

Developing CRM of Hotel Business in China

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Summary

This paper analyzes the theoretical side of CRM (Customer Relationship Management) and applies it to the Chinese hotel business.

China has come to lay emphasis on developing tourism industry with enforcing the "Opening up and Economic Reform" policy after 1978. "Heaven`s Time, Geographical Advantage and Human Cooperation" are called three conditions of business success. The improvement of "Human Cooperation " among the three conditions mentioned above is clearly far behind the global standard. Servicing spirits are the weak point in Chinese hotel business. Customer relationship of management has become the key of business success especially for the hotel business which has many relations with sightseeing promotion.

From this viewpoint, I emphasize a change of servicing spirits in China from the past up to the present .In addition, I discuss what kind of influences is important in customer services of hotel business.

After joining WTO, the market share of foreign hotel companies in the Chinese market has been raised, and the Chinese hotel companies have been stimulated by them. Aiming at the improvement of the hotel services, the thesis intends to complete CRM model. Up to the present the CRM theory has been mostly applied to the field of the distribution industry such as in the area of company management and operations. In this thesis I discuss the development of the CRM theory especially on the Chinese hotel business and economic effects brought by CRM improvement.

At first I will touch upon the vision of the relations between CRM and hotel business, how should the management of hotel business be performed in the real market, and what the present state and the directionality of Chinese hotel business should be. Furthermore, I will develop a general view of the present conditions of hotel business, find out problems and solve them. I aim to present a way to lead the hotel business in China towards the right direction.

Purposing to taking the balance between the theory and the practicality, I discuss what kind of the appropriate CRM theory for hotel business in China should be.