Marketing Tourism Destination with a Strategic Planning Approach : Case Study of Andhra Pradesh

A thesis submitted to

Tilak Maharashtra Vidyapeeth, Pune

For the Degree of Doctor of Philosophy (Ph.D.)

Subject : Marketing Management Under the Faculty of : Modern Sciences & Professional Skills Name of the candidate : Mrs C. Sunanda. K .Yadav Under the guidance of : Dr Deepak Tilak Name of the Department : MBA Month and Year : January 2012