## ACKNOWLEDGEMENTS

## FIRST AND FOREMOST, PRAISES AND THANKS TO THE GOD, THE ALMIGHTY, FOR HIS SHOWERS OF BLESSINGS THROUGHOUT MY RESEARCH WORK TO COMPLETE THE RESEARCH STUDY SUCCESSFULLY.

**C**ompletion of my Ph.D. Thesis was not just an academic task to be completed; it was a pleasant journey, full of various exciting milestones and a wonderful experience of ups &downs. Now, on this occasion of submission of the my Ph. d Thesis, it is a pleasant task for me to express my heart-felt thanks to all those who contributed in many ways in successful completion of this research work, and has made it an unforgettable experience for me.

At this moment of accomplishment, I would like to express my sincere gratitude to my guide, advisor &mentor, **Professor (Dr.)Parimal H Vyas**, without his support and encouragement, it was really impossible to pass through this journey successfully. I am indebted for his valuable advice, constructive criticism and his extensive discussions around my work. I successfully overcame many difficulties and learned a lot. I can't forget his hard times, when despite of his ill health, he used to review my thesis progress, give his valuable suggestions and made corrections. He was always beside me during the happy and hard moments to push me and motivate me. His unflinching courage and conviction will always inspire me, and I hope to continue to work with his noble thoughts. I consider it an honour to work with him. I can only say a proper thanks to him through my future work.

We would also like to extend our thankfulness to Prof. S N Bansal [Dean, Faculty of Commerce], Dr. U R Dangarwala [Head of Department], and other Faculty Members of the Department of Commerce and Business Management, Faculty of Commerce, the M S University of Baroda.

We also express herewith truthful thanks to teaching and non-teaching staff members of the Faculty of Commerce as well as Registrar, and Dy, Registrar of the MSU, and also other office–bearers as well as Members of the Non-Teaching Staff of the M S University of Baroda for their timely help and support to me.

I am also extremely thankful to my senior colleague Dr.Madhusudan Pandya, for his constant support in resolving the intriguing points during data analysis.

I would like to express my gratitude to my senior colleague Dr.Priti Nigam, who was always there when I really needed.

I thank my colleagues Ms Drishti Joshi &Sh. Parag Shukla for providing a stimulating and fun filled environment.

**WE** wish to thank, first and foremost, my respondents, who have filled up my questionnaire with lot of patience.

With immense gratitude, I want to acknowledge the support and help of some hoteliers such as Sh. Vipul Thakkar &Mr.Joshi, Taj Hotel; Sh.Nirav Gandhi, Express Hotel; Piyush Agarwal, Hotel Surya Palace, Mr.Topa, Nidra Hotel and it is really difficult to pen down other hoteliers who had really supported me in filling up of questionnaire.

Thanks doesn't seem sufficient but it is said with appreciation and respect to both of them for their support, encouragement, personal attention, care, understanding and precious friendship.

I owe my deepest gratitude to my uncle Sh. Narendra Bhatt [Income Tax Officer], for his invaluable support for making my entry easy & possible to selected hotels and getting questionnaire filled up from there.

It's my fortune to gratefully acknowledge the support of my husband Vishal G Shah, Who has sacrificed a lot, by allowing me to study & work, he was always behind me, whenever I used to lose my hope to complete my research work. A very special person, my mother-in law, Mrs.Ranjana G Shah, words fail me to express my appreciation to her who is always more than my mother and supported me by relieving from social responsibility and household work during my Ph.D.

Finally, I want to give my gratitude to my father-in-law, my mother, and father for their blessings to provide me strength & moral support, without whose emotional support the completion of my thesis would be merely impossible.

## A JOURNEY IS EASIER WHEN YOU TRAVEL TOGETHER. INTERDEPENDENCE IS CERTAINLY MORE VALUABLE THAN INDEPENDENCE.

\*\*\*\*\*\*