Literature Review

Customer relationship management (CRM) is a business strategy to acquire and manage the most valuable customer relationships. CRM applications can enable effective customer relationship management, provided that an enterprise has the right leadership, strategy and culture. CRM is a business strategy to create and sustain long-term, profitable customer relationships.

According to Xi Li, Zhang Xi Hua (2010), there is a difference among the tourists with different educational background. The analysis also indicates that the highly educated tourists have the highest satisfaction level and vice versa. There is a correlation analysis between the purpose and satisfaction, purpose and willingness to recommend heritage sites in tourism. Romain Picot-Clemente, Christophe Cruz, Christophe Nicolle,(2008) found the idea to develop a site for dynamically profiles the user's behavior by providing customers a combination of tourist offers according to their profile. For example, if the user wishes to find a restaurant that would welcome him with his children, the system will provide first restaurants with children's menus which are located near a public garden or park.

The researchers used overall satisfaction with the hotel visit as dependent variable and business hotel products, consisting of three different departments (reception department, housekeeping department, and food and beverage department) and tangibles or intangibles in the three departments, as independent variables. Meltem Caber, Tahir Albayrak, Safak Aksoy (2009) studied that managers should concentrate resources on areas that have the highest importance for overall satisfaction, while reaching the “good enough” level of customer’s satisfaction for the noncore items.
Sunayna Khurana (2008), studied that, it is unambiguously control on the travel agencies, the notion that the service quality, as perceived by the customer, stems from a comparison of what they feel companies do offer with their expectations of what the travel agencies should offer. If the service providers provide high quality tourism service according to the needs and wants of the customers, then they would be able to satisfy and retain the customers. Parasuraman A, Zeithaml V A and Berry L. L. (1978) devised the scales on the basis of five dimensions of service quality: Tangibility, Reliability, Responsiveness, Assurance and Empathy. The service quality depends upon the differences between the expectations of the customers and the perceptions on receiving the service.

Mr. Raimer Thedens (2008) has suggested that the CRM must provide a single window view of the customer to anyone in the company with appropriate security permission. Authorized employees must have access to the information about customers from any place with the use of internet or intranet. This will enhance the company’s performance and profitability. CRM system tracks customers’ interactions with business and facilitates work flow management. To define the right positioning strategy and develop competitive advantage by targeting the right customers with the right product at the point in their economic cycles, when they would be most receptive. CRM is about managing customer knowledge to be understood and serve them. It is an umbrella concept that places the customer at the centre of an organization. Customer service is an important component of CRM; However CRM is also concerned with coordinating customer’s relations across all business functions, point of interactions and ordinance.
Dr. Shiv Kumar Sharma, Shweta Sharma, (2007) studied the CRM involves marketing, sales service and technology, as well as the other inner-workings of an organization. Thus, it is properly described as an enterprise-wide initiative. It involves all areas of the organization and all functions of the organization, and it requires all areas of the organization to be working together in harmony. CRM requires all areas of organization to not only exist in harmony, but to be working towards the common goal of stronger customer relationships. Having even one “broken space in the wheel”… one area of the organization that is less than committed to CRM… can make the difference between success and failure.

CRM is a comprehensive sales and marketing approach to building long term customer relationship and improving business performance. Gathering all the information about customers helps the company to develop customer insight and enhance customer interaction. Technology tools and systems such as customer database, electronic point of sale, sales force automation, customer service helpdesk, call center, etc help in establishing customer relationship. Also, integration of these CRM systems with back-end systems such as ERP helps in offering solutions to the customers’ problems with improved speed of response and quality of service. Effective implementation and monitoring of these approaches results in providing superior experience to the customers and help gain their loyalty in long term, (Dr (Ms) Mallika Hegde, (2008).

Customer relationship management has become the buzzword in India with every retailer in the organized sector trying to create-long-lasting consumer stickiness for his retail store. In today’s highly competitive business world e – CRM is becoming the ultimate solution for both customer and the organization. Dr. Rashmi Gujrati (2009) has described that the customers have become more
important than business people and the companies need to do business with their customer in their own way in integration of various points of customer contact, including web contract centers wireless and others. All customer interactions must be consistent with clear values delivered to this customers who depends completely on relationships it builds with customers, outsourcing the CRM software is a good idea. CRM – is a simple concept and is customer-managed. Every retails must have end-to-end process-in terms of information operational metrics, business outcomes and service of firings in accordance with customer expectations. Long ago the further of the Nation, Mahatma Gandhi realized the importance of the customer for the relater; he is in fact the first to emphasize on the important of customer Relationship Management Practices in India. What he said about the importance of the customer is famous the world over it goes like this.

“The customer is the most important person on our premises.

He is not dependent on us, we are dependent on him.

He is not an interruption of our work; he is the purpose of it.

He is not an outsider on our business, he is part of it.

We are not doing him a favor by giving us the opportunity to do so,”

Ms. Suman Mahanta (2003) has conclude by saying that CRM is best tool of to build a powerful customer experience as the most competitive weapon around our businesses. CRM invert the pyramid for achieving success in businesses in the 21st century and CRM as the prime focal weapon to win over your customer and competition. As the latest trend in marketing, CRM is the upcoming technique used by organizations to retain satisfied customers for long duration of times. CRM is becoming the most happening tool for marketers to create a pool of loyal customers. As CRM is an information industry term for methodologies, software,
and usually internet capabilities that help an enterprise manage customer relationship. CRM if implemented properly will definitely give an upper hold for the players in the market.

Education and especially distance education could obtain important benefits from the application of e-CRM methods and techniques both from an organizational point of view and considering the learning process itself. However, it also requires actors (institutions, teaching and support staff) to gain a set of new competencies that are not very common in current, traditional educational contexts. Mamta Dahiya (2009) have highlighted the value of administrative and management processes being driven by specified objectives, assessed via a range of socio-economic or pedagogical indicators, of balanced scorecards and the integrated management of communication channels. In this environment, in which the integration of all processes is essential, the educator has to adapt to a new role as a facilitator, motivator and director.

V S Santhosh, (2003) suggested that the tourism has been a major social phenomenon, which is motivated by the natural urge of every human being for new experience, adventure, education and entertainment. The motivations for tourism also include social, religious and business interest. Tourism and leisure are perhaps the two nicest things in modern society, which helps to promote peaceful co-existence, pleasure of the individual and well being of the general public. It is a smokeless industry and it has its own direct and indirect effect on economy which regarded as effective instrument of economic development with understanding of social, cultural and political life of the society, which leads to a healthier global understanding. The importance of tourism as an instrument for economic
development and employment generation, mainly in remote and backward areas, has been well documented the world over.

In recent years, the trends in tourism in India have shown variation in terms of both economic and socio-cultural values. Dr. Purva (2008) has aptly described, with changing lifestyles, economy and paid vacations, there has been a change in the attitude and perception of people toward travel and tourism. There has been an increase in environmental awareness and pressure of urbanization. Now, urban masses look for new get away locations, where they can get involved in active outdoor recreation. Thus, national parks and sanctuaries have emerged as the favorite destinations. A decade ago the 500 national parks and other protected areas did not interest the holiday seekers. But, in recent times they have become "hot spots" for vacationers. As a result, the Government of India initiated the 'new ecotourism policy'. In order to generate more foreign revenue, the new policy deviates from its previous principle of 'for conservation only'. The policy, now, aims at increasing tourism by creating more services and facilities for the visitors to the protected areas. Thus, there has been a constant increase in the number of visitors during the 'season' particularly to the parks like Corbett, Ranthambore, Nagarhole, Kaziranga, etc., which have close proximity to metropolitan towns and are important for endangered species like the tiger or the one horn rhino. The visitors to these national parks are usually the youth in 18 to 30 years of age group. They are driven by the motivation to do something "adventurous". This could involve any activity like tiger sighting, wildlife photography, camping. Many times urban visitor gets involved in prohibited and illegal activities. This leads to socio-cultural conflicts between the visitors and the local community and the other stakeholders, human-wildlife interface and other related problems. A new
set of issues that have emerged out of such tourism in India is of displacement of local people. This has emerged as a major management issue in some of the parks, but has universal manifestation. Such problems and issues need to be addressed at the policy level. This paper looks into some of such issues related to management. The present scenario of tourism in India calls for designing strategies for visitor's management such as intensive interpretation, environmental awareness programs and active involvement of local people for promoting responsible tourism. Various research techniques like, field survey & PRA, have been used.