ACKNOWLEDGEMENT

No amount of written text would be able to capture my sincere thanks that are due to my research advisor/Guide Prof. Dilip J. Chauhan [Head, Department of Economics, Sardar Patel University, Vallabhb Vidyaganagar, Gujarat], who like a friend, philosopher and guide, has steered me through this research process. I would like to thank Prof. H.P. Trivedi [former Head of Department, Department of Economics, Sardar Patel University, Vallabhb Vidyaganagar] and other faculty members of the Department for their critical feedbacks from time to time, during the research period.

I would also like to put on records the support extended by the officers of Gujarat Tourism (Tourism Corporation of Gujarat Ltd.), especially- Shri. Sanjay Kaul, IAS (erstwhile Managing Director), Shri. Kirti Thakar (Manager, Fairs & Festivals), Shri. Kingshuk Biswas (Manager, Marketing), Shri. Sriram Prayaga (Sr. Tourist Officer), Shri. Jitubhai V. Patel (OSD, Accounts) and many more that helped me get the needed information and data at numerous times. I must not forget to thank Shri. Rohit M. Patel (Senior Consultant, GITCO, Ahmedabad) for providing the various data, without which my research would not have completed.

My thanks are also due to my colleagues at C.Z. Patel College of Business and Management for sharing lot of my routine works and help find little spare time to concentrate on my research process. Of course, needless to say that this work would not have been completed without Shri. Kiran Makwana of Mudra Binding (Osian Complex, Vallabhb Vidyaganagar), who took the pain of editing and formatting this research work.

Last, but not the least, how can I forget the efforts put by my father, Dr. Dilip Bagchi who proof-read the drafts, putting forward various valuable suggestions and helping me when-ever I felt down due to the lack of data or when analyzing the data. I am also grateful to my mother, Smt. Rukmini Bagchi and my wife Smt. Krishna Brahmbhatt Bagchi for their untiring support which saw me through this whole research process. Without the encouragement of my family, it would not have been possible for me to complete this work.

Place: Vallabhb Vidyaganagar
Date: 30-07-2015

Parthasarathi Bagchi