ACKNOWLEDGEMENT

‘Man travels to see the unseen and know the unknown.’ My journey began with a zest for travel which combined with my management education lead to the present study. The work began in 2010 and gradually progressed till it reached the present completed stage. On the eve of submitting my Ph.D. thesis I consider myself privileged to be a student of my guide Dr. V.H. Inamdar, Director, M.E.Society’s Institute of Management & Career Courses (IMCC), Pune. I am thankful to my guide Dr. V.H. Inamdar, who has been a pillar of strength guiding and advising me throughout my research work. He has patiently gone through the thesis and guided me in the intricacies both theoretical and practical. This work would not simply not have been possible without his reassuring support.

For a year and a half, I dedicated my time and energy towards conducting surveys and interviews in Pune City of all the elements of the Industry including Experts, Top Tourism Executives and Tourism managers and Tourism customers.

To analyse the large amount of data collected I was helped by Mr. Shrivallabh Sane an experienced statistician by using the latest statistical tools. Dr. Santosh Deshpande and Prof. Nandakumar Khachane helped me in data analysis and Hypothesis testing. Prof. Satish Chinchorkar kindly gave inputs on statistical theory. I must thank Dr. P. K. Pisal and Prof. Ashok Gandhe for encouraging and guiding me throughout my work.

--------------------------------

Mrs Shubhada Marathe

PhD Research Student