PREFACE AND ACKNOWLEDGEMENT

Tourism is one of the fast developing industry of the world. In India this sector brings in a lot of foreign exchange, next to the Gem and Jewellery industry. Tamil Nadu as a land of temples attracts thousands of tourists. Cholamandalam located in a strategic place in the state exhibits the cultural uniqueness of our ancestors through its temples. This dissertation is an attempt to look Cholamandalam as cultural destination for the tourists.

In this endeavour both primary and secondary sources are used. The primary sources helped in the form of questionnaires collected from the foreign tourists, hotels, and travel agencies. The pamphlets issued by the Tamil Nadu Tourism Development Corporation also helped in completing the dissertation. The secondary source in the form of books written by various authors one of great help in writing this dissertation.

Completion of this work is not an individual’s effort. During the different stages of this work many have helped and guided me in reaching my destination. So it is my duty to thank all those who rendered their helping hands in course of this study.

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