of Succession Planning	International Journal of Research in Business Studies and Management	March 2017	Vol 4, Issue 3	Pp 1-6	ISSN: 2394-5931
28.	Dr.Bindu.V.T	Economic Leverage of Coimbatore Through MICE Tourism: A supplySide perspective	Intercontinental Journal of Marketing Research	Februar y 2017	volume 5, Issue 5- special Edition II	Pp114 -125	ISSN:2347-1670, Impact Factor:4.311
29.	Dr.Bindu.V.T	Local Community Perception on Eco Tourism and sustainability In and around Ooty	Intercontinental Journal of Marketing Research	Februar y 2017	volume 5, Issue 5- special Edition II	Pp126 -139	ISSN2347-1670, Impact Factor:4.311
30.	Dr.Bindu.V.T	Community Based Tourism :An Approach to sustainable Tourism development in Wayanad	International Journal of Marketing Research	Februar y 2017	volume 5, Issue 5- special Edition II	Pp100 -113	ISSN: 2347-1670, Impact Factor:4.311
31.	Dr .S. Dhanabagiyam	A SWOT Analysis of Business Tourism and its Influence on Hospitality Industry in Coimbatore District	Journal of Exclusive Management Sciences	Februar y 2017	Vol 6, Issue 2	Pp 33-40	ISSN : 2277-5684
32.	Mrs. K. Sathiyabamavathy	Role of Tourism and Hospitality Industry Towards Indian Economy	Intercontinental Journal of Marketing Research Review	Februar y 2017	Volume 5	Pp 78-87	ISSN:2347-1670
33.	Dr .S. Dhanabagiyam	Analyzing the opinion of Bank Managers and Subordinates on the factors Multirater Feedback System	Acme Intellects International Journal of Research in Management, Social Sciences & Technology	October 2016	Vol-14, Issue-14	Pp 51-60	ISSN: 2320 - 2939
34.	Dr.Bindu.V.T	Impact of Clean India Campaign onTourism development in Coimbatore as a destination	International Journalof Business studies	Septem ber 2016	Vol.1 ,No (Special)	Pp108 -124	ISSN:2455-2992
35.	Dr.Bindu.V.T	Accessible Tourism:	IOSR Journalof	Septem	Vol.18,	Pp 01-	ISSN 2319-

		Determinants and Constraints: A Demand Side Perspective	Business and Management	ber 2016	Issue 9	08	7668, Impact Factor: 3.52
36.	Dr. Bindu.V.T	Customer satisfaction and service Quality Gap Analysis of Health Tourism in Kerala	Journal of Exclusive Management Science	September 2016	Vol no 5 Issue 9	Page no 10 to 19	International 2320-866X

Papers Published as Book Chapters/Conference Proceedings

S. No.	Author(s)	Title of the Paper/Chapter	Name of the Book/Proceedings	Year of Publication	Publishers	Page No.	ISBN
1.	Dr. Bindu V.T, Mrs. K. Sathiyabamavathy	Cultural diversity management of employees in hotel industry for Sustainable development.	ICSG 3rd International conference on Sustainable globalization	2020	School of Tourism Studies, Mahatma Gandhi University, Kottayam, Kerala	15-35	9789353463762
2.	Dr. Bindu V.T, Mrs. K. Sathiyabamavathy	Visitor Perception and Expectation of Heritage Tourism at Mahabalipuram Monuments	IGI Global Publishers, USA	2020	IGI Global Publishers, USA	191 – 210	9781799843306
3.	Mrs. K. Sathiyabamavathy	A Study on Diversity and Inclusion Management in Hotel Industry for Equitable Approach	International Conference on Equitable Tourism Development	2020	Kalyani Publishers, New Delhi	46 – 64	978-93-90104-11-6
4.	Dr. Bindu V.T	Sustainable tourism in Cochin- A study on visitors perception and experience	ICSG 2nd International conference on sustainable globalization	2019	School of Tourism Studies, Mahatma Gandhi University, Kottayam, Kerala	327-345	9789353460020
5.	Dr. Bindu V.T, Mrs. K. Sathiyabamavathy	Corporate Social Responsibility by Indian Hotels for Sustainable Development	Digitalization for Transforming India.	2018	Shanlax Publications, Madurai,	207-216	8193331651
6.	Dr. Bindu V.T, Mrs. K. Sathiyabamavathy	Impact of Social Media on Travel Decision Making.	National Conference on Contemporary Dimensions in Library and Information Science	2018	Laser Park Publishing House 2018	285-292	978938-42-348-67
7.	Mrs. K. Sathiyabamavathy	Cross Cultural Consumers and their Influence on Tourism Industry for Sustainable Environment	National Conference on Cross-Culture and Consumer Behavior NCCB 2018	2018	International Association of Scientific Innovation and Research	7	-

					(IASIR)		
8.	Dr.BinduV.T	History of the Mattancherry Synagogue	Authors Press ,New Delhi,	2017	Authors Press	59-65	978-93-86722-60-7
9.	Dr.BinduV.T	A Study on the Measures for Sustainable Heritage Tourism In and Around Pondicherry	Tourism and Conservation of Heritage Monuments-The Stakeholders Manifesto	2017	Authors Press, New Delhi,	126-136	978-93-86722-60-7
10.	Dr.BinduV.T	A study on determinants of Online Buying Behavior	E-Business Growth and Challenges in India.	2017	ShanlaxPublications, Madurai,	176-185	9789386537201
11.	Dr.BinduV.T	Challenges in Travel Retailing: Impact of Online Booking on Travel Entrepreneurial Business	E-Services: Issues and Challenges	2017	ShanlaxPublications, Madurai,	213-220	978-81-933316-5-1
12.	Dr. S. Dhanabagiyam	A study on the influence of buying behaviour towards online shopping in Coimbatore district	ICSG 3rd Inter Digitalization for Transforming India	2017	School of Tourism Studies, Mahatma Gandhi University, Kottayam, Kerala	251-261	978-93-871029-8-9
13.	Mrs. K. Sathiyabamavathy	A study on the Marketing strategies to promote heritage hotels in India	Tourism and Conservation of Heritage Monuments-The Stakeholders Manifesto	2017	Authors Press	360-382	978-93-86722-60-7
14.	Mrs. K. Sathiyabamavathy	A Snapshot View on "Demonetization and Digitalization of India: A Boon or Burden to General Public"	E Business: Growth and Challenges in India	2017	Shanlax Publications	336 - 340	978-93-86537-20-1
15.	Mrs. K. Sathiyabamavathy	Internationalization of Tourism Education	Teaching in Technological era	2017	Shanlax Publications	336 - 340	978-93-86537-20-1

Books Published

S. No.	Author(s)	Title of Book	Year of Publication	Publishers	ISBN
--------	-----------	---------------	---------------------	------------	------

1	Dr.S.Dhanabagiyam	"Multirater Feedback for Succession Planning: A Study undertaken in Banking Sector".	2017	Lambert Academic Publications, Germany.	ISBN978-3-330-3180-21
---	-------------------	--	------	---	-----------------------

Research Projects

S.No	Faculty Name	Title of the Project	Duration	Type of the Project	Name of the Funding Agency
1	Dr.Bindu V.T & Ms.Sivakami.V	Visitor Impact Management of Parambikulam Tiger Reserve in the western Ghats	4/12/2017 to 31/03/2018	Inhouse Project	UGC (Avinashilingam Institute)
2	Dr.Bindu V.T Ms.B.Uthra (18PTA020) MBA(TT)-2 nd Year	Development of Chatbot on Coimbatore "Ask Me WHW"	20/01/2020 to 25/03/2020	DST-Curie Artificial Intelligence	DST-Curie