



**K.P.KARTHILINGAM**  
**ASSISTANT PROFESSOR**

### Contact

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**Academic Qualifications: M.Sc., MBA., M.Phil., PGDTM., SET**

**Teaching Experience: 17 Years**

**Research Experience: 06 Years**

### Additional Responsibilities

1. NSS Programme Officer for the Unit No: 89 of our University.
2. IQAC Co-ordinator of the department.
3. Served as Science block Canteen Co-ordinator from 2018 to 2021.

### Areas of Research

1. Hospitality Management
2. Tourism Management

## Research Supervision / Guidance

Program of Study		Completed	Ongoing
Project	PG	60	--
	UG / Others	200	--

## Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
2	6	2	12	1

## Funded Research project

S.No	Agency	Period		Project Title	Budget [Rs.In .lakhs]
		From	To		
1.	AURF	2017	2019	Perception and Satisfaction of Tourists towards Heritage Tourism in Sivagangai District	0.25

## Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized: 6

- Acted as Organising Secretary for “Five days Training Programme for Housewives on Chettinad Food Preparation” held from 20.03.2017 to 24.03.2017.
- Acted as Organising Secretary for “Workshop on Vegetables and Fruits Carving” held on 25.01.2018.
- Acted as Organising Secretary for “Three Days Training Programme on Chettinad Food Preparation” held from 21.02.2018 to 23.02.2018.
- Acted as Co-ordinator for three days workshop on “Atelier d’ cuisine” conducted on 07.03.2019.
- Acted as Organising Secretary for two days International conference on “Recent Trends in Global Sustainable Tourism & Hospitality Research” held from 06.09.2019 to 07.09.2019.

## Events Participated

Conferences / Seminars / Workshops: 20

## Membership in

### Academic Bodies (such as Board of Studies etc.,)

1. Board of Studies Member, Department of Tourism & Hotel Management, Alagappa University.

### Others

1. Examiner in KCC, Kodaikanal.
2. Examiner in Bharthidasan University, Trichy.

## Recent Publications

S. No.	Title of the Article	Name of the Journal, Vol. No. & Page. No	ISBN/ ISSN
1	A Study on Insight of Customers towards Medical Tourism in Tamilnadu	TEST, Vol-I (2020),4833-4840	0193-4120
2	A Study on Effect of Marketing Mix Components on Sustainable Development of Tourism in South Tamilnadu	TEST, Vol-I (2020),4841-4845	0193-4120
3	A Study on Customer Satisfaction of Hygienic of Star Hotels with reference to Star Hotels in Madurai	Our Heritage, Vol -68(1)-7086-7096, (2020)	0474-9030
4	Tourism Marketing	Shanlax Publications,2014, 169-172	978-93-85977-13-8
5	HRM Practices in Tourism and Hotel Industry	Shanlax Publications,2014, 219-222	978-93-85977-13-8
6	HRM Practices and Job satisfaction of employees with	Valartamizh Pathipagam,	978-93-81100-10-3

	special reference to the hotel industry	2015,108-112	
7	The Art, Architecture, Education, Literature, Economy, Women status, Food habits during Chola Period.	Poocharam,(2016),38-39	978-81-920462-5-9
8	The importance of Food safety and HACCP	Yazhini Publications,(2016), 130-133	978-93-80622-27-9
9	Tamil Ilakkiyam, Panbaadu matrum Maruthuvam	Kaliappa Publishers,(2017), 153-157	978-81-921754-3-0
10	A study on factors influencing purchase intentions towards organic products among customers	Shanlax Publications,(2017), 56-62	978-81-933316-4-4
11	A Study on Insight of Customers towards Medical Tourism in Tamilnadu	Shanlax Publication, 2019, 240-247	978-93-89146-64-0
12	A study on effect of Marketing Mix components on sustainable development of tourism in South Tamilnadu.	Shanlax Publications, 2019, 262-268	978-93-89146-64-0
13	A study on development of Flaxseed incorporated food products.	Shanlax Publication, 2019, 220-225	978-93-89146-64-6
14	The Impact of Modern Technology in Tourism Industry	Shanlax Publication, 2019, 240-244	978-93-89146-64-6
16	A study on organisational climate and job satisfaction of faculty members of private Engineering colleges		

**Number of Invited / Special Lectures delivered: 8**