

TABLE OF CONTENTS

Title Page	i
Declaration	ii
Certificate Guide	iii
Copyright	iv
Acknowledgement	v
Preface	vii
Table of Contents	xi
List of Tables	xiv
List of Figures	xvi
List of Graphs	xvii
1 INTRODUCTION SOCIAL MEDIA AND BRAND BUILDING	01 – 20
2 OVERVIEW OF THE HOTEL INDUSTRY IN RAJASTHAN	21 - 31
3 LITERATURE REVIEW	32 – 49
4 RESEARCH METHODOLOGY AND RESEARCH DESIGN	50 - 59
5 RESULT AND DISCUSSIONS	60 – 137
6 FINDINGS, CONCLUSIONS AND SUGGESTIONS	138 -145
BIBLIOGRAPHY	146 -150
APPENDIX:	
I Questionnaire	151 -158
II Published Research Papers	-
III Conference Certificates	-
IV Plagiarism Checking Report	-