



BIO DATA OF FACULTIES

NAME : ANJU K.P

DESIGNATION : ASSISTANT PROFESSOR

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QUALIFICATION:

EDUCATIONAL QUALIFICATIONS:



| | COURSE | INSTITUTION/ UNIVERSITY | YEAR OF PASSING |
|-----------|--|--|-----------------|
| PG | MBA (Tourism and Travel management) | Kuvempu University Shivamoga, Karnataka, | 2020 |
| UG | BTTM (Bachelor of Travel and Tourism Management) | Pazhassiraja College, Pulpally, Calicut University, | 2017 |
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TOTAL WORK EXPERIENCE: NIL

RESEARCH PROFILE : 4 YEARS

GUIDANCE EXPERIENCE: NIL

AREA OF INTEREST : WELLNESS TOURISM, SUSTAINABLE TOURISM

PUBLICATION LIST : 6

1. 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(17),140. (Scopus Indexed) (2024)
2. What Insights Does Service Quality Gap Analysis Offer for the Wellness Tourism Sector in Kerala, Atna – Journal of Tourism Studies, Vol 19. No.2, 263-288. (Ugc care I)
3. Book Chapter, 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. (Scopus Indexed) (2023)
4. Article titled “Role of Chatbot in Cultural Heritage Tourism: An empirical study on Ancient Forts and Palaces, Journal of Heritage Management, Sage Publications, pp 1-19, Ugc care I (2024)
5. Article titled “Wellness Tourism Experiences in Post Pandemic Travel: A Netnographic study’, Research journal of Management science, An international peer reviewed journal. Volume 12, Issue (3). (2023)
6. Article titled “Impact of medical tourism of Ayurvedic treatment in Coimbatore, Research Highlight, A Quarterly journal of Avinashilingam Institute for Home science and higher education for women, October 2021.

WORKSHOPS ATTENDED:

1. ICSSSR-SRC sponsored national level online one week workshop on Research Methodology- A toolkit for the Innovators.
2. Tourism and Hospitality Research Boot Camp-2023 at Central University Tamil Nadu.

TRAININGS ATTENDED / FDP’S / REFRESHER PROGRAM: NIL

1. DST-CURIE-AI Sponsored Seven day’s National level Executive Development/Faculty Development Program on Artificial Intelligence Embedded Business Processes.

AWARDS AND ACHIEVEMENTS :

1. Best Poster presentation award at TRIARD, Perumbalur, Tamil Nadu
2. Distinguished Research Scholar Award, WBN award 2024, Coimbatore