ARTICLES PUBLISHED

A study on Community tourism and Its Impact in Kerala with Special Reference to Ernakulam. (IRACST- International Journal of Research in Management & Technology (IJRMT), ISSN: 2249-9563 Vol. 2, No.6, December 2012).


APPENDIX-III

PAPER PRESENTATIONS


Community Tourism & Its Challenges in Rural Areas, National Level Conference on Disruptive Marketing- The Way Forward, CMR Institute of Management Studies, Bangalore, 27th April, 2012

Importance of Proactive Pitching in marketing Community Tourism (Rural Areas) National Conference on Traditional Concepts in today’s Context. Rajagiri Centre for Business Studies, January, 24th 2013

Effectiveness of four P’s of Social Marketing with Reference to Community Tourism, National seminar Change 14, Social Marketing: Role of Academics, Government, Public Sector & NGO, School of Business Management & Legal Studies University of Kerala Thiruvananthapuram, March 14-15, 2014