

A Comparison of Impact of Customer Relationship Management on the Relationship Marketing and Hotel / B&B Balanced Performance

Seyed Hossein Mogheisi*,

Hoteling industry is counted as one strategic industry for countries that have the potential of attracting tourists. Increase of performance of hotels and guest house needs perception and identifying factors affecting them. Quality of service and relation with customer affects development of hotels and guest house significantly. Nowadays relationship management with customer has changed to key factors for success of hoteling industry but only has been done for considering implementation of relationship management with customer at hoteling industry and its effect on different aspect of performance. This research has been done for considering the effect of relationship management with customer on relation-oriented marketing and performance of business. The main question is that how can we analyse hotels and guest house performance and do comprehensive assessment of their activities? Method of doing research regarding goal is applied and regarding data collection is descriptive. Statistical society of the research are customers of hotels and guest house in Guilan province in spring and summer in 2014, method of sampling is cluster and then inside clusters available sampling, sample volume are 384 customers of hotels and 384 customers of guest houses of Guilan province, method of data collection is field and tools of data collection is standard questionnaire. Method of analyzing data is structural equation modeling with LISREL software. By testing hypothesis the result analysis shows that dimension of implementing relationship management with customer affects relation-oriented marketing and relation-oriented marketing affects aspects of balanced performance.

Keywords : management system of relationship with customer, relation-oriented marketing, balanced scorecard, structural equation modeling

