Customer Relationship Management of Tourism in Xi'an ShaanXi China

Di Ma[1]

ABSTRACT

Companies have often been operated under the influence of their internal and external environments to gain competitiveness and sustainability. In this case, developing and maintaining mutually beneficial relationships with customers has become crucial, especially in the tourism industry. The tourism industry has proliferated in recent years, and tourism is considered one of the world's largest export industries.

Customers will become the most important driving force for travel companies. More and more travel companies are beginning to notice and recognize the value of customer loyalty, and establish lasting relationships with customers, thereby improving customer satisfaction. Therefore, in order to improve customer satisfaction, companies need to conduct customer relationship management (CRM).

KEYWORDS: Customer relationship management, Tourism companies, Xi'an, SWOT models

Background

SWOT analysis is a short form used to describe the particular Strengths, Weaknesses, Opportunities, and Threats that are the strategic factors for a specific company. (Honglin, 2019)

Using SWOT analysis helps to gain the maximum out of the future opportunities by leveraging its strengths and alleviate the threats by working on its weakness. (Junpeng, 2020)

---

[1] Master Student of Management Program, Program in Business Administration, Khon Kaen University, Thailand; e-mail: 490551701maddy@gmail.com

Opportunities and threats are external factors. Strengths and weaknesses are internal factors. (Ying, 2016)

The main strength of a good CRM strategy because those customers will make future profit. (Jingli, 2015) CRM collects and maintains all the valuable information about the customers so the organizations can know about their customers for predicting their future behavior and producing other valuable knowledge for making more profit. (Yusheng, 2012)

Overload of unnecessary information for organization: It can abort the CRM because of making complicated and conflicts in predicting and decision making and also the problem to storage space. (Tobin, 2010)

The first country to develop customer relationship management (CRM) was the United States. At the beginning of 1980, there was the so-called "Contact Management" Which specifically collects all information about the contact between the customer and the company. As long as the enterprise has the exemplary leadership, strategy and culture, CRM can promote effective customer relationship management. (Ranjan & Bhatnagar, 2011) CRM can develop,promote business strategies and support technologies to fill gaps in customer acquisition. CRM improves return on assets. Here, assets refer to the customer and potential customer base. (Peppers& Rogers, 2011) CRM is a term used in the information industry, which refers to methods, software and even Internet facilities that help companies manage customer relationships in an organized manner. (Buttle, 2004) CRM is an application system based on the internet. (Qi Jiayin,2002) It integrates user information resources through the reorganization of enterprise business processes, manages customer relationships more effectively, and attract more customers to achieve the ultimate goal of maximizing corporate profits. (Mendoza, 2007) CRM is the abbreviation of Customer Relationship Management. It originated from a new business model of "customer-centric" and is a new business model to improve enterprises and customers. (Zhang Honglin.2019) The work of enterprises that focus on customer relationships, conduct systematic customer research, optimize corporate organizational systems and business processes, improve customer satisfaction and loyalty, and improve corporate efficiency and profitability. (Payne, 2004)

Research objectives

To access the role of CRM towards Xi'an Tourism Company

Research hypothesis

CRM has role in Xi'an Tourism Company

Scope of Research

Tourist in Xi'an

Research Method

The study was of a quantitative type. Questionnaires containing questions each were used to collect the data.

A role of CRM in Xi'an Tourism Company designed to simplify the management of customer acquisition and retention and track detailed customer data, customer's buying behaviors, concerns and characteristics. The customers concerned about the time of the tourist company plan and another question about tourist company. Even though the tourist companies have many encounter problems of the customer but the customer service department can be handle with serving service to the customer effectively.

Develop the CRM framework in Xi'an ShaaXi Company CRM is a business strategy that optimizes revenue and profitability while promoting customer satisfaction and loyalty. CRM technologies enable strategy, and identify and manage customer relationships, in person or virtually. CRM software provides functionality to companies in four segments sales, marketing, customer service, and digital commerce. CRM is a business strategy that optimizes revenue and profitability while improving customer satisfaction and loyalty. CRM technology can participate in or virtualize strategies to identify and manage customer relationships. CRM software provides functions for the company's four areas: sales, marketing, customer service, and digital commerce. Therefore, the result of this study found that the tourism companies in Xi'an can use the right CRM framework to improve customer satisfaction to help the competitiveness and profit of these companies.

SWOT Model of CRM Framework in Tourism company Xi'an China consist of strengths, weaknesses, opportunities, and threats those of SWOT Model of CRM was performed between the result of the questionnaire and SWOT analysis on chapter two to compare and analyze about strengths, weaknesses, opportunities, and threats of tourist company in Xi'an China as followed.

Most of participants in this research consists of first most of gender was male for 204 people or 51 percentage, who are the age of 18–40 years old for 260 people or 65 percentages. The participants were office workers occupation, then they approximately 2000–4500 CNY. The frequency time to travel per year of participants, mostly 1–2 times were 251 people or 38.8 percentages. Therefore, all information about customers for predicting their future behavior and producing other valuable knowledge for making more profit from those participants that mentioned earlier. Therefore, the information of those participants will be made profit in the future.

The result of question found that 2 main reasons that make the general customers because the loyalty customers were first cheap price and second excellent service quality Overload of necessary information for organizations,   Retirement of basic information about tourist because the questionnaire already had the information about occupation and the rage of age.

The results obtained from 400 people of tourists Xi'an ShaanXi China for the questionnaire, the questionnaire was designed to analyze CRM has the role of tourism companies in Xi'an ShaanXi China and develop the CRM framework of tourism companies in Xi'an ShaanXi China.

Table 1 To develop the CRM framework of tourism companies in Xi'an ShaanXi

The Customer Relationship Management of Tourism-in Xian ShaanXi China	N	Mean	Minimum	Maximum	S.D.
Understanding and support of senior managers (A1)	400	2.14	1	3	0.587
Understanding and support of middle managers (A2)	400	2.27	1	3	0.614
Related employee support (A3)	400	2.46	1	3	0.632
Extensive and effective education and training (A4)	400	2.39	1	3	0.650
Expert participation and integration (A5)	400	2.42	1	3	0.636
Coherent and closed-loop process design principles (A6)	400	2.27	1	3	0.623
Perfect and standardized marketing, sales and service business processes (A7)	400	2.31	1	3	0.621
Implementation is driven by business processes, not IT technology (A8)	400	2.28	1	3	0.606
Smooth internal coordination mechanism (A9)	400	2.30	1	3	0.606
Step-by-step implementation and continuous promotion (A10)	400	2.32	1	3	0.589
Developed a clear demand plan (A11)	400	2.36	1	3	0.616

Table 2 To develop the CRM framework of tourism companies in Xi'an ShaanXi (Cont.)

The Customer Relationship Management of Tourism-in Xian ShaanXi China	N	Mean	Minimum	Maximum	S.D.
In-depth research on applications in the same industry and closely follow the development trend of CRM technology (A12)	400	2.26	1	3	0.604
Vendor selection and evaluation (A13)	400	2.25	1	3	0.661
Customer system is fully integrated and compatible with other sales and logistics systems (A14)	400	2.26	1	3	0.610
Data quality and integration (A15)	400	2.33	1	3	0.617
Customer Loyalty (A16)	400	2.28	1	3	0.648
Customer information can be managed to the greatest extent accurate, complete, up-to-date and sufficient (A17)	400	2.29	1	3	0.588
Customer-centric, and earnestly implement the promise of maximizing customer value (A18)	400	2.28	1	3	0.595
Design the most ideal customer experience and training to	400	2.30	1	3	0.599

maximize customer satisfaction (A19)					
Active involvement of project investors and customers (A20)	400	2.33	1	3	0.602
Excellent corporate culture (A21)	400	2.44	1	3	0.606

Research Tools

SWOT model,SPSS,Excel

Data Collection

Nominal scale, Ordinal scale, Interval scale and Ratio scale

Data Analysis

SWOT model

SWOT model be used in this thesis, to analyze the environment of CRM in Tourism, in order to help researcher easy understand the strengths, weakness, opportunity, threat of CRM in tourism and be benefit of tourism companies in Xi'an.

SPSS

SPSS was used after data collect; it can analyze the data and provide the result.

Excel

In this study, Excel was used to draw the chart and do the data compilation.
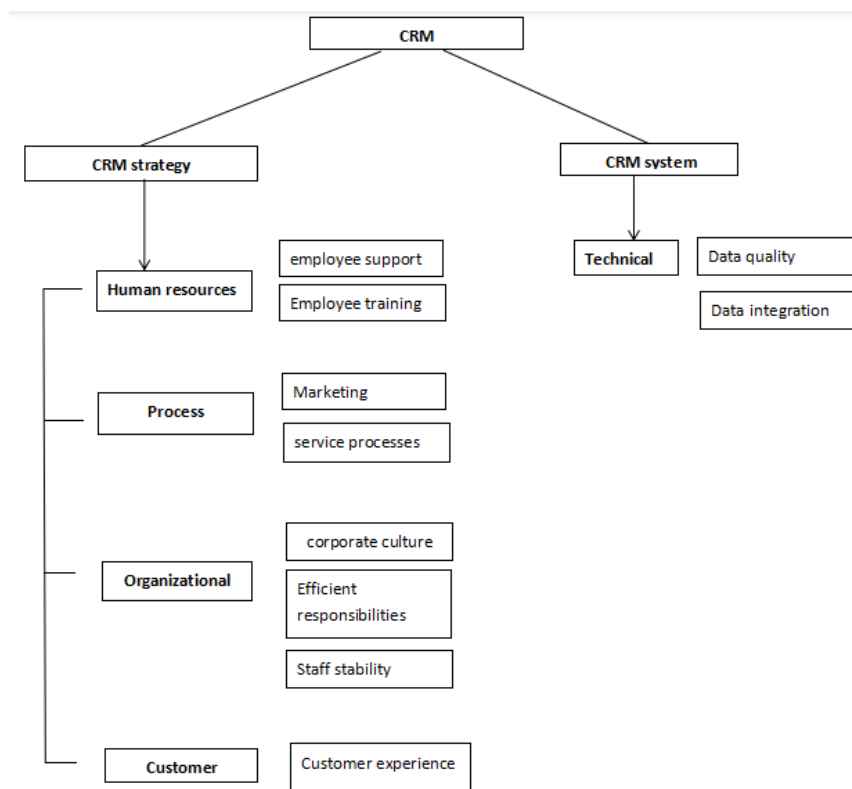
Table 3 Research plan

Data source of this paper	Primary data,Secondary data
Object of questionnaire	Tourist in Xi'an
Questionnaire collection site	Around the tourist in Xi'an and internet
Number of questionnaire	400

Summary of Research Results

Developed a CRM framework to improve customer satisfaction from the two parts of strategy and CRM system, thereby bringing profits to the company. Customer satisfaction is the current main source of value in any industry, and it is also the source of future income. From a strategic point of view, the CRM framework is of great significance to the development of travel companies.

In this study, the author to build the frame work for prove customer satisfaction from two perspectives, and build a framework for tourism companies in Xi'an.

Table 4 CRM framework

Discussion of Results

A role of CRM in Xi'an Tourism Company designed to simplify the management of customer acquisition and retention and track detailed customer data, customer's buying behaviors, concerns and characteristics. Which was related to the table 4.7: Agency recognize of CRM of tourist showed that the customers have encounter problems high up to 189 people or 47.2 percent, the problems that people was contacted to the customer service department might be many documents for reservation, the customers concerned about the time of the tourist company plan and another question about tourist company. Even though the tourist companies have many encounter problems of the customer but the customer service department can be handle with serving service to the customer effectively.

Suggestions

1. Suggestions for applying the research results

1.1 There is one main value orientation of an enterprise. From a marketing perspective, it is difficult for us to change the quality of products and the company's process organization system in the short term, but we can do a good job of customer service immediately and improve performance through customer satisfaction. So how to improve customer satisfaction is the core issue for companies to increase their profits.

1.2 How to better meet the needs of customers is the key to business success. By meeting customer needs, customer value delivery strategies can help companies build a high degree of customer satisfaction. Customer satisfaction has a dual impact on corporate performance. First of all, satisfied customers are more willing to maintain long-term relationships with suppliers.

2. Suggestions for the next research

2.1 After implementing CRM, companies are most pleased with the improved customer experience. The role of customer experience in improving its ranking is higher than product factors, price and social marketing. The realization of the CRM concept should be transformed from a production-centric management concept to a customer-centric marketing concept, changing customer needs and providing a full range of solutions. Companies should

be aware of customer relationships and customer needs, and companies should use the CRM system, it can truly realize the comprehensive protection in the ideological, institutional and behavioral aspects of the customer relationship management environment.

2.2 Pursue the enterprise spirit of continuous transcendence. The CRM system will comprehensively optimize the allocation of corporate resources, improve core talents, and increase the advantages and confidence of corporate development unprecedentedly.

Acknowledgments

REFERENCE

Buttle,F. (2004). *Customer relationship management: concepts and tools.* Oxford:Elsevier.

Honglin, Z. (2019). SWOT analysis method and its application in enterprise strategic
    management. *Journal of Global Business Insights*, 2, 25–26.

Jingli, P. et al. (2005). Applications and cases of SWOT analysis methods in Enterprise
    Strategic Management. *British Food Journal*, 108(11), 958–964.

Junpeng, L. (2020). Discussion on the Application of SWOT Analysis Method in Enterprise
    Strategic Management. *Business News*, 215(25), 99–101.

Mendoza, L.etl. (2007). Critical success factors for a customer strategy. *Information and
    Software Technology*, 49, 913–945. doi:10.1016/j.infsof.2006.10.003

Payne,A.,&Frow,P. (2005). A strategic framework for customer relationship management.
    Journal of Marketing, 69(4), 167–176. doi:10.1509/jmkg.2005.69.4.167

Peppers,D.,&Rogers, M. (2011). *Managing customer relationships: a strategic framework.*
John Miley & Sons.

QiJiayin. (2002). Analysis of Customer Relationship Management(CRM) System Framework.
Industrial Engineering, 2002(1):42–45.

Ranjan, J (2011). Role of knowledge management and analytical CRM in business:Data
mining based framework. *The Learning Organization*, 18(2), 131–148.

Tobin, D.M., Vary, J.C., Ray, J.P., et al. (2010). The lta4h Locus Modulates Susceptibility to
Mycobacterial Infection in Zebrafish and Humans. *Cell*, 140(5), 717–730.

Ying, C. (2016). SWOT analysis method and its application in enterprise strategic
management. *Enterprise Reform and Management*, 000(021), 18–19.

Yusheng, L. (2012). Application of SWOT Analysis Model in Strategic Management of
Construction Enterprises. *Knowledge Economy*, 13, 138–139.

Zhang Honglin. (2019). SWOT analysis method and its application in enterprise strategic
management, *Ournal of Strategy and Management*, 2019(2), 25–26.