ACKNOWLEDGEMENT

This acknowledgement section is too brief to adequately express my gratitude to everybody. This Ph.D. work is the outcome of the support, blessings, and encouragement of many individuals in many stages of my work. I deem it as a great pleasure and honour in acknowledging their contributions in the completion of this research achievement.

I am thankful to the Former Vice Chancellor Dr. Saroja Prabhakaran, the present Vice Chancellor Dr. Sheela Ramachandran, the Registrar Dr. Gowri Ramakrishnan and Dean, Faculty of Business Administration Dr. Shantha B. Kurup of Avinashilingam Deemed University for Women, Coimbatore, for permitting me to undertake this research activity and also for their constant support and encouragement throughout the research work.

I record my profound gratitude to the Vice Chancellor of Mother Teresa University, Dr. Arunashivakamy Ananda Krishnan, for accepting me as a Doctoral candidate. I am also grateful to the Controller of Examinations, Registrar, Director and all the Administrative Officials of the University for helping me to complete this work.

It is my sincere duty to profusely express deep sense of gratitude to my respected Guide and Supervisor Dr. Sampad Kumar Swain, Reader in Tourism, School of Management, Pondicherry University, Pondicherry, for having spent his valuable time for providing timely suggestions, continuous guidance, productive criticism, whole hearted support, and inspiration. His comprehensive ideas and suggestions have taught me innumerable lessons and insights on the working of an academic research work. Along with him, his wife
Smt. Puspalata Swain and his two daughters also compromised and co-operated well in time for completion of this work. I am indebted to him forever.

I record my sincere gratitude to Ayurvedic Resort Managers Mr. Pramod Joseph (Lake Palace, Alleppey), Mr. Girish (Somatheeram Ayurvedic Beach Resort), Mr. Unnikrishnan (Kadavu Resort) and Ayurvedic Physician Dr. Lalitha Babu (Ayurbay Resort) and Dr. Chandraseker (Kairaly Health Resort) for their sincere commitment and co-operation throughout my data collection. I also express my heartfelt gratitude to all respondents for having contributed their valued opinions for enrichment of research work.

I deeply acknowledge and dedicate this piece of research work to my parents Shri. Govindankutty Nair, Smt. Pankajavalli Nair and my husband Shri. Sasiprasad R. and my daughter Harshida for their patient co-operation and support to complete this research work in full shape.

I also extend my sincere gratitude to Mr. Babu P. George for his valuable suggestions and guidance. I acknowledge the help and co-operation of all my colleagues in the Department of Tourism Management, Avinashilingam Deemed University for Women, Coimbatore.

To give final shape to this research work, I deeply acknowledge and appreciate the support and commitment of Prof. Ramakrishnan, Prof. K.T. Geetha, Mrs. Shoba, and Mrs. Aarti, to give a final shape to this mammoth research work.

I also express my heartfelt gratitude to Prof. Sandeep Kulshreshta, IITTM, Gwalior for his immense help and guidance in the research and academic work.
I thankfully acknowledge the authors whose research papers, books, and articles have been reviewed for the purpose of the research work.

Last but not the least, I would like to thank the God Almighty for the opportunity and blessings rendered to me for this research endeavour.