

## **DECLARATION BY THE CANDIDATE**

**I declare that the thesis entitled “Customer Relationship Management Practices in the Hotel Industry of Gujarat” (An Empirical Study Based on Selected Consumers’ and Hoteliers’ in the Selected Cities Of Gujarat) is my own work conducted under the guidance & supervision of Professor (Dr.) Parimal H. Vyas, Research Guide , Joint Professor at Faculty of Management Studies & in Department of Commerce & Business Management, Faculty of Commerce, The Maharaja Sayajirao University of Baroda, Vadodara, India.**

**I further declare that to the best of my knowledge the thesis does not contain any part or any work which has been submitted for the award of any degree either in this University or in any other University / deemed University without proper citation.**

**I also declare that I have fulfilled /observed the provisions/requirements regarding attendance contained in O.Ph.D. 3(i).**

**The plagiarism check and originality of work for each of the chapters of this thesis have been undertaken using Software ithenticate suggested by Smt. Hansa Mehta Library, The Maharaja Sayajirao University of Baroda, Vadodara.**

**Place: Vadodara.**

**MS NEHA R. TIWARI**

**Date:**