



केरल केन्द्रीय विश्वविद्यालय
CENTRAL UNIVERSITY OF KERALA
School of Business Studies
Department of Tourism Studies
Tejaswini Hills, Periya PO, Kasaragod Dist– 671 316



Brief report on Research Methodology in Tourism (Special Lecture)

Department of Tourism Studies has organized a special lecture Research Methodology in Tourism as part of Skill Development Programme.

Dr.Sibi P S, Assistant Professor, Department of Tourism Studies – Pondicherry University engaged session for the First Semester Students of MBA Tourism and Travel Management Students on 20 Aug 2020.

Mr. Mohammed Ashraf B A, Ad hoc Faculty, Department of Tourism Studies officially welcomed the key Speaker to the virtual session. In his introductory remarks Mr. Mohammed Ashraf B A emphasised on the importance of quality research in the field of Tourism for the sustainability of all businesses and services.

Dr. Sibi P S has obtained her Degrees from Pondicherry University (Ph.D in Tourism Studies), Madurai Kamaraj University (M.Phil& Master of Tourism Management) and Calicut University (BA Travel and Tourism Management). Prior to joining Pondicherry University in 2008, she had worked with Bharata Mata College, Cochin and GPM Government College, Kasaragod, Kerala. She was on deputation to Central University of Kerala, Kasaragod and played the role of founder in establishing Department of Tourism Studies in 2019. She has published one book, 17 research papers, two modules for E Pathashala and several study materials in tourism. She has organized two national conferences, 5 workshops and presented papers in 40 national and International conferences delivered 8 invited talks and is member to 21 academic bodies in Tourism.

The lecture played a crucial role in imparting research interest among students who will be doing a Research project in upcoming semester. Mr. Jithin A.K, Class Representative proposed the Vote of Thanks.



Central University of Kerala
School of Business Studies



Department of Tourism Studies

Special Lecture on

As part of Skill Development Programme

Research Methodology in Tourism

20 August 2020, 10.30 AM



**Dr. Sibi P.S., Assistant Professor,
Department of Tourism Studies,
Pondicherry University**



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