ACKNOWLEDGEMENT

They deserve my thanks:

- my guide, Dr. M. Abdul Haneef, Principal (Retd.), Ambai Arts College, Ambasamudram and my co-guide Dr. K. Uthayasuriyan, Professor and Head, Department of International Business and Commerce, Alagappa University, Karaikudi, who with their innovative suggestions made this study very interesting and enterprising at every stage.

- the Dean, Manonmaniam Sundaranar University, for helping me in the registration for Ph.D.;

- the Management, Secretary and the Principal, G. Venkataswamy Naidu College, Kovilpatti, for permitting me to undertake this study;

- my colleagues in the Department of Commerce, Dr. K. Durairaj, professors T. Tiruvengadaraj, V. Venkatasamy, S. Krishnasamy, T.M. Udumanali, Auditor, R. Tirupathi and M. Prabhu and other members, for standing by me throughout this academic and research exercise;

- my special thanks to Dr. S. Jeyakumar, M.Com., M.Phil., Ph.D., for his valuable and timely help.

- the Respondents (domestic and foreign tourists and vehicle operators) who readily came forward to answer my queries at the personal interviews I had with them;
the Officials of the Department of Tourism, Tamil Nadu and Tamil Nadu State Transport Corporation, Tirunelveli, for providing me with the needed statistical data relevant to my study;

the Librarian Mr. L. Gopalsamy and his staff, GVN College Library for keeping at my disposal the reading materials available in the Library;

Dr. S. Arulkrishnamoorthy, for his linguistic consultancy services;

the Librarian Mr. L. Gopalsamy and his staff, GVN College Library for keeping at my disposal the reading materials available in the Library;

my wife Ms. S. Suseela, my daughter Dr. L. Kavya, my son Er. L. Manikandan and brothers-in-law for creating a conducive research atmosphere at the familial level and for their sacrifice in silence;

and the many others who helped me with the necessary inputs that helped me to bring out my research thesis to its current shape;

above all, I submit my reverential prayers to the Lord Almighty for all the kindness and grace.

A. LINGAPPAN.