

TABLE OF CONTENTS

Declaration	i
Certificate	ii
Acknowledgement	iii
Preface	vi
Table of Contents	viii
Chapter – I Introduction	
Chapter – II Hospitality Industry – An Overview	
Chapter – III Multisensory Marketing – Emergence and Application	
Chapter – IV Analysis and Interpretation of the Data	
Chapter – V Findings, Conclusions and Suggestions	
List of Tables	Xiii
List of Figures	Xvii
Abbreviations	Xviii
Key Words	Xxii