BARRIERS FOR IMPLEMENTING CRM IN STAR CLASSIFIED HOTELS

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ABSTRACT

Customer relationship management is the most alluring word to procure, treat, and hold customers. In the new occasions without CRM, organizations can't ready to withstand the intensity. Then again organizations are endeavouring to create and keep up their CRM rehearses within their association. This study examines the critical hindrances that are looking at by the star characterized hotels to execute and keep up the Customer relationship management. This detailed examination has been done arbitrary inspecting strategy and the sample size was 98. The key discoveries incorporate the significant difficulties looked at by the star category hotels just as the recommendations to conquer the boundaries.

Keywords: Star classified hotels, Barriers, CRM, challenges.

1. INTRODUCTION

In the Modern Era, each business association runs in an especially serious market race. Each and every day that association should do an inventive way to deal with their customers on account of their needs, mentality, and wants are high. This serious market pushes the association to achieve something in their business. (David Gefen, 2002). Business climate, way of life, and utilization designs are changing significantly and customers hope to be served independently with direct correspondence and in view of these changes, organizations are encountering new circumstances the business. (Calderia, 2008). However, some of them neglect to meet management desires on quantifiable profit (Calderia, 2008). The explanation is that organizations that apply the innovation with the nonappearance of a cognizant business methodology failed in on the customers. Another issue in customer relationship management is innovation usage. The cost associated with holding a broad customer is less than again to get and spread positive comments to people in general by and large to get another customer will be a harder undertaking. Henceforth this paper will examine the measurement on hindrances of CRM among staff individuals.

2. REVIEW ON BARRIERS OF CRM

(BRUINE, 1999) said that "the barriers of CRM practices: failure identifies and focuses on specific business problems, lack of active senior management (non-IT) sponsorship, poor user

acceptance, which can occur for a variety of reasons such as unclear benefits (i.e. CRM is a tool for management, but does not help a rap sell more effectively) and usability issues, and trying to automate a poorly defined process. About 50 percent of CRM projects have these significant problems today".

(RAJ AND BAJWA, 1997) analysed the factors which lead to the adoption of executive information systems (EIS). He found that it "facilitated better customer relationship management and business promotion in modern society. The scholars provided a package of EIS for collaborative and decision support systems in modern organizations".

(SINGH, 1997) reported on the "growth, development and status of the hospitality industry in the world and noted that customer relationship management had become an important tool of business promotion in the hospitality sector. The scholar has also provided the global perspective on the hospitality industry".

(SHETH, 1998) analysed the "role of customer relationship management in the process of finance management and noted that slowing growth rates, intensifying competition and technological developments make businesses look for ways to reduce costs and improve their effectiveness. The scholar suggested that application of information technologies would boost the status of customer relationship management in the Indian financial sector".

(GUNASEKARAN AND LOVE, 1999) examined the "current and future directions of multimedia technology in business and noted that the practice of customer relationship management had become an important instrument of business promotion in modern organizations. The scholars suggested that improvement in the service quality and customer complaint handling should be ensured in order to enhance customer loyalty in modern society".

(ÖZGENER, 2006) mentioned in the study that "inadequate supporting budgets, lack of senior management commitment to CRM, poor communication, an absence of complementary customer management skills, inefficiencies in business process, lack of end-user input at service (Bruine, 1999)stage, lack of standardization, inter-departmental conflicts, lack of cultural readiness as the barriers of CRM practice".

SOTOUDEH (2007) reported that the "barriers of CRM in the tourism industry of Iran as follows: inadequate supporting budgets, lack of senior management commitment to CRM, poor communication, an absence of complementary customer management skills, inefficiencies in business process, lack of end-user input at service stage, lack of standardization, inter-departmental conflicts and lack of cultural readiness hindering the progress of tourism industry. The scholar suggested that a holistic approach to customer relationship management would make a lot of difference in modern society".

3. OBJECTIVE OF THE STUDY

➢ To understand the major barriers in following CRM among star classified hotels
➢ To analyse the difference among democratic profile of the staffs and their dimension on barriers in star classified hotels

4. METHODOLOGY

The current investigation was led in the Coimbatore area. The staff of various star hotels was

picked by the random sampling method. The information was gathered with the assistance of organized poll and the sample size was 98. Rates are determined to comprehend the democratic profile of the staff, mean and standard deviation were determined to contemplate the element of CRM among staff individuals.

5. FINDINGS AND ANALYSIS

DEMOCRATIC PROFILE OF THE STAFF	FREQUENCY	PERCENTAGE
GENDER		
Male	67	68
Female	31	32
AGE		
Below 30	12	12
31 – 40	42	43
41 – 50	26	27
Above 50	18	18
LEVEL OF EDUCATION		
General Degree	28	28.6
Diploma in Hotel Management	24	24.4
Bachelor in Hotel Management	38	38.7
Master's in Hotel Management	8	8.1
DESIGNATION		
Top Management	20	20.4
Middle management	42	42.8
Lower Management	36	36.7
STAR CLASSIFICATION		
5 Star	28	28.5
4 Star	38	38.7
3 Star	32	32.6

TABLE 1 - DEMOCRATIC PROFILE OF THE STAFFS

TABLE 1 Shows that 68% of them are male and 32% are females from the total respondents and the majority of 42% are falls under 31 – 40 age group, whilst 26 % are 41 – 50 age group category and the least (12) percent from below 30 years age category and 38.7 percent of the respondents completed their Bachelor's degree in hotel Management, 28 percent holds their general degree and the minimum 8.1 percent hold their Master's degree in Hotel management and regarding the designation of the respondents majority of the respondents from middle management and lower management respectively 42.8, 36.7 percent. Finally, 38.7, 32.6, 28.5 percent of the respondents said they are respectively from 4 star, 3 star, 5 Star category.

DIMENSION TOWARDS BARRIERS OF CRM IN STAR CLASSIFIED HOTELS

BARRIERS OF CRM	LOW	MODERATE	HIGH
There is inadequate supporting budget to practice CRM	23	46	29
	23.4%	46.9%	29.5%
There is lack of communication in CRM	48	26	24
	48.9%	26.5%	24.4%
There is lack of Cultural readiness	32	37	29
	32.6%	37.7%	29.5%
There is lack of technology advancement to use CRM	49	32	17
	50%	32.6	17.4
Senior management is not serious in practicing CRM.	54	34	10
	55.1	34.6	10.2

Table 2 - Response for the Barriers Of CRM In Star Classified Hotels

According to the TABLE 2 Out of 98 participates from various star category hotels, 46.9%, 29.5%,23.4% of them responded respectively for Moderate, High, Low for the question there is inadequate supporting budget to participate CRM in star category hotels and for the lack of communication regarding CRM majority of the participants (48.9%) agreed that low level and 26.5 % said that it was at moderate level and the minimum (24.4%) agreed it was at high level also for the question Lack of cultural readiness in star category hotels to adopt CRM 37.7% of the respondents said was at moderate level, 32.6% and 29.5% said it was at low and high level respectively. the lack of technological advancement to use CRM 50% of the respondents believes that it was at low level and 34.6% was at moderate level and very few (10.2%) said is at high level, finally for the question senior management is not serious in practicing CRM in their organization 55.1% said low,34.6% responded moderate and very few 10.2% said high.

6. CONCLUSION AND SUGGESTIONS

Based on the study conducted in the star classified hotels of Coimbatore region regarding the barriers of CRM in their organization it was observed that all the properties have the awareness about CRM only the very few three star category hotels aren't aware the CRM and most of the star category hotels are in lack of technological advancement to practice CRM in their organization regardless of lack of technical person, lack of knowledge to use CRM software etc and also observed some of the organization's culture was not ready to develop CRM in their esteemed organization on the other hand majority senior management are ready to accept the CRM practices . Hence the top Management should take necessary steps to implement, organize some lectures about the importance of CRM to develop their own growth as well as the company's growth in an effective manner.

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