

This book envelops theoretical aspects of CRM in relation with hotel industry in Indian scenario. Customer relationship management is a paradigm shift for developing nations and majority of market oriented organizations are not following CRM as their main frame strategy. Understanding the segmentation, profile of targeted customers and designing CRM to facilitate its implementation is an urge. The model for relationship management of customers has been worked out which can be computerized to generate desired report for implementation.

CRM-A Path Way

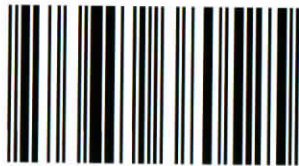


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CRM-A Pathway:A Case Study of Hotel Industry



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A Case Study of Hotel Industry

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Acknowledgement

This book presents the subject of CRM in Hospitality from both academic and pragmatic points of view. It attempted to discuss CRM concepts and implementations. This book highlights the customers profile towards the hospitality industry in Satara District as well the CRM efforts by the hospitality sector. Book has also prescribed the model for CRM implementation in the form of prescription.

We gratefully acknowledge the significant contribution of all hotel owners and managers who took time from their busy schedule to discuss and interact with the author. We express our sincere gratitude to them.

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