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TITLE: CUSTOMER RELATIONSHIP MANAGEMENT IN HOSPITALITY MANAGERMENTS: A CASE STUDY OF HOSPITALITY MANAGERMENTS IN İZMİR.

ABSTRACT

In this study, Customer Relationship Management (CRM) and CRM applications in hospitality managements, which are new applications of companies in order to keep standing in local and global competition, are handled. Customer Relations Management can be defined as a group of customer centric strategies in order to; decrease selling costs, increase incomes, constitute new market areas, selling, widening service cares and providing customer satisfaction by continuous relations with customers. In the rules of these strategies, firstly characteristic of customers must be known and then presentation ways of products to the customers should be decided in order to provide customer needs; and their adherence should be ensured by setting permanent relations.

This presented study consists of 3 parts and in the fist part we describe the Customer Relationship Management concept. In second part, after the process of CRM applications, importance of CRM applications in hospitality managements is explained. In third part which contains the evaluation of the field study results, datum of questionnaire which is aim to evaluate viewpoint of hospitality managers to CRM applications in İzmir, are examined by frequency, t-test and anova analysis.

KEYWORDS

Customer, customer relationship, Customer Relationship Management, hospitality managements, Guest Relations, Guest Relations Management