Acknowledgements
ACKNOWLEDGEMENTS

This work has been accomplished under the guidance and supervision of Dr. S.V. Narayanan. He has been my teacher, philosopher and guide during the whole tenure of my research. If there is any person whom I repeatedly pestered for a thousand and one things, it was Professor. Dr. S.V. Narayanan not only put up with all this, but despite paucity of his valuable time, helped me to iron out the difficulties I had during my research. To him, myself an extremely grateful.

The help of the authorities of Pondicherry Tourism and Transport Development Corporation is also acknowledged. They helped me in collection of secondary data and with timely advices. I am grateful to Mr. Babu Director of Culture (Erstwhile M.D), Mr.V. Shivashanmugam, Managing Director, Mr. N. Ramesh, Executive and Mr. Kandaswamy, Statistician.

I am grateful to Dr. K. Venkatasubramanian, the Ex-Vice-Chancellor for encouraging me to take up research work seriously.

I am grateful to Dr.A.Gnanam, Vice-Chancellor, who was sympathetic, helpful and appreciated the purpose of research thereby enabling me the early submission.
I am also thankful to Dr. M.T. Thiagarajan, Dean, School of Management.

In regard to this work, myself will remain obliged to the hoteliers of Pondicherry for being very cooperative during my primary data collection stage.

My heartfelt thanks to Mr. P. Ramanathan, Librarian, Central Library, Pondicherry University for making certain rare books and literature available to me. The Library staff need to be commended.

I am indebted and grateful to my wife Nandini for being cooperative and constant source of inspiration. I am indebted to my parents. I am thankful to Madam Shanta for encouraging me during my research work.

I am grateful to RANK Computers, Pondicherry for being cooperative and timely while typing the thesis.

I thank my teachers, my students and my teacher colleagues also.

Subhasish Saha