ABSTRACT

CRM is the business strategy that aims to understand, anticipate, manage and personalize the needs of an organization's current and potential customers. Customer relationship management (CRM) is the business strategy to develop the business. Customer relationship management (CRM) is a customer-focused business strategy. In this research, CRM is useful to access the present and future needs of travels. The aim of CRM is Customer acquisition followed by customer retention in tourism industry. It is essential to maintain the healthy relations with customers and Customer Care. Many of the tours and travels companies are not providing quality services to customers. They are not fulfilling the needs and expectations of customers. Therefore customers are not satisfied with tourism services. There is huge gap between customer’s perceptions and expectations. CRM is developing and implementing business strategies and supporting technologies that close the gaps between an organizations current and potential performance in customer acquisition, growth and retention. To overcome the drawbacks of these services, researcher has conducted customer’s survey by using questionnaire technique, the sample size is 600. After data collection, researcher has used chi-square statistical method to generate various reports. Some of the graphical reports are generated by using the tool, MS-Excel (MS-Office 2007).

Most of the customers from Nashik city preferred either local or intrastate tours. Satisfactory services like proper lodging, cleanliness in accommodations, delicious foods, full time guide and hospitality. Engineers and government officers are seemed to have more tours than any other category. The very prominent tour and
traveling services like Kesari Tours and Girikand tours has given full time guide in
tours. Some tours and traveling agencies have given inconsistent delivery of services.
The Researcher has given solutions like to maintain excellent communication skill to
implement customer service, to build long term relationship with customers,
Negotiation with customers can help to find out their needs and give quick response to
their needs. The CRM is used to gain greater insights into customers and design
suitable loyalty programme o create brand loyal customers. To take deep care at every
step and at every customer, it is necessary to provide the best possible experience to
the customers.