

# **“A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES IN HOTEL INDUSTRY”**

**A project report submitted to the Amguri College, Amguri in partial  
fulfillment of requirement for the award of the Degree of Bachelor of  
commerce in Marketing under Dibrugarh University**



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## CERTIFICATE

I have the great pleasure in certifying that Sri Protim Gogoi (B.com 6<sup>th</sup> Semester) a student of Department of Commerce, Major in Marketing, Amguri College, and Amguri has prepared his project report entitled “**A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT (CRM) PRACTICES IN HOTEL INDUSTRY**” under my guidance and supervision.

Neither the whole nor any part of this project has been submitted to any other college/ University related to a similar requirement.

I wish him all success in life.

*Parag Gogoi*

Parag Gogoi

Place -Amguri

Date - 12-04-2017

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## PREFACE.

Customer relationship management (CRM) is a strategy that can help them to build long-lasting relationships with their customers and increase their profits through the right management systems and the application of customer-focused strategies.

Hotel industry is a highly flourishing, lucrative and competitive market. To compete in such a market, the hotels should focus on maintaining good relations with the customers and satisfying the customers. Increasingly, the organizations are using Customer Relationship Management (CRM) to help boost sales and revenues by focusing on customer retention and customer loyalty.

The present Study was undertaken to study the Customer Relationship Management (CRM) practices in hotel industry.

Date: 22-4-2017  
Place - AMGURI

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Protim Gogoi

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