

Customer relationship management in small and medium sized hotels

Abstract

Applying some "beneficial technologies" on "Small and Medium Enterprises (SMEs)" will have crucial benefits in the structure of these enterprises. For this paper, Customer Relationship Management (CRM) would be as the technology and SMEs would be the small and medium sized hotels. Among all SMEs, CRM works so well especially in hotels because it helps them to understand their guests, show their appreciation to them, as well as to gather some useful practical data about their customers. These will enable the hotels to present better services to the guests in their next visit. The importance of recognizing the rightway of implementing CRM in small and medium sized hotels should always be considered by enterprises. This paper is about the importance of CRM and its different usages on SME hotels. Moreover, the challenges of SME hotels in implementing CRM will be discussed.