

MANGALORE UNIVERSITY
Department of Business Administration
MBA-Tourism and Travel Administration

TMS -555 CUSTOMER RELATIONSHIP AND SERVICES MANAGEMENT
Credits: 3

Objectives

- To understand the nuances of customer relationship management;
- To familiarize with the issues of service management and global context; and
- To be able to manage a market oriented service organization.

Learning Outcome:

- Cultivate effective and efficient customer relationship ability.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

Unit I Customer Relationship Management in Tourism – Customer Acquisition and Retention – Customer Loyalty - Customer Profitability and value Modelling – Customer Satisfaction Measurement - Customer Feedback and Service Recovery.

Unit II Managing and Sharing Customer data - Customer Information Databases – Ethics and Legalities of data use – Data Warehousing and Data Mining – Data Analysis – Market Basket Analysis (MBA) – Click Stream Analysis - Personalization and Collaborative Filtering.

Unit III Marketing of Services – Tourism as a Service industry- Characteristics of Services – Classification of Services – Building Service Aspirations - Consumer Behaviour in Service Encounters.

Unit IV Tourism as a major component of Service Sector – Service Design and Development – Technology as an enabler of Service. Technology based customer relationship management.

Unit V Service Delivery – Types and Causes of Service Quality Gaps – Measuring and Improving service Quality - Strategies to resolve the gaps.

References

1. Christopher Lovelock & Jochen Wirtz (2004), Services Marketing, Pearson Education, Delhi.
2. Gilmore (2004), Services Marketing and Management, Response Books, New Delhi.
3. Zeithmal, Parasuraman & Berry – Delivering quality service, The Free press, New York.
4. Andry Silmore (2001), Services Marketing & Management, Response Books, Sage Publications, Delhi.
5. Jagdish Seethi, Etal (2000), Customer Relationship Management. Stancles A.Brown, Customer Relationship Management, John Wiley & Sons.
6. Lovelock (2003), Services Marketing – People, Technology & Strategy, Pearson Edn, Singapore.
7. Iqbal S. Sachdeva (2009), Public Relations Principles and Practices, Oxford University Press, New Delhi.
