

An Investigation of Customer Relationship Management of Tourism

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Abstract : This research paper aimed to developing a causal relationship model of success factors of customer relationship management of tourism in Thailand and to investigating relationships among the potential factors that facilitate the success of customer relationship management (CRM). The research was conducted in both quantitative and qualitative methods, by utilizing both questionnaire and in-depth interview. The questionnaire was used in collecting the data from 250 management staff in the hotels located within Bangkok area. Sampling techniques used in this research included cluster sampling according to the service quality and simple random sampling. The data input was analyzed by use of descriptive analysis and System Equation Model (SEM). The research findings demonstrated important factors accentuated by most respondents towards the success of CRM, which were organization, people, information technology and the process of CRM. Moreover, the customer relationship management of tourism business in Thailand was found to be successful at a very significant level. The hypothesis testing showed that the hypothesis was accepted, as the factors concerning with organization, people and information technology played an influence on the process and the success of customer relationship management, whereas the process of customer relationship management factor manipulated its success. The findings suggested that tourism business in Thailand with the implementation of customer relationship management should opt in improvement approach in terms of managerial structure, corporate culture building with customer- centralized approach accentuated, and investment of information technology and customer analysis, in order to capacitate higher efficiency of customer relationship management process that would result in customer satisfaction and retention of service.

Keywords : customer relationship management, casual relationship model, tourism, Thailand

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