

A Study on the Influence of CRM Dimensions on Marketing Capabilities in Hotel Industry with Special Reference to Tirunelveli District

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Abstract: *The aim of this study is to examine the influence of CRM dimensions (i.e., customer orientation, CRM organization, knowledge management, and technology based CRM) on marketing capabilities in hotel industry. They also demonstrate that CRM organization is the main source of influence on marketing capabilities. Overall, the practical findings of the study suggest that hotels that are looking to improve their marketing capabilities through using CRM strategy should integrate the four dimensions of CRM, and specifically focus on the CRM organization dimension.*

Keywords: CRM, Marketing Capabilities, Hotel Industry, CRM Dimension, CRM Relationship

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