



An analysis of the application of Guest Relation Management in Hospitality Industry with special reference to Hotel Maurya Patna

• Tulika Singh • Soni Kumari • Rachita
• Shazia Rahman

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Corresponding Author : Shazia Rahman

Abstract : *Hospitality industry has come of age with the inculcation of professionalism. The only way to ensure competitive advantage in service industry is to work out and execute an effective Guest Relationship Management in order to sustain and succeed in the hyper competitive market scenario. The study is an attempt to establish the relevance of Guest Relationship Management in a local hotel at Patna.*

Keywords: *Guest Relationship Management, Hospitality Industry, Loyalty, USP, Patronage.*

Tulika Singh

B.A. III year, ASPASM, Session: 2012-2015,
Patna Women's College, Patna University, Patna,
Bihar, India

Soni Kumari

B.A. III year, ASPASM, Session: 2012-2015,
Patna Women's College, Patna University, Patna,
Bihar, India

Rachita

B.A. III year, ASPASM, Session: 2012-2015,
Patna Women's College, Patna University, Patna,
Bihar, India

Shazia Rahman

Asst. Prof., Department of ASPASM,
Patna Women's College, Bailey Road,
Patna – 800 001, Bihar, India
E-mail : shazia1233@rediffmail.com

Introduction :

Guest Relation Management entails all aspects of interaction a company has with its customers, whether it is sales or related to service. Hotels are important aspects of the hospitality sector and Guest Relation Management, which needs to be built in a sustained manner. The adoption of Guest Relation Management in the hospitality industry has been impeded by a number of factors. These include the persistently fragmented nature of the industry, the disparate, proprietary, and the additional complexities. This study will provide an insight into the hotel industry and the steps taken by them to improve their relationship with their customers. From the study, one can understand the present scenario and the practices and programmes being followed to enhance customer retention, customer satisfaction which lead to enhanced profits and brand image in the minds of the customers. This is the area where HOTEL MAURYA and its management wish to work further and this is a reason that this particular hotel has been selected for this study. (Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee, p.7) In hospitality business employees must be customer service oriented in addition to being concerned about efficiency.