Customer Relationship Management in Tourism Sector

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Abstract

Customer Relationship Management is all about calling out information from all the dealing a company has with the customers in a useful, current from that will help both company and the customers to do better business. CRM is the establishment, development, Maintenance & optimization of long term mutually & organizations. Successful CRM focuses on understanding the needs and desires of the consumer & it is achieved by planning these needs at the heart of the business by integrating them with the organization Strategy, people, technology & business processes.

Introduction

In this dynamic global market scenario companies need to have interaction with customers is order to retain them and also to with new customers and keep them. New capabilities are being introduced to meet customers needs better, access new customer segments and lower the cost of service. At the same time, expert customers are demanding consistent service the quality. The new Mantra to achieve this goal is customer Relationship Management. When the entire process of CRM is properly carried out, it leads to customer's satisfaction, if a customers in more satisfied he gets delighted & then satisfaction & delight leads to loyalty. CRM solutions will enhance customer service, build a single- point interface to customers, facilitate cross selling and maximize customer retention.

Customer relationship management – redefined

To realize the benefits of CRM it is important to have an integrated solution across all customer information system, typing together the front and back offices for a complete view of customers in order to service them better.

Here, Philip Kotler's 4p's can now be replaced by the A, B, C, D, and Es as follows:

> **A**ny place because anytime-Any where shopping replace 'place' companies must design integrate strategies for the market space, the Market place and Market face. Customers want convenience.

> **B**– Web relation drive revenues. A brand reflects relationship capital. Thick of customers as a part of your B – web and prospects as candidate for relationships, not as market for your products. B-Web is synonym for Business web or ERPWEB or e- business.

> **C**ommunication works, not 'promotion'. A man in communication is a Man in business. One – way media like broadcasting can be part of the marketing mix but the customer decides whether- and with whom- to engage in a one, two, or multi-way communications.

> **D**iscovery of price replace fixed 'price' the days when firms controlled prices are nearly over. Supply chain management, which manages supplies and make- to- stock manufacturing. Every make- to –order product will have different price, so it is discovered.

> **E**xperience replaces 'product' customers pay for experience, not products. Products must be bundled with enhanced, customized services. The automobile experiences replace the product, as the car becomes a platform for transportation, interactive entertainment, safety, doing business and having fun.

Values of CRM

A customer Relationship Management strategy designed to increase revenue and business, increasing customer satisfaction and loyalty, enabling more efficient business processes and utilizing lower cost technologies. CRM solutions improve sales and marketing efforts and enables organizations to provide superior service to customers. New customers are gained, and existing customers are retained and busy more in grater quantity.

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CRM in Travel and Tourism

The world travel and tourism council estimate Rs.46450cr. of business travel from India by 2013. While a lion's share of traffic is drawn by corporate, leisure travel or holidaymakers are exerting themselves in a big way. The Indian travel scenario is undergoing a metamorphosis. With more and more youngsters charting out their careers at an early age and the increasing competition adding to the stress, they are constantly on the lookout for places where they can either drive down if not fly down, for a quick break from their daily routine. Again larger disposable income available, coupled with greater dissemination of knowledge and information through the electronic media, is translating into increased holiday travel opportunities.

Internet in Tourism (E-Tourism)

Internet has become one of the most important information sources for Tourism worldwide. Global exposure through Internet has triggered off a desire to travel overseas, e Tourism sector remains the first Internet sector in term of value. There is an increase in the number of Internet users using services to get driving directions, maps, for place to stay, for things to do, airline schedules, travel packages, A new type of user slowly but surely is appearing. According to the survey carried out by the Forrester Research Firm, the Internet has become one of the most important sources for European travel worldwide. The predominance of the Internet as a favored information source is such that among European Internet users, it is as much as 30 to 60% of item who use the Internet to gel travel information. Online Consumer Sales at Travel U.S. Sites, indicate the rapid usage of Internet for travel.

Indian Tourism Sector

India, a land of variety and beauty, occupies a strategic position in Asia. A beautiful country side, a land of temples, vast desert land with oasis, golden beaches, lakes and waterfalls, varied rich wild life, mountain ranges constitute a great potential for tourism. The need of the hour is a business like approach in promoting tourism. In business terms, every tourist is a prospective sales agent. He markets tourism more than any brochure, booklet or advertisement does. Hence, business strategy in tourism should involve attracting people of all classes, which in turn accelerates the means of bringing all the potential tourists for a quantum leap in Indian tourism. Not only attracting   the tourists is vital, but also developing goodwill is imperative. It is essential to offer services of money worth to develop goodwill.

E-CRM –A –Break-Through For Indian Tourism

In order to reap out the true potential of Indian tourism, it is essential that every participant of the sector (hotels, restaurants, travel agents, amusement providers, tour operators, etc.,) offer services money worth. Department of tourism, government of India by implementing E-CRM can build up a platform that unites these different components giving the tourists the most requires and valuable information. In the digital economy and in the era of e-tourism, E-CRM will be a major source to share data and process transactions in real time. E-CRM in tourism sector helps to strengthen relationships with tourists and thus goodwill to Indian tourism.

E-CRM Services in Tourism

The substantial increases in the volume of tourist information available as a consequence of rapid technological change, globalization and the blurring boundaries of competition are the main reasons that there is a paradigm shift occurring in the tourism industry the world over. The modern customers are more educated, experienced, independent and demanding. Information technology is opening up an astonishing array of travel and vacation options for this new type of tourist. To remain competitive in today's global economy, tourism destinations and industry players alike must adopt.

Conclusion

The more educated customer in today's Internet world is bringing about a change within the industry structure demanding for high service and support, Tourism sector is currently facing the same challenge. At this juncture, customer relationship management is emerging as a new area of focus for firms worldwide. Accessibility to proper sources of information is a valuable asset for any tourist. Among the varied sources of procuring such information, Internet plays a major role in today's world.

Reference

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