

# Determinants Of Customer Retention In Hotel Industry

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*Service Management and Marketing* - Christian Grönroos 2000-10-10  
"Grönroos presents the most scholarly and provocative examination of services marketing that I have seen in our literature. This book is guaranteed to challenge company ideas on how services should be managed and the role they play in defining a company's competitive strength and profitability. Grönroos continues as one of services marketing's most original thinkers." Philip Kotler S.C Johnson Son Distinguished Professor of International Marketing, J. L. Kellogg Graduate School of Management Northwestern University "Grönroos is one of the world's foremost experts on this topic. This new book will be eagerly read by many." Stephen W. Brown PhD Edward M. Carson Chair in Services Marketing, Professor and Director, Center for Services Marketing Management, Arizona State University "Service Marketing and Management is exceptionally good! It is the most comprehensive and integrative textbook in the field. And the real icing on the cake is its unique customer relationship management perspective to service marketing." Jagdish N. Sheth Charles H. Kellstadt Professor of Marketing, Emory University

**EBK: Services Marketing: Integrating Customer Service Across the Firm 4e** - Alan Wilson 2020-10-07

Successful businesses recognize that the development of strong customer relationships through quality service (and services) as well as implementing service strategies for competitive advantage are key to their success. In its fourth European edition, *Services Marketing: Integrating Customer Focus across the Firm* provides full coverage of the foundations of services marketing, placing the distinctive Gaps model at the center of this approach. The new edition draws on the most recent research, and using up-to-date and topical examples, the book focuses on the development of customer relationships through service, outlining the core concepts and theories in services marketing today. New and updated material in this new edition includes:

- New content related to human resource strategies, including coverage of the role of robots and chatbots for delivering customer-focused services.
- New coverage on listening to customers through research, big data, netnography and monitoring user-generated content.
- Increased technology, social media and digital coverage throughout the text, including the delivery of services using mobile and digital platforms, as well as through the Internet of Things.
- Brand new examples and case studies added from global and innovative companies including Turkish Airlines, Volvo, EasyJet and McDonalds. Available with McGraw-Hill's Connect®, the well-established online learning platform, which features our award-winning adaptive reading experience as well as resources to help faculty and institutions improve student outcomes and course delivery efficiency.

*Handbook of Hospitality Marketing Management* - Haemoon Oh 2009-11-04

This handbook consists of 19 chapters that critically review mainstream hospitality marketing research topics and set directions for future research efforts. Internationally recognized leading researchers provide thorough reviews and discussions, reviewing hospitality marketing research by topic, as well as illustrating how theories and concepts can be applied in the hospitality industry. The depth and coverage of each topic is unprecedented. A must-read for hospitality researchers and educators, students and industry practitioners.

*The Hotel Industry's Retention Management's Success Factors of Selected Major Hotels in Abu Dhabi, United Arab Emirates* - Dr. Eileen L. Guerra - Papellero 2019-08-21

This study aims to assess in the hotel industry's retention management of the rank-and-file employees in terms of the demographic profiles and the level of influence and level of importance of the success factors of selected major hotels operating in Abu Dhabi of the United Arab Emirates as assessed by the managers. The descriptive-correlational research was applied. The researcher prepared a structured survey

questionnaire. It examines the current phenomenon that happens within Abu Dhabi's hotel industry. The eight factors used throughout this study comprises of compensation and benefits, rewards and recognition, work environment and culture, recruitment and selection, career development and training, job design and work teams, performance and management evaluation, and communications. Correlation analysis tested the relationship between a profile of the respondents and their perceptions on the level of influence and level of importance of the factors of employee retention, and the difference between the perception of managers and rank-and-file employees on the level of importance and level of influence of the success factors of employee retention. The findings show that the role of the manager in the retention management of the rank-and-file employees was due to the level of influence and level of importance. As to the level of influence, the work environment and corporate culture were assessed by the managers to be the most influential success factor which was followed by performance management and evaluation, and job design and work teams. As to the level of importance, communication was assessed as the most important among all retention factors. The reason is due to good communication skill expected in the hospitality industry. Other considerations was on the recruitment and selection and performance management and evaluation. As a conclusion, the five success factors that helped the hotel industry in retaining their good employees for sustainable operations, include the work environment and corporate culture, performance management and evaluation, job design and work teams, communication, and recruitment and selection. As a result of the study, it is recommended that the hotel management should maintain the relationship of the level of influence and the level of importance with the respondents' profiles in terms of age, highest educational attainment, hotel classification, position, and years of service basing from their significance and the rejection of the hypothesis. Key Terms: Descriptive-Correlational type of Research, Level of Influence, Level of Importance, Success Factors, Retention Management, Hotel Industry in Abu Dhabi.

**Transforming E-Business Practices and Applications: Emerging Technologies and Concepts** - Lee, In 2009-12-31

*Transforming E-Business Practices and Applications: Emerging Technologies and Concepts* presents an integrated view of the latest issues and technologies evolving from business transactions and support. *Sustainable Tourism in the Social Media and Big Data Era* - Yoonjae Nam 2020-11-13

- The aim of this Special Issue is to examine the current major topics concerning the use of social media and big data in sustainable tourism practices and to encourage interdisciplinary discussion among researchers regarding these issues.
- This Special Issue covers all relevant areas of the debate, including 15 selected papers based on the following core ideas: smart tourism and big data, social media in the tourism industry, and online reviews and tourist behaviors.
- This Special Issue discusses wide-ranging topics and research questions with regard to the smart tourism city, the impact of social media, online reviews, and tourist behaviors, and it represents a call to action for scholars to engage with broader social issues.

*Handbook of Research on Strategic Alliances and Value Co-Creation in the Service Industry* - Rozenes, Shai 2017-01-06

Value creation is a pivotal aspect of the modern business industry. By implementing these strategies into initiatives and processes, deeper alliances between customers and organizations can be established. The *Handbook of Research on Strategic Alliances and Value Co-Creation in the Service Industry* is a comprehensive source of scholarly material on frameworks for the effective management of value co-creation in contemporary business contexts. Highlighting relevant perspectives across a range of topics, such as public relations, service-dominant logic, and consumer culture theory, this publication is ideally designed for professionals, researchers, graduate students, academics, and

practitioners interested in emerging developments in the service industry.

*Opportunities and Challenges for Tourism and Hospitality in the BRIC Nations* - Dhiman, Mohinder Chand 2016-09-06

The stability and wealth of a nation's economy is dependent upon the success of various industrial sectors. The tourism industry has experienced massive growth in recent years, creating more jobs and becoming a source of foreign exchange. *Opportunities and Challenges for Tourism and Hospitality in the BRIC Nations* is a pivotal reference source for the latest scholarly research on the recent developments and contemporary issues within the services sector, highlighting cross-cultural implications as well as societal impacts of hospitality and tourism on emerging markets. Providing insight on managing and maximizing profitability, this book is ideally designed for researchers, professionals, upper-level students, and academicians involved in the services industry.

*Performance Measurement and Leisure Management* - Konstantinos Alexandris 2013-09-13

The issue of performance measurement in the leisure industry is increasingly important, from both theoretical (academic) and applied (practitioner) perspectives. Managers need accurate indications of how their organisations are performing, to inform their decisions.

Policymakers need an evidence base for their decisions regarding public leisure services. Students and researchers in leisure management are increasingly turning their attention to the principles and evidence of performance measurement, as an aid to management decision-making. The chapters in this text each present a different case study of performance measurement. They cover a wide range of sectors in the leisure industry including public recreation centres, theme parks, play facilities, sport organisations, hospitality, and the Olympic Games. The evidence from these cases covers examples from three different continents and five different countries. All the chapters report empirical research and all the cases explore managerial implications. However, results are presented with clearly explained statistical analysis, which can be easily understood by a non-academic audience. The book will be useful for leisure management students, researchers and practitioners. The chapters provide both reviews of the relevant literature and propose new measurement models based on original data. This book was previously published as a special issue of *Managing Leisure*.

*Advances in Hospitality and Leisure* - Joseph S. Chen 2021-11-26

This seventeenth annual volume of *Advances in Hospitality and Leisure* includes full papers and research notes. Articles involve a quantitative or qualitative approach along with conceptual models.

*Web-Based Services: Concepts, Methodologies, Tools, and Applications* - Management Association, Information Resources 2015-11-09

The recent explosion of digital media, online networking, and e-commerce has generated great new opportunities for those Internet-savvy individuals who see potential in new technologies and can turn those possibilities into reality. It is vital for such forward-thinking innovators to stay abreast of all the latest technologies. *Web-Based Services: Concepts, Methodologies, Tools, and Applications* provides readers with comprehensive coverage of some of the latest tools and technologies in the digital industry. The chapters in this multi-volume book describe a diverse range of applications and methodologies made possible in a world connected by the global network, providing researchers, computer scientists, web developers, and digital experts with the latest knowledge and developments in Internet technologies.

*The Hotel and Restaurant Business* - Donald E. Lundberg 1994-08-15

*The Hotel and Restaurant Business* Sixth Edition Donald E. Lundberg Completely updated to cover current trends and conditions in the hospitality industry, this latest edition of the best-selling text offers an excellent introduction to the industry as well as a wealth of practical, how-to information for anyone entering the field. Based on the author's more than 30 years of experience in hospitality. *The Hotel and Restaurant Business* offers comprehensive information on the background and current status of the industry, all presented in an interesting, easy-to-read style. New chapters provide up-to-date information on: \* hospitality-specific human resources and human relations issues \* the global nature of the hotel and restaurant business \* recent changes in hotel development and financing brought about by the recessional economy \* growth in the institutional segment of the restaurant business \* changes in the fast food business and fast food franchising Also included are discussions of the history of the business--from early inns and taverns to the new resort complexes--as well as tourism and the hospitality industry, resort operations, restaurant

operations, and much, much more. Like previous versions of the book, the Sixth Edition includes the most in-depth, authoritative look at the wide-ranging hospitality industry available anywhere.

*Managerial Strategies and Solutions for Business Success in Asia* - Ordóñez de Pablos, Patricia 2016-11-22

Globalization, sustainable development, and technological applications all affect the current state of the business sector in Asia. This complex industry plays a vital part in the overall economic, social, and political aspects of this region, as well as on a larger international scale. *Managerial Strategies and Solutions for Business Success in Asia* is an authoritative reference source for the latest collection of research perspectives on the development and optimization of various business sectors across the Asian region and examines their role in the globalized economy. Highlighting pertinent topics across an interdisciplinary scale, such as e-commerce, small and medium enterprises, and tourism management, this book is ideally designed for academics, professionals, graduate students, policy makers, and practitioners interested in emerging business and management practices in Asia.

**Handbook of Services Marketing and Management** - Teresa Swartz 2000

This is a comprehensive, practical and theoretical guide to the latest thinking in the foundations of services. The authors present contributions from the world's leading experts on services marketing and management.'

*Marketing for Hospitality and Tourism* - Philip Kotler 2016-05-25

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. For courses in Hospitality Marketing, Tourism Marketing, Restaurant Marketing, or Hotel Marketing. *Marketing for Hospitality and Tourism, 7/e* is the definitive source for hospitality marketing. Taking an integrative approach, this highly visual, four-color book discusses hospitality marketing from a team perspective, examining each hospitality department and its role in the marketing mechanism. These best-selling authors are known as leading marketing educators and their book, a global phenomenon, is the leading resource on hospitality and tourism marketing. The Seventh Edition of this popular book includes new and updated coverage of social media, destination tourism and other current industry trends, authentic industry cases, and hands-on application activities.

*Service Profit Chain* - W. Earl Sasser 1997-04-10

In this pathbreaking book, world-renowned Harvard Business School service firm experts James L. Heskett, W. Earl Sasser, Jr. and Leonard A. Schlesinger reveal that leading companies stay on top by managing the service profit chain. Why are a select few service firms better at what they do -- year in and year out -- than their competitors? For most senior managers, the profusion of anecdotal "service excellence" books fails to address this key question. Based on five years of painstaking research, the authors show how managers at American Express, Southwest Airlines, Banc One, Waste Management, USAA, MBNA, Intuit, British Airways, Taco Bell, Fairfield Inns, Ritz-Carlton Hotel, and the Merry Maids subsidiary of ServiceMaster employ a quantifiable set of relationships that directly links profit and growth to not only customer loyalty and satisfaction, but to employee loyalty, satisfaction, and productivity. The strongest relationships the authors discovered are those between (1) profit and customer loyalty; (2) employee loyalty and customer loyalty; and (3) employee satisfaction and customer satisfaction. Moreover, these relationships are mutually reinforcing; that is, satisfied customers contribute to employee satisfaction and vice versa. Here, finally, is the foundation for a powerful strategic service vision, a model on which any manager can build more focused operations and marketing capabilities. For example, the authors demonstrate how, in Banc One's operating divisions, a direct relationship between customer loyalty measured by the "depth" of a relationship, the number of banking services a customer utilizes, and profitability led the bank to encourage existing customers to further extend the bank services they use. Taco Bell has found that their stores in the top quadrant of customer satisfaction ratings outperform their other stores on all measures. At American Express Travel Services, offices that ticket quickly and accurately are more profitable than those which don't. With hundreds of examples like these, the authors show how to manage the customer-employee "satisfaction mirror" and the customer value equation to achieve a "customer's eye view" of goods and services. They describe how companies in any service industry can (1) measure service profit chain relationships across operating units; (2) communicate the resulting self-appraisal; (3) develop a "balanced scorecard" of performance; (4)

develop a recognitions and rewards system tied to established measures; (5) communicate results company-wide; (6) develop an internal "best practice" information exchange; and (7) improve overall service profit chain performance. What difference can service profit chain management make? A lot. Between 1986 and 1995, the common stock prices of the companies studied by the authors increased 147%, nearly twice as fast as the price of the stocks of their closest competitors. The proven success and high-yielding results from these high-achieving companies will make The Service Profit Chain required reading for senior, division, and business unit managers in all service companies, as well as for students of service management.

Capturing, Analyzing, and Managing Word-of-Mouth in the Digital Marketplace - Rathore, Sumangla 2015-08-28

With the growth of information technology—and the Internet in particular—many new communication channels and platforms have emerged. These platforms are focused on being not only user friendly, but also highly interactive, providing many unique ways to create and distribute content. *Capturing, Analyzing, and Managing Word-of-Mouth in the Digital Marketplace* explores the way these new channels and platforms affect our everyday interactions, particularly as they relate to meaning, growth, and recent trends, practices, issues, and challenges surrounding the world of modern marketing. Featuring a special emphasis on social media, blogging, viral marketing, and other forms of e-communication, this timely reference source is essential for students, researchers, academics, and marketing practitioners.

*Successful Customer Relationship Management Programs and Technologies: Issues and Trends* - Eid, Riyadh 2012-03-31

"This book offers case studies, methodologies, frameworks and architectures, and generally the cutting edge in research within the field of customer relationship management"—Provided by publisher.

**Personal Characteristics as Moderators of the Relationship Between Customer Satisfaction and Loyalty** - Christian Homburg 1999

**De la calidad de servicio a la fidelidad del cliente** - Dolors Setó Pamies 2004

Journal of Travel Research - 2010-02

Service Management and Marketing - Christian Gronroos 2016-01-26

Written by a leading pioneer in the field, the revised and updated fourth edition of this successful text examines service management and management in service competition from the point of view of the service profit logic. It focuses on adopting service logic in the management of service firms as well as of product manufacturers which want to become service providers. With a wide base of examples, Christian Grönroos draws on decades of experience to explain how to manage any organization as a service business and move closer to current and future customers. Service logic and service management are all about customer-focused outside-in management, using current academic research and business practice to make organizations more successful in the service-based economy. The author has created a unique set of YouTube video lectures, one per chapter, to enhance the chapter topics and further bring the concepts to life:

<https://www.youtube.com/watch?v=Ok5aU-aB3VI&list=PLGI2ZA6GM9F5uxR0RV9VATJjLfPEzQVh->

*Advances in Hospitality and Leisure* - Joseph S. Chen 2012-07-17

*Advances in Hospitality and Leisure*, a peer-review series, delivers refreshing insights from a host of scientific studies in the domains of hospitality, leisure and tourism.

Customer Loyalty and Brand Management - María Jesús Yagüe Guillén 2019-09-23

Loyalty is one of the main assets of a brand. In today's markets, achieving and maintaining loyal customers has become an increasingly complex challenge for brands due to the widespread acceptance and adoption of diverse technologies by which customers communicate with brands. Customers use different channels (physical, web, apps, social media) to seek information about a brand, communicate with it, chat about the brand and purchase its products. Firms are thus continuously changing and adapting their processes to provide customers with agile communication channels and coherent, integrated brand experiences through the different channels in which customers are present. In this context, understanding how brand management can improve value co-creation and multichannel experience—among other issues—and contribute to improving a brand's portfolio of loyal customers constitutes

an area of special interest for academics and marketing professionals. This Special Issue explores new areas of customer loyalty and brand management, providing new insights into the field. Both concepts have evolved over the last decade to encompass such concepts and practices as brand image, experiences, multichannel context, multimedia platforms and value co-creation, as well as relational variables such as trust, engagement and identification (among others).

**Service Guarantee prospect in signalling Service Quality towards Customer Loyalty** - Pradeep Paraman 2020-11-03

Doctoral Thesis / Dissertation from the year 2020 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, , language: English, abstract: This study provides empirical evidence to clarify calls for insights on the lack of work on resorts specifically the five-star resorts sector which is referred to works by Line and Runyan in identifying the deficiency in empirical evidence towards literature on resorts. This study provides new evidence into the formation of loyalty determinants in the five-star resorts, specifically in the Malaysian tourism industry. Although various studies have been conducted by scholars to identify such a phenomenon, very few has identified salient marketing strategies to be of value to practitioners, in overcoming the lack of loyal customers. This study frames the current problems faced by academia, the industry and the government to produce a cogent discussion on how to solve these problems by providing a strong and tested strategy, the service guarantee, to enhance customer loyalty in the resort sector. Problems associated with the industry and marketing gaps in literature are mainly based on a lack of strategy and factors in determining loyalty from the customers' perspective. Based on gaps in literature related to the hospitality industry as a whole a lack of a structural modelling and is identified. The second order latent modelling that this study envisions, would provide clearer directions to the industry and other stakeholders to develop and mitigate customer centric marketing strategies to acquire and retain their target markets.

*Handbook of Research on Promotional Strategies and Consumer Influence in the Service Sector* - Panwar, Upendra Singh 2016-04-11

Economic growth is directly impacted by a multitude of different industries; in recent years, the service industry has emerged as a significant contributor to the global economy. As such, the effective management of this sector has become a widely studied topic. The *Handbook of Research on Promotional Strategies and Consumer Influence in the Service Sector* is an authoritative reference source for the latest research on emerging methods for innovative service design and delivery, examining how growing customer expectations and global competition has influenced this industry. Featuring quality factors, marketing tools, and the effects of consumer behavior, this publication is ideally suited for researchers, professionals, and academicians actively involved in the service industry.

*Lodging, Restaurant and Tourism Index* - 2001

Neuromarketing and Big Data Analytics for Strategic Consumer Engagement: Emerging Research and Opportunities - de Sousa, Joana Coutinho 2017-12-30

A new sub-area of marketing is emerging called neuromarketing. It combines psychology, neuroscience, and economics with the study of consumer motivations. This is leading to the creation of new technological approaches that enable companies to read the customer's mind and tailor marketing practices, products, and services.

*Neuromarketing and Big Data Analytics for Strategic Consumer Engagement: Emerging Research and Opportunities* provides emerging information on the issues involved in the field of neuromarketing, including models, technologies, and the methodology of this field.

Highlighting the intricacies of neuroscience, biometrics, multimedia technology, marketing strategy, and big data management, this book is an ideal resource for researchers, neuroscientists, marketers, suppliers, customers, and investors seeking current research on the integration of new neuromarketing trends and technologies.

*Proceedings of the XV International symposium Symorg 2016* - Ondrej Jaško 2016-06-03

*Corporate Social Responsibility for Sustainable Tourism* - Xavier Font 2020-05-21

This comprehensive volume considers the corporate social responsibility (CSR) of tourism and hospitality firms towards stakeholders, exploring CSR in terms of broad stakeholder accountability by considering both the scope of reporting and the quality of stakeholder engagement. The authors analyse how CSR contributes to shareholder accountability (i.e.

as financial performance) by developing a multiple attribute decision-making model to deploy CSR resources, analysing how CSR contributes to the management of systematic risk as part of an internationalisation strategy, and showing how philanthropy is used as a legitimisation tool. The authors then review how managers negotiate CSR priorities within their organisational strategy by accounting for the utility gained by family firms from ecological and social outcomes in comparison with profit outcomes, analysing the trade-offs of co-constructing a sustainability innovation and weighting factors in water planning. They also review how employees are central to the delivery of CSR actions by exploring how green organisational culture affects organisational citizenship behaviour, how organisational green practices impact an organisation's image and its customers' environmental consciousness and behavioural intentions, and how organisational CSR affects employee pro-environmental citizenship and tourists' pro-environmental citizenship. The book concludes by reviewing the role of consumers in CSR with ten strategies to close the consumers' attitude-behaviour gap and an account of how customers' trust is a mediator between CSR, image and loyalty. This book was originally published as a special issue of the Journal of Sustainable Tourism.

**Management and Technology in Knowledge, Service, Tourism & Hospitality** - Ford Lumban Gaol 2014-04-29

Management and Technology in Knowledge, Service, Tourism and Hospitality contains papers covering a wide range of topics in the fields of knowledge and service management, web intelligence, tourism and hospitality. This overview of current state of affairs and anticipated developments will be of interest to researchers, entrepreneurs and students. *Heritage, Culture and Society* - Salleh Mohd Radzi 2016-10-26 Heritage, Culture and Society contains the papers presented at the 3rd International Hospitality and Tourism Conference (IHTC2016) & 2nd International Seminar on Tourism (ISOT 2016), Bandung, Indonesia, 10–12 October 2016). The book covers 7 themes: i) Hospitality and tourism management ii) Hospitality and tourism marketing iii) Current trends in hospitality and tourism management iv) Technology and innovation in hospitality and tourism v) Sustainable tourism vi) Gastronomy, foodservice and food safety, and vii) Relevant areas in hospitality and tourism. *Heritage, Culture and Society* is a significant contribution to the literature on Hospitality and Tourism, and will be of interest to professionals and academia in both areas.

**Determinants of Satisfaction in Service Encounters** - Jayanth A. Rao 1995

Handbook of Research on Strategic Business Infrastructure Development and Contemporary Issues in Finance - Ray, Nilanjan 2014-02-28

The dynamic economic climate invites participants who are grounded in strategic financial management and infrastructure development. Thus, a lack of sufficient infrastructure, in both quality and quantity, often disqualifies developing countries from being key players in the global economy and influences other socioeconomic problems like unemployment, quality of work life, and quality of life. *Handbook of Research on Strategic Business Infrastructure Development and Contemporary Issues in Finance* discusses the efficiency of good infrastructure and its impact on socioeconomic growth and socioeconomic development in general and addresses contemporary aspects of the strategic financial management essential for accomplishing the objective of wealth maximization in today's challenging and competitive economy. This book is an essential research work for policy makers, government workers and NGO employees, as well as academicians and researchers in the fields of business, finance, marketing, management, accounting, MIS, public administration, economics, and law.

**Service Science Research, Strategy and Innovation: Dynamic**

**Knowledge Management Methods** - Delener, N. 2012-01-31

"This book explores areas such as strategy development, service contracts, human capital management, leadership, management, marketing, e-government, and e-commerce"--Provided by publisher.

**European Retail Research** - Bernhard Swoboda 2009-09-30

The aim of EUROPEAN RETAIL RESEARCH is to publish interesting manuscripts of high quality and innovativeness with a focus on retail researchers, retail lecturers, retail students and retail executives. As it has always been, retail executives are part of the target group and the knowledge transfer between retail research and retail management remains a part of the publication's concept.

**Theory and Practice in Hospitality and Tourism Research** - Salleh Mohd Radzi 2014-08-12

Theory and Practice in Hospitality and Tourism Research includes 111 contributions from the 2nd International Hospitality and Tourism Conference 2014 (Penang, Malaysia, 2-4 September 2014), and covers a comprehensive range of topics, including:- Hospitality management- Hospitality & tourism marketing- Tourism management- Technology & innova

*Managing E-Crm Towards Customer Satisfaction and Quality Relationship* - Abu Bakar Abdul Hamid 2019-03-20

Electronic customer relationship management (ECRM) is a comprehensive business and marketing strategy for attracting and retaining customers over the internet. The proliferation of ECRM and its alarming failure rate call for a better understanding of the relationship between ECRM and its immediate objective. Based on the literature reviewed, there are few studies that have used service quality as a component of relationship quality in the relation between ECRM and customer satisfaction. The study investigates the influence of three components of ECRM (i.e., pre-purchase, at-purchase, and post-purchase ECRM) on customer satisfaction directly and through mediating variable relationship quality. A quantitative methodology using a cross-sectional survey method was used to investigate the relationship between variables.

*Managing Hospitality Organizations* - Robert C. Ford 2018-11-30

*Managing Hospitality Organizations: Achieving Excellence in the Guest Experience* takes students on a journey through the evolving service industry. Each chapter focuses on a core principle of hospitality management and is packed with practical advice, examples, and cases from some of the best companies in the service sector. Students will learn invaluable skills for managing the guest experience in today's ultracompetitive environment. The Second Edition includes new coverage of technology, sustainability, sexual harassment, diversity and inclusion, and ethical leadership.

**Humanistic Perspectives in Hospitality and Tourism, Volume II** - Kemi Ogunyemi 2022-05-17

This book, the second of two volumes, uses a framework of philosophical anthropology, and the concepts of humanistic leadership and humanistic management, to explore the value of work in the hospitality and tourism industry. It presents robust theoretical and practical implications for professionalism and excellence at work. Following on the first volume's focus on the personal dimension of hospitality, this volume explores hospitality from a viewpoint that goes beyond the individual, first situating hospitality within culture, then engaging its internal and external customers and finally integrating issues like vulnerability, sustainability, social responsibility, and industry resilience in the face of the pandemic. These volumes will be of use to academics and practitioners in the fields of hospitality and tourism management, humanistic and transformational leadership, corporate social responsibility, human resource management, customer service, and workplace spirituality.