Customer relationship management and innovative strategies in tourism industry

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Abstract: Customer relationship management (CRM) is a mixture of individual, process and technology that tries to understand their company's customers. Most of the tourism companies coordinated ways to deal with overseeing connections by focusing on customer maintenance and relationship improvement. CRM has developed from progresses in technology and hierarchical changes in customer driven processes. Tourism companies that effectively execute, customer relationship management will receive the benefits in customer loyalty and long run productivity or profitability. In any case, effective execution is most of the tourism company requires customer relationship management all inclusive, cross functional, customer focused business measure re-designing the framework. In spite of the facts CRM is a technology, customer relationship management is an only technology which helps the tourism industry in bringing solutions for the customers in order to satisfy their needs and wants. Dealing with an effective CRM execution requires a coordinated and adjusted way to deal with technology, process and individuals. The sample size of the study is 70 and tools which are used to find secondary data are frequency analysis, mean analysis, independent t test, ANOVA (one way), and regression analysis.

Keywords: Customer relationship management, tourism industry, customer needs and wants, customer experience, innovation.

INTRODUCTION

Business organizations are only focusing on making more profit without the customers' needs, but in today's scenario every Organization realised that every individual has different perception and preferences. So the companies have come with personalised services for the customers which is in relationship with the organization known as Customer Relationship Management. CRM plays an important role in every organization, for the customer's satisfaction and needs. The major reasons which company managers focused on are good lifetime relationships with the customers, retaining the existing customers and customer satisfaction. The tourism industry also adopted the CRM strategies, because if the customers are interested to travel, the company employees will help them with the procedure. This makes a good relationship between the customers and the employees of the company. There are 3 levels in CRM, Operating level - the operating activities of the company, Analytical level - it analyses the behaviour of tourists, and collaboration level - it helps in making the customers to get closer relationship with the company employees through phone, web, mail, personal contact. Now 80% of the companies believe that CRM is more important to make a company successful. According to their needs and requirements, travelers choose their destination. The image of a destination is affected by the individual tourist's past experience of the services provided by the tourism industry, advertising and marketing strategy.Now in current trends the organization made an easy way to be in contact with customers called E-CRM. E-CRM provides information about anything to the customers through the website and applications. There are many ways to satisfy customer's needs by offering information through the internet and communication technologies. Implementation of customer relationship management systems is demanding at all levels of the company. It requires updated software for connecting bridges between the CRM and present information systems. To improve their business performance all tourism companies are coming up with new ideas and technologies and they invested huge amounts for implementation. CRM is useful, if it is completely integrated operationally and strategically in the business of tourist enterprise. The study will focus on how the customer relationship management concept is useful for the customer and tourism industry. (Goel et al., 2015)

REVIEW OF LITERATURE

(Chen and Popovich, 2003) explains that Customer relationship management (CRM) is a mix of individuals, cycles and innovation that makes a proper Organization. It is an incorporated way to deal with the customers to

maintain good relationships and to improve their relationship. CRM has developed from progresses in data innovation to make customers understand better. Organizations that effectively execute CRM will receive the benefits to customers so that they can be in a relationship with the employees for a longer time. Dealing with a good CRM requires a coordination and adjusted way to deal with every individual. (Kandampully and Suhartanto, 2003) explains that customer loyalty can be characterised as the likelihood of customers getting back to hotel and to performing accomplice-like activities for the hotel, as by giving a good proposal about the inn to their companions, family or colleagues. Along these lines it tends to be said that customer satisfaction establishes the prominent components in the achievement of a business association rather than consumer loyalty. (Payne and Frow, 2005) explains that customer relationship management (CRM) is to improve customer esteem and investor esteem. There are three elective points of view of CRM. The customer's requirement for a cross-practical, that measures and positions CRM at a vital level. They recognise that there is five key cross-practical CRM measures they are: a methodology advancement measure, a worth creation measure, a multichannel mix measure, a data the board cycle, and a presentation evaluation measure. The key cross- practical build up of another structure to investigate the capacity of every component in the system and this was made for better understanding into making progress with CRM procedure and usage. (Özgener and İraz, 2006) In this study, the variables which affect the customer relationship management (CRM) is the travel industry. The tourism industry helps to examine the framework, business elements, customer relations and advancement quality components influence CRM. Business elements focus on the basic function of customer relations. The most significant boundaries to medium-sized ventures in the travel industry area are supporting spending plans, absenteeism of senior employee responsibility to CRM. (Stockdale, 2007) Online business helps the widespread utilization of the arrangements of self-service advancements in movement and the tourism industry. There is a logical inconsistency between expanding the opportunity for customer self-governance. while urging firms to grow close and enduring connections to increase upper hand in a strongly serious electronic market. An arrangement of CRM is an excessive amount of difficulty in each division of business. An assessment of the ideas of overseeing customer connections on the web and the utilization of self- service technology features the integral capacities of CRM. (Fardoie and Monfared, 2008) this study about interests being developed of e-CRM frameworks in various associations, experience the ill effects of absence of methodology in plan and improvement of CRM frameworks. We look at and think about the generally specially appointed plan utilized by significant parts in CRM enterprises. In this case we found that the design shares numerous components practically speaking. We at that point formalised our new plan for calculated plan of CRM frameworks and have demonstrated that our model has some select highlights contrasted with current models. We applied our methodology in the tourism industry to formulate a package in Iran. (Zelenka, 2009) explains that information technologies give the two chances and difficulties to the business. The IT which is influencing the growth of the tourism industry both in qualitative and quantitative aspects. Despite the indecision experienced in the improvement of ITs in the tourism industry, the change will be constant. Increasing destinations and organizations, which need to contend will be compelled to register. Except if the current travel industry improves its intensity, by using the arising ITs and creative management techniques, to enter into the marketplace, there is a risk for exogenous players. Just imaginative and innovative providers will have the option to endure the opposition in the new thousand years. (Chang et al., 2010) explains Customer relationship management (CRM) technology has pulled in critical consideration from specialists and experts as a facilitator of authoritative presentation. Despite the fact that organizations have made interests in CRM technology, exact exploration offers conflicting help that CRM technology upgrades authoritative execution. The outcomes feature that advertising capacity intervenes in the relationship between CRM technology use and execution. Additionally, a customer driven organization culture and the board framework encourage CRM technology use. This study serves not exclusively to explain the instrument between CRM technology use and organization execution, yet in addition to sum up the CRM brings about the setting. (Liao et al., 2010) As the technology improves, the tourism industry is developing faster divisions of the world economy. The tourism industry has made significant exercises to grow profit through customers' relationships. Customer relationship management plays an important role that organizations need the requirements of their customer and to incorporate with the Organization. Information extraction from information mining results outlined as information examples, rules and information maps for the new advancement of the customers relationship. (Ivanovic et al., 2011) in today's innovative assets, data assets, HR and all other procedural assets which serve to improve administrations to end users and customers. The tourism industry helps in business depending on selling administrations, has discovered advantages points of interest in utilizing CRM. Many types of CRM applications and frameworks have got mainstream in all segments. CRM is one of the most significant procedures in pulling in and expanding tourist appearances, in filling the vacationer offices and in fulfilling the requirements of visitors. The primary objectives of CRM are to draw in travellers, increment the quantity of vacationers and accomplish customers devotion. (Vogt, 2011) Customer relationship management relates this subject to promote and research about movement of the travel industry. Tourism industry utilise CRM, with programs keeping customers returns and travel sites by a huge volume of exchanges. The inquiry raised especially by the government is taking enough interest in the travel industry, CRM is based on statistical surveying to change the customer conduct investigation into more comprehensive buyer

profiles of movement requests and flexibly. (Mohammed and Rashid, 2012) Customer relationship management (CRM) has a developing and it is one of the most important scholarly themes in the business field. Because of the serious condition, CRM is vital and has become a specialty for firm execution. There is a restricted examination that connects between CRM measurements and lodging execution. The investigation gives a worth calculated model that clarifies the hypothetical linkages existing between CRM measurements and lodging execution. This examination serves to explain the connection between CRM measurements and in execution, yet additionally to clarify the intervention function of showcasing capacities in this relationship. (Hsu et al., 2013) This study about manufacturing a model to assess and choose sellers of customer relationship management (CRM) is the framework of the medical tourism industry from the perspective. Writing in related fields was surveyed, and the altered Delphi technique was applied to discover appropriate assessment and determination measures for the model. The case utilised in this examination was a showing medical organization. This assessment and determination model applied for an exact examination. The outcomes show that the five principle standards are capacity to offer types of assistance, capacity to create programming, monetary elements of framework execution, capacity to actualise information mining, capacity to execute CRM. Administrators in the medical tourism industry could utilise this model to choose the best vendor of CRM framework.

(Assimakopoulos et al., 2015) This examination intends to improve in customer relationship management (CRM) by associating it with a system which will give incorporated customer surveys. We propose a system that distinguishes some key modules a lodging's CRM should utilize. A significant commitment of this exploration is to show how a CRM framework can be successfully worked by encouraging the system framework and in customer criticism. The observational aspect of our examination inspects the impact of lodging quality discerns utilizing information acquired from electronic inn surveys. These outcomes can be abused by the proposed incorporated lodging CRM framework and could be utilized to separate expectations for grumblings and how every one of the in boundaries influence the incentive for cash boundaries. (Goel et al., 2015) CRM is generally improving their patterns in the modern world. It has a series of complex and multiple businesses like for example, current mechanical, data, budgetary, human and all different assets which are required for improving the relationship of employees and customers. Administration part of the Organization founded on selling ideas and increasing the concept of Customer relationship management. In the travel industry, It is assumed that the procedure for looking, pulling in and giving better ideas for the traveler so they might be satisfied with requirements and needs. It also requires qualified work force and inventing programming that overcomes any problem between the CRM and existing data frameworks. Organization helps the customers in making the tour itinerary to make the work more easier, this makes a good relationship between the customers and employees. (Kolas et al., 2015) this study in Sweden with respect to e-CRM in the tourism industry. This gathers information from inn and vacationers. The investigation was in exact nature and its outcomes recommend that the proposed ideas of an Avalanche Warning, Detailed Slope Information, Electronic Customer Card, and Quick Response code/NFC-labels show the market potential to gain customer-based data and advantages for both, travellers and objective providers. (Law et al., 2015) explains to rethink a few issues about disintermediation from the view of the tourism industry service and product suppliers in hotels and customary intermediaries in travel agencies, considering the move of the current circulation scene toward disintermediation. Web and versatile advancements offer different apparatuses for the customers to purchase from the product and service supplies. Therefore, the need and job of conventional delegates in the business become flawed. (Mastorakis et al., 2015) explains that the study of electronic customers relationship management (e-CRM) is dependent on the intelligent computerised TV and mixed media networks. This model plan has a powerful publicising technique in the tourism industry, by offering information mining strategies. The e-marketing system is made dependent on the proposed model and it utilises to gather information and it emerges user friendly. The findings give valuable functional features and the requirement of e-CRM ideas is setting up connections among the customers and stakeholders in the tourism industry. (Rahimi et al., 2015) Consumer satisfaction is likewise affected by customer esteem, and these two ideas (brand steadfastness and consumer loyalty) utilise their consequences for customers conduct based CRM execution. This sort of customer conduct certainly expands a company's piece of the overall industry and benefits. In the event that the consumer satisfaction is created and kept up, at that point it will further connect transport between the customers and the organization which brings about expanded customers and there is a decent possibility of drawing in expected custom. (Goel et al., 2015) The study uses technology of CRM, the tourism industry creates information base about the traveler's segment, psychographic and conduct components. They gather all the data with respect to their visitor, from internal and all the environmental factors of lodgings, which are put away in an information base. This information base will be sent to the operating department for examining reasons, which will make further arrangement and division of traveler. This helps the business in investigating and profiling of travellers and they can get to every visitor in a particular and customized way and serve them altered items. (Orenga-Roglá and Chalmeta, 2016) The development of Web 2.0 and Big Data advancements has permitted another customer relationship management dependent on intelligence and coordinated effort called Social Customer Relationship Management. This improves customer commitment and fulfilment. The usage of Social CRM is undertaking that includes hierarchical, human and innovative perspectives. It shows that

encourages organizations to execute Social CRM, considering various perspectives, for example, social customer technique, the Social CRM execution estimation framework, the Social CRM business measures, or the Social CRM PC framework. The strategy was applied to one organization so as to approve and refine it. (Sigala, 2016) technology advances and purchaser conduct changes are changing CRM from a value-base called social CRM that enables customers as connections co-creator. The organization abilities needed to successfully incorporate web-based media into CRM. A writing survey delivered a fundamental social CRM ability which was additionally refined and advanced by gathering information from the tourism industry. Finding from different partners and sources like perceptions, records, sets of responsibilities, delivered a careful social CRM ability and the social CRM status of the tourism industry. The capacities are: organization culture and the executives, data asset the board, data innovation foundation, business methodology, customer driven cycles, correspondence, execution estimations. (Rahimi et al., 2017) CRM has a key function in business execution and expanded customer satisfaction and needs, with regards to the administration business. Until now, researchers have created an abundant number of Customer relationship management related investigations in the tourism industry. In this study, the advancement of Customer relationship management research directed in the tourism industry and division is basically checked on. (Rahimi et al., 2018) Every organization's general work is affected by their interior and outside condition of result and serious manageability. Under this condition, it is a basic thing to create and keep up a good relationship with the employees and the customers being of vital significance, particularly in the travel industry. As the technology improves there is more and more improvement in the travel industry. Now The tourism industry has become one of the biggest worldwide fare ventures. (Vidal, 2019) CRM frameworks store, clean, and gather people groups information and permit us to pick up data about our objective market. Moving from a regular CRM to CRM devices that coordinate with Artificial Intelligence will let you make associated encounters with our customers before they even become users, from the second they transform into a visitor to their enlistment in the devotion program. It has an instrument that feeds into Artificial Intelligence to determine a lot further ends. These are fit for dealing with a more critical measure of information and getting more data that gives us another sort of insight about our customers that we have our missions in a superior manner. (Vidal, 2019) When it comes to achieving unique, distinctive experiences, it's vital you create moments that are relevant for the customer. Give your brand life and personality. The upcoming new tourism trends is automation with the support of AI. According to IDC, at least 50% of the activities will be robotized, automated and absorbed by Artificial Intelligence by 2024. In this sense, I'm more optimistic in the medium- to long-term but pessimistic in the short-term because we'll have to reinvent ourselves, and in a very short time. Artificial Intelligence will be dominating the tourism industry at all levels of the organization. Digital transformation is completed in only 3% of companies. They bring this change into an indisputable competitive advantage. Our research idea is based on the rich knowledge acquired by our peer teams across the university.(A.C.Gomathi, S.R.Xavier Rajarathinam, A.Mohammed Sadiqc, Rajeshkumar, 2020; Danda et al., 2009; Danda and Ravi, 2011; Dua et al., 2019; Ezhilarasan et al., 2019; Krishnan and Chary, 2015; Manivannan, I., Ranganathan, S., Gopalakannan, S. et al., 2018; Narayanan et al., 2012, 2009; Neelakantan et al., 2013, 2011; Neelakantan and Sharma, 2015; Panchal et al., 2019; Prasanna et al., 2011; Priya S et al., 2009; Rajeshkumar et al., 2019; Ramadurai et al., 2019; Ramakrishnan et al., 2019; Ramesh et al., 2016; Venugopalan et al., 2014)

RESEARCH METHODOLOGY
The main objectives of the research is study and analysis. The primary source of the research is the study about the importance of CRM in tourism industry, to study about the service provided to the customers for customer satisfaction, to study about the factors influencing customer satisfaction.The methodology may include interviews, research, surveys and other research techniques, and could include both historical and present information. The sampling data was collected from the customers of SOTC, a random sampling technique is used in this study. It is the sampling method assumed in statistical methods. A set of random numbers is then generated and the units having those numbers are included in the sample.The sample size of the research is 70, questionnaire data was collected through google forms and the collected data are analysed using frequency analysis, mean analysis, independent t test, ANOVA (one way), Regression analysis.
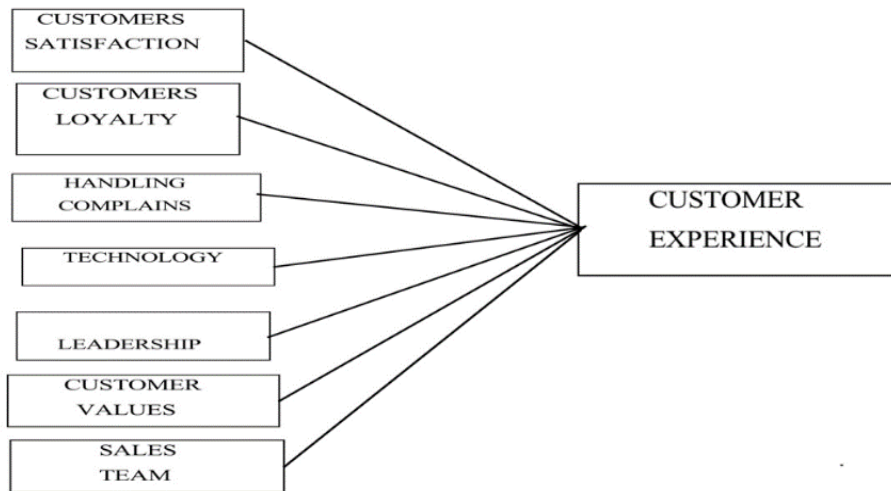
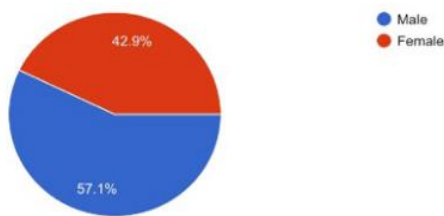CONCEPTUAL FRAMEWORK OF THE STUDY

GENDER OF THE CUSTOMERS

Fig.1: From the pie chart it describes that majority customers are male 57.1% and female respondents are 42.9%.
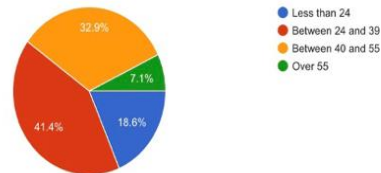
AGE OF THE CUSTOMERS

Fig.2: From the pie chart it describes that customers age lies between 24 and 39 is 41.4%, followed by between 40 and 55 is 32.9%, and less than 24 is 18.6%, and over 55 is 7.1%
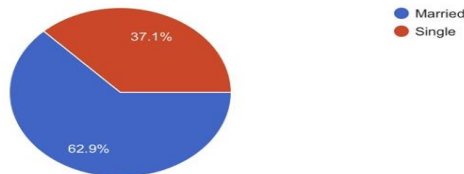
MARITAL STATUS OF THE CUSTOMERS

Fig.3: the pie chart shows the customers' marital status, 62.9% are married, followed by single is 37.1%.
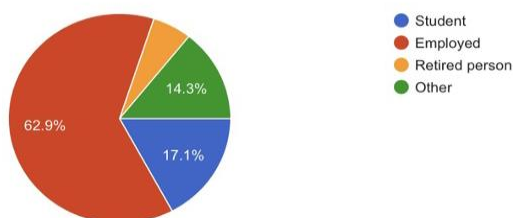
OCCUPATION OF THE CUSTOMERS

Fig.4: from the pie chart the customers occupation are employed person is 62.9%, followed by students is 17.1%, others is 14.3%, and retired person is 7.1%

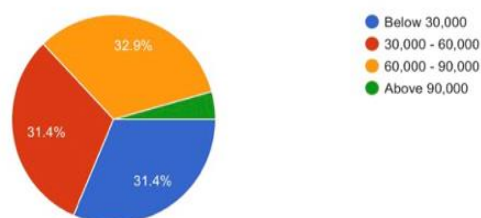### INCOME OF THE CUSTOMERS

Fig.5: from the pie chart the customers income is below 30,000 is 32.9% followed by 30,000 – 60,000 and 60,000 – 90,000 is 31.4% and above 90,000 is 4.3%.

Table1: Mean analysis

S.NO	FACTORS	MEAN	RANK
1	Quality of restaurant	15.90	2
2	Sales Team	9.51	5
3	Prior to travel	16.98	1
4	Tour manager	9.92	4
5	Customers experience	14.64	3

The mean analysis of quality of the restaurant, sales team, prior to travel, tour manager, and your experience. The prior to travel mean score is (16.98%), followed by quality of restaurant (15.90%), customers experience (14.64%), tour manager (9.92%), sales teams (9.51%). All the mean scores lie between 9 and 15. It concludes that customers are agreeing towards all the mentioned factors.

Table 2: independent t test of the customers for quality of restaurant, sales team, service prior to travel and tour manager, customers experience.

GENDER		
FACTORS	T – VALUE	SIG. VALUE (2 TAILED)
Quality of restaurant	1.392	.168
Sales team	-.852	.397
Prior to travel	-2.392	.020
Tour manager	.385	.702
Customers experience	1.043	.301
MARITAL STATUS		
FACTORS	T – VALUE	SIG. VALUES (2 TAILED)
Quality of restaurant	-.595	.554
Sales team	.214	.831
Prior to travel	-.479	.633
Tour manager	-1.700	.094
Customers experience	-1.165	.248

5 % level of significance
1 % level of significance

Here the value should be less than 0.05 for accepting the alternative hypothesis. In this case majority of the customers significant value (2 tailed) are 0.168, 0.397, 0.020, 0.702, and 0.301 which is greater than 0.05, accept the null hypothesis and reject alternative hypothesis There is no significant difference between gender of the customers and factor with respect to quality of restaurant, sales team, service prior to travel and tour manager, customers experience. In this case majority marital status of the customers significant values (2 tailed) are 0.554, 0.831, 0.633, 0.094, and 0.248 which is greater than 0.05, accept the null hypothesis. There is no significant difference between marital status of the customers and factor with respect to quality of restaurant, sales team, service prior to travel and tour manager, customers experience.

Table 3: ANOVA (one way) of the customers with quality of restaurant, sales team, service prior to travel and tour manager.

AGE OF THE CUSTOMERS		
FACTORS	F – VALUE	SIGNIFICANT VALUES
Quality of restaurant	.867	.463
Sales team	3.117	.032
Prior to travel	6.663	.001
Tour manager	3.144	.031
OCCUPATION OF THE CUSTOMERS		
FACTORS	F – VALUE	SIGNIFICANT VALUES
Quality of restaurant	.944	.425
Sales team	2.874	.043
Prior to travel	1.714	.173
Tour manager	3.179	.030
INCOME OF THE CUSTOMERS		

FACTORS	F – VALUE	SIGNIFICANT VALUES
Quality of restaurant	.769	.500
Sales team	3.130	.031
Prior to travel	5.940	.001
Tour manager	1.774	.161

Here the value should be less than 0.05 for accepting the alternative hypothesis. In this case the majority of the values are significant 0.463, 0.032, 0.001, and 0.031 in which one factor has less than 0.05, accept the alternative hypothesis and reject the null hypothesis. There is a significant difference between age of the customers and factor with respect to quality of restaurant, sales team, service prior to travel and tour manager. In this case majority occupation of the customers significant values are 0.425, 0.043, 0.173, and 0.030 which is greater than 0.05, accept the null hypothesis. There is no significant difference between occupation of the customers and factor with respect to quality of restaurant, sales team, service prior to travel and tour manager. In this case majority income of the customers significant values are 0.500, 0.031, 0.001, and 0.161 in which one factor is less than 0.05, accept the alternative hypothesis and reject the null hypothesis. There is a significant difference between income of the customers and factors with respect to quality of restaurant, sales team, service prior to travel and tour manager.

Table 5: Regression analysis

Model summary

MODEL	R	R Square	Adjusted R square	Std.Error of the estimate
1	.461	.212	.164	2.39168

Predictor: (constant), quality of restaurant, sales team, prior to travel, tour manager. From the above table it shows that the correction value of R is 0.461 and R square is the degree of determinate value is 0.212, the degree of determinant shows the extent to which quality of restaurant, sales team, prior to travel, tour manager influences customers satisfaction or experience. Here the customer's experience is determined to an extent of 21.2% by the quality of restaurant, sales team, prior to travel, tour manager. This leads to the further verification of regression fit that exists between a set of independent variable and dependent factor customers experience.

Table 6: ANOVA

MODEL	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
Regression	100.262	4	25.066	4.382	.003
Residual	371.809	65	5.720		
Total	472.071	65			

From the above table dependent variable is customer experience and the predictors are quality of restaurant, sales team, prior to travel and tour manager. it can be ascertained that f = 4.382, p = .003 statistically significant at 5% level. This confirms the existence of a deep relationship between customers' experience factor and predictors such as problem and comparison of quality of restaurant, sales team, prior to travel, tour manager. This further opens up a question of identifying the individual relationship between the customer's experience factor and predictors such as problem and comparison is quality of restaurant, sales team, prior to travel, tour manager.

Table 7: FACTORS

S.NO	INDEPENDENT VARIABLES	T - VALUE	SIGNIFICANT VALUE
1	Quality of restaurant	1.054	.296
2	Sales team	1.985	.051
3	Prior to travel	-1.027	.308
4	Tour manager	1.760	.083

The dependent variable is customer experience, regression analysis with respect factors of quality of restaurant, sales team, service prior to travel and tour manager. The Significant values are quality of restaurant (0.296), Sales team (0.051), Prior to travel (0.308), and Tour manager (0.083). The significant values are greater than 0.05, accept the null hypothesis Hence there is no significant difference between the factors.

RESULTS AND DISCUSSION
Based on the literature study and research, it is found that the variables are affecting the customer satisfaction and their experience as well as the relationship between variables with each other to satisfaction. Service quality is an idea that has become significant for the organization, particularly in helping organizations in view of the idea, and

it implies the customer's perspective. Service quality can't be estimated from the organization perspective, however ought to be estimated from the viewpoint of the customers. The which behaviors research on a tourism industry objective, discovered that help nature of an objective has a positive and critical connection straightforwardly to the objective picture. The Internet is part of the service process hence the authors think of internet marketing as one good issue of further research. Other potential issues are brand management and researching consumer products by brainstorming new possible products, because there is a possibility of aiming products and services to a new potential target group, namely to young people. An issue related to the biggest challenge in marketing of SOTC is how to market all the offerings equally effective and make them visible. It would be of interest to research this in order to find new solutions in addition to the already existing ones. SOTC is concentrating on improving customer service every year and This is a challenge to the company. Hence it would be a good topic for further research to find out whether the company has succeeded. This kind of research could also include customers' point of views in analyzing the challenges and possibly productization of expertise. This means defining the services provided to a customer, planning, development and productization in a way that customer benefits are maximized and profit outputs of an expertise company are reached.

CONCLUSION

The tourism sector has an uplifting mentality with respect to the execution of CRM in business. The tourism companies are receiving the practice of CRM as a critical procedure in making progress and acquiring upper hand. It gives the normal outcomes just on the off chance that it is executed strategically and operationally in the organizations. Execution of CRM framework requires enormous monetary consumption and legitimate marketable strategy. Organizations are putting immense measure of asset in receiving new innovations and framework for application and execution of CRM which improves the business execution. Organizations likewise required a very much prepared staff and exceptional group for checking and planning all exercises of CRM framework. Through CRM organizations can get advantage by growing a great connection with existing and expected customers however it needs significant time and cost. it will be simpler for organizations to distinguish new possibilities and expand their customer information base.

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