EFFECTIVENESS OF CUSTOMER RELATIONSHIP MANAGEMENT IN STAR HOTELS IN KARNATAKA

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ABSTRACT
The hotel industry cannot survive without the customer because customers have more choices today and the targeted customers are most valuable for star hotels, Customer service and customer care must receive high priority within the hotel industry. The present empirical study was conducted in the state of Karnataka, India with a view to understand the nature, scope and status of CRM in star hotels from the personnel point of view which functioned in the main cities such as Bangalore, Mangalore and Mysore. The primary data was gathered from 405 respondents who represented the top, middle and lower management of star hotels in Karnataka. The respondents were selected on the basis of stratified random sampling technique. Results revealed that the current practice of CRM is widely acknowledged as an important component of marketing management and corporate communication management processes in star hotels. It was found that as the level of star hotels increased, current CRM practices also increased linearly and significantly. The current practice of CRM in 5-star and 4-star hotels in Karnataka had high-level of progress than 3-star being still under growing. The study also revealed a significant difference in the factors influencing CRM among 3 types of star hotels. It was found that the 3-star hotels differed significantly from 4-star and 5-star hotels.

KEY WORDS: Customer Relationship Management, Problem of the Study, Scope of the Study, Hotel Industry in India, Hotel Industry in Karnataka, CRM in Star Hotels of Karnataka, Significance of the Study, Limitation of the Study.