

Dr Sindhu R Babu



Dr. Sindhu R Babu is at present working as Assistant Professor of Tourism (IIIrd Stage) in School of Tourism Studies, Mahatma Gandhi University, Kottayam. She joined the University on 01.10.2019. Before joining this university, she was a full time Ph.D.Scholar with fellowship for 3 years at College of Engineering, Trivandrum under Kerala University from 2006-2009. In the Year 2010 she was awarded with Ph.D. in the topic **“An IT Tool for Developing Ecotourism Projects in Kerala”**. She joined Tamil Vocational Higher Secondary Government School, Chalai, Thiruvananthapuram as Lecturer in Travel and Tourism on 16.07.2009. Subsequently she joined Govinda Pai Memorial Government College, Manjeshwar, Kasaragod in same year as Assistant Professor of Travel and Tourism on 18.12.2009. She was Head of the Department from 2011 to 2015 and was appointed as Board of Studies Chairperson from 2011-2017 and Board of Examinations Chairperson from 2011-15 and had been Principle-in-charge on several occasions from 2018-19. In the year 2016, she was awarded Post Doctoral Fellowship under the Research Award Scheme for permanent teachers and she joined Kannur University. Her topic was **“Mass Customerization: A Next Level Mass Customizing Tourism in Kerala.”** She has to her credit 9 international publications and 4 national publications. Also, she has contributed as book chapters in 4 books and authored one book on Professional Ethics for engineering students enrolled at APJ Abdul Kalam Technical University. In addition, she is appointed by the M.G. University as “Director of Online Travel Agency” from 2022 which is run within the main University Campus.