Acknowledgement

At the very onset I would like to express my deep sense of gratitude to the Department of Business Administration, The University of Burdwan for providing me with a conducive environment to acquire invaluable knowledge during my tenure as a student (1995-1997) and then allowing me to contribute towards enhancing the existing body of knowledge as a research scholar.

I would like to express my heartfelt gratitude and respect to my supervisors Dr. Bivraj Bhusan Parida, Reader and Head Department of Tourism Management, The University of Burdwan and Dr. Pradyumna Kumar Tripathy, Senior Lecturer, Department of Business Administration, The University of Burdwan, for their caring guidance and constant encouragement without which the study would not have been possible.

I would like to take up this opportunity to express sincere gratitude to Prof. Dilip Roy, Head, Department of Business Administration, The University of Burdwan, who has been a constant source of inspiration for many a students like me. I express my deep respect to all my teachers to whom I am immensely indebted for nurturing and nourishing me ever since I stepped into the world of knowledge acquisition.

I owe the smooth completion of my research work to my organization, Camellia Group, which has allowed me to concentrate and avail academic liberty as deemed fit. I express my gratitude to Mr. Nil Rattan Dutta, Chairman, Camellia Group, for providing me with an opportunity to be groomed as a teacher while pursuing my research work. I would like to thank my colleagues and friends who were understandable, compassionate and supportive during my entire tenure as a research scholar.

This research work owes a lot to my beloved wife Aditi, who had been a constant source of calmness, patience and encouragement and stood by me through the thick and thin.

04-01-2011

Arup Kumar Baksi