



DETERMINANTS OF CUSTOMER RETENTION IN HOTEL INDUSTRY

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Abstract

The customer retention is very important for the hotel to maintain the old customer and attract the new customer. This is very difficult job for the hotels and for each company to retain the old customer and for that reason the hotel offers different package for their customers to retain. The main aim of the research is to find out which factor play important role in the customers retention. Research conducted in order to find out which hotels are better in comparing Grand hotel and Park Inn hotel. In this line, study has applied both qualitative and quantitative techniques. The primary data were collected through questionnaire, which was distributed among the customers of these hotels. Furthermore, the secondary data were collected from different journal articles, textbooks, magazines etc. The sample size was 140, out of which 70 were filled up by customers of the Grand hotel, and 70 were filled up from the customers of the Park Inn hotel. The main intention of this research was to investigate that which hotel customers are more retained by respective hotels.

Keywords

Hotels; Retention; Customers; Security; Peshawar Pakistan.

Introduction

Hotel industry is much more dynamic and we may see day by day change in hotel industry. Mostly hotels in Pakistan are targeting their consumers through quality services and by offering different packages regarding per buffet charges and other services as well. Mostly hotels in Peshawar are targeting their customer by different packages and services offering.

We also know that major contribution in GDP is from services side and round about 70% is added by services side each year in our gross domestic product of Pakistan. There for due to high growth in services sector mostly hotel sector in Pakistan trying to retain their customer by offering different packages. Service sector Industries includes education, retailing, tourism hospitality and

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**Rana, Varinder Singh, Bathla,
Gaurav, Raina, Ashish, Chhabra, Divoy**

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The Determinants of Customer Retention in the Hotel and Resort Industry Choon Ling Kwek, 2012 **The Hotel Industry's Retention Management's Success Factors of Selected Major Hotels in Abu Dhabi, United Arab Emirates** Dr. Eileen L. Guerra - Papellero, 2019-08-21

This study aims to assess in the hotel industry's retention management of the rank and file employees in terms of the demographic profiles and the level of influence and level of importance of the success factors of selected major hotels operating in Abu Dhabi of the United Arab Emirates as assessed by the managers. The descriptive correlational research was applied. The researcher prepared a structured survey questionnaire. It examines the current phenomenon that happens within Abu Dhabi's hotel industry. The eight factors used throughout this study comprises of compensation and benefits, rewards and recognition, work environment and culture, recruitment and selection, career development and training, job design and work teams, performance and management evaluation and communications. Correlation analysis tested the relationship between a profile of the respondents and their perceptions on the level of influence and level of importance of the factors of employee retention and the difference between the perception of managers and rank and file employees on the level of importance and level of influence of the success factors of employee retention. The findings show that the role of the manager in the retention management of the rank and file employees was due to the level of influence and level of importance. As to the level of influence, the work environment and corporate culture were assessed by the managers to be the most influential success factor, which was followed by performance management and evaluation and job design and work teams. As to the level of importance, communication was assessed as the most important among all retention factors. The reason is due to good communication skill expected in the hospitality industry. Other considerations was on the recruitment and selection and performance management and evaluation. As a conclusion, the five success factors that helped the hotel industry in retaining their good employees for sustainable operations include the work environment and corporate culture, performance management and evaluation, job design and work teams, communication and recruitment and selection. As a result of the study, it is recommended that the hotel management should maintain the relationship of the level of influence and the level of importance with the respondents' profiles in terms of age, highest educational attainment, hotel classification position and years of service basing from their significance and the rejection of the hypothesis.

Key Terms: Descriptive Correlational type of Research, Level of Influence, Level of Importance, Success Factors, Retention Management, Hotel Industry in Abu Dhabi.

Proceedings of the 5th International Conference on Global Innovation and Trends in Economy 2024 (INCOGITE 2024) Soebowo Musa, Eric J. Nasution, Derek Ong Lai Teik, Hanny N. Nasution, Gilbert M. Tumibay, Amizawati Mohd. Amir, Diena Mutiara Lenny, Sabrina O. Sihombing, 2024-12-11

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Advances in Hospitality and Leisure Joseph S. Chen,2021-11-26 This seventeenth annual volume of *Advances in Hospitality and Leisure* includes full papers and research notes Articles involve a quantitative or qualitative approach along with conceptual models *Profitable Hotel Guest Management: The Factors Involved in and the Importance of Following a Guest Relationship Approach in the Irish Luxury Hotel Sector* Malte Kempen,2012-07-02 Inhaltsangabe Introduction Most literature on marketing contains an exhaustive discussion on the topic of relationship marketing and this concept is now well understood by every marketer However valuing customer relationships is usually viewed more vaguely as being a general desirable and virtuous factor Like many fields in marketing there has been a failure to justify adopting such an approach based also on its inherent financial control measures In this increasingly globalised marketplace the hospitality sector it can strike as odd that scholars and researchers have overlooked the differences in CRM handling that exist among different cultures The aim of this dissertation is to make a contribution to closing the gap between marketing and management perspectives in terms of customer profitability especially in the luxury hotel sector with regard to their international customer guest base The gap is to identify by the management and accounting which customers are profitable and to translate these insights into marketing activities Companies can control their customer relationships and make sophisticated decisions about which customer relationships should be finished and which are worth retaining a practice known as Customer Equity The objectives of this work include Identify how investment in customer retention create a Return on Investment Allocating marketing spending ratios for long term profitability Identify the methods that managers can use to create customer loyalty Explain the links between customer loyalty customer equity and relationship marketing Estimate the role of quality factors within service delivery and after sales service as above and how they affect customer retention Identify the effect of after sales service as above quality on customers expectations and its impact on customer satisfaction CRM outline is seen by some as an extended database containing useful information about customers that could be used to help extend sales while others see it as a tool specifically designed for use on a one to one basis with each of their customers Peppers and Rogers 1999 To implement CRM successfully the TQM HRM and IT management need to ensure organisational alignment Reinartz et al 2004 Building on this statement Buttle 2004 spells out that CRM needs to be established in three layers companywide factional and customer facing Inhaltsverzeichnis Table of Contents i able Opportunities and Challenges for Tourism and Hospitality in the BRIC Nations Dhiman, Mohinder Chand,2016-09-06 The stability and wealth of a nation s economy is dependent upon the success of various industrial sectors The tourism industry has experienced massive growth in recent years creating more jobs and becoming a source of foreign exchange Opportunities and Challenges for Tourism and Hospitality in the BRIC Nations is a pivotal reference source for the latest scholarly research on the recent

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Macroeconomic Factors in Business Management Peter Ngwae Nzioka, Linda Faith Otieno, Justine M. Nzyoka, Pauline Mueni Kisuna, Jane W. Kiboi, 2022-10-07 TOPICS IN THE BOOK Firm Orientations and Performance of Hotels in Nairobi County Kenya Perceptions of Co Operative Insurance Group Managers towards Strategic Alliances and Competitive Advantage Effect of Organisational Capabilities on Sustainable Competitive Advantage in Audit Firms A Case Study of Deloitte Limited An Analysis of Competitive Strategies Employed in Microfinance Institutions A Case of Kenya Women Finance Trust Macroeconomic Determinants of Demand for Air Passenger Transport among Selected Airlines The Customer Experience Model Adyl Aliekperov, 2020-10-01 For any company defining the most efficient marketing concept to create a competitive customer experience CX is vital for sustained development The focus of this research is the creation of a comprehensible practical approach to the development of client experience the Customer Experience Model CXM The practical application of the CX model will allow companies to create value for their customers and key stakeholders thus generating the necessary profit and building conditions for further development Balancing academic research and real world applications The Customer Experience Model provides a framework that readers can understand and utilize to implement improvements in a company In this work the readers also will learn about application in customer experience formation of such concepts as systems thinking learning organization Lewinian Experiential learning cycle The role of a leader in the formation of an effective customer experience will be shown as well Also the readers will get an obvious idea of how to plan customer experience and measure its effectiveness The Customer Experience Model shows the latest state of knowledge on the topic and will be of interest both to students of business schools and universities at an advanced level academics and reflective practitioners in the fields of leadership organizational studies marketing and strategic management and consulting

Handbook of Customer Engagement in Tourism Marketing Raouf A. Rather, Haywantee Ramkissoon, 2023-10-06 Providing an overview of current research and empirical applications this Handbook serves as an authoritative and comprehensive guide to customer engagement in the tourism industry Addressing important challenges contributions from a global range of scholars explore an array of strategic and tactical issues including understanding and managing customer engagement as well as the metrics for capturing measuring and implementing engagement methods The Routledge Companion to Performance Management and Control Elaine Harris, 2017-08-15 Performance management is key to the ongoing success of any organisation allowing it to meet its strategic objectives by designing and implementing management control systems This book goes beyond the usual discussion of performance management in accounting and finance to consider strategic management human behaviour and performance management in different countries and contexts With a

global mix of world renowned researchers this book systematically covers the what the who the where and the why of performance management and control PMC systems A comprehensive state of the art collection edited by a leading expert in the field this book is a vital resource for all scholars students and researchers with an interest in business management and accounting

Marketing in Hospitality and Travel Pratap Dixit, 2025-02-20 Marketing in Hospitality and Travel is a comprehensive guidebook that explores the dynamic and evolving landscape of marketing within the hospitality and travel industries We blend theoretical insights with practical strategies offering a roadmap for professionals and businesses aiming to thrive in an increasingly competitive and consumer driven market We begin by exploring fundamental concepts of hospitality and travel marketing highlighting the unique challenges and opportunities faced by businesses in these sectors Our in depth analysis of consumer behavior market trends and industry dynamics lays the foundation for strategic decision making and marketing planning A key theme of our book is the integration of technology and innovation in marketing strategies We discuss the impact of AI data analytics virtual reality and mobile platforms on customer engagement personalization and brand experiences Case studies and examples illustrate how leading companies leverage these technologies to create memorable marketing campaigns Sustainability and responsible tourism are also central themes We examine the importance of eco friendly practices green certifications and community engagement in shaping consumer perceptions and preferences Strategies for promoting sustainability while enhancing guest experiences and driving business growth are explored in detail Moreover we cover essential topics such as digital marketing content strategies social media engagement influencer partnerships and customer relationship management Practical frameworks tools and best practices are provided to help readers develop effective marketing plans optimize budgets and measure campaign success With its comprehensive approach and real world insights Marketing in Hospitality and Travel is an indispensable resource for marketing professionals business owners students and anyone interested in mastering the intricacies of marketing in the hospitality and travel industries

Proceedings of the 8th International Conference on Advanced Intelligent Systems and Informatics 2022 Aboul Ella Hassanien, Václav Snášel, Mincong Tang, Tien-Wen Sung, Kuo-Chi Chang, 2022-11-17 This proceedings book constitutes the refereed proceedings of the 8th International Conference on Advanced Intelligent Systems and Informatics AISI 2021 which took place in Cairo Egypt during November 20 22 2022 and is an international interdisciplinary conference that presents a spectrum of scientific research on all aspects of informatics and intelligent systems technologies and applications

Advances in Tourism, Technology and Systems João Vidal Carvalho, António Abreu, Pedro Liberato, Alejandro Peña, 2023-10-04 This book features a collection of high quality research papers presented at the International Conference on Tourism Technology and Systems ICOTTS 2022 held at University of Chile Santiago de Chile Chile from 3 to 5 November 2022 The book is divided into two volumes and it covers the areas of technology in tourism and the tourist experience generations and technology in tourism digital marketing applied to tourism and travel mobile

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The Effect of Information Technology on Business and Marketing Intelligence Systems Muhammad Alshurideh, Barween Hikmat Al Kurdi, Ra'ed Masa'deh, Haitham M. Alzoubi, Said Salloum, 2023-03-12 Business shapes have been changed these days Change is the main dominant fact that change the way of business operations running Topics such as innovation entrepreneurship leadership blockchain mobile business social media e learning machine learning and artificial intelligence become essential to be considered by each institution within the technology era This book tries to give additional views on how technologies influence business and marketing operations for insuring successful institutions survival The world needs to develop management and intelligent business scenario plans that suite a variety of crisis appears these days Also business and marketing intelligence should meet government priorities in individual countries and minimise the risk of business disruptions Business intelligence the strategies and technology companies that use it to collect interpret and benefit from data play a key role in informing company strategies functions and efficiency However being essential to the success many companies are not taking advantage of tools that can improve their business intelligence efforts Information technology become a core stone in business For example the combination of machine learning and business intelligence can have a far reaching impact on the insights the company gets from its available data to improve productivity quality customer service and more This book is important because it introduces a large number of chapters that discussed the implications of different Information technology applications in business This book contains a set of volumes which are 1 Social Marketing and Social Media Applications 2 Social Marketing and Social Media Applications 3 Business and Data Analytics 4 Corporate governance and performance 5 Innovation Entrepreneurship and leadership 6 Knowledge management 7 Machine learning IOT BIG DATA

Block Chain and AI 8 Marketing Mix Services and Branding **Hotel Management and Operations** Michael J. O'Fallon, Denney G. Rutherford, 2010-01-12 This newly updated edition is a compilation of readings divided into nine sections each examining a specific hotel department or activity Each topic is examined through a variety of viewpoints on the duties responsibilities problems and opportunities encountered there Multidimensional case studies taking a practical approach challenge readers to identify the central issues involved in complex management problems understand the structure and resources of the department in question and find solutions that may help in managing other hotel resources and departments

Transforming the Service Sector With New Technology Rana, Varinder Singh, Bathla, Gaurav, Raina, Ashish, Chhabra, Divoy, 2025-05-07 Technology can impact the service sector in a variety of ways It can be used to transform a number of service related businesses including hospitality tourism banking healthcare and others Businesses navigating the rapidly changing landscape of services and technology can benefit from it by using emerging technology to create new services or improve existing ones With the rapid rise in technology the regulatory landscape is changing requiring additional changes to ensure responsible innovation and protect consumers interests Transforming the Service Sector with New Technology strives to stimulate innovation aid in strategic decision making and benefit service industries as a whole It provides valuable information about how technology is impacting and transforming the services sector and insights in responsibly regulating it Covering topics such as customer engagement recovery strategies and technology driven product placement this book is an excellent resource for industry decision makers Industrialists hospitality professionals entrepreneurs policymakers scholars academicians professionals and more *Customer Loyalty and Brand Management* María Jesús Yagüe Guillén, Natalia Rubio, 2019-09-23 Loyalty is one of the main assets of a brand In today's markets achieving and maintaining loyal customers has become an increasingly complex challenge for brands due to the widespread acceptance and adoption of diverse technologies by which customers communicate with brands Customers use different channels physical web apps social media to seek information about a brand communicate with it chat about the brand and purchase its products Firms are thus continuously changing and adapting their processes to provide customers with agile communication channels and coherent integrated brand experiences through the different channels in which customers are present In this context understanding how brand management can improve value co creation and multichannel experience among other issues and contribute to improving a brand's portfolio of loyal customers constitutes an area of special interest for academics and marketing professionals This Special Issue explores new areas of customer loyalty and brand management providing new insights into the field Both concepts have evolved over the last decade to encompass such concepts and practices as brand image experiences multichannel context multimedia platforms and value co creation as well as relational variables such as trust engagement and identification among others **Tourism and Hospitality for Sustainable Development** Emmanuel Ndhlovu, Kaitano Dube, Tawanda Makuyana, 2024-09-12 The travel and hospitality industry in the 21st century cannot be

conceived planned advertised run or researched without the use of digital technology and innovation Sustainable development in this sector cannot be achieved without considering the Fourth Industrial Revolution The use of technology not only enhances the industry s profitability but also helps it to respond effectively to pressing global sustainability issues such as pandemics climate change energy crises workforce shortages and hyperinflation Furthermore technology allows the sector to fully evaluate its current and future economic social and environmental impacts addressing the needs of tourists businesses the environment and destinations However implementing technology is not a simple process and involves various opportunities costs and challenges that differ depending on the geopolitical and socio economic context With the drive towards disability inclusion digitalisation technological innovations and inventions can play a significant role in universal design and reasonable accommodation for older people and populations with disabilities in the Global North and South such forms one of the key pillars of accessible tourism and hospitality In the context of the above and in response to the thoughtful need for new and sustained study of the developments interrelationships potentialities of the topic and synergies this edited book explores the trends opportunities challenges and complexities of digitalisation and technology integration in the tourism and hospitality industry as well as strategic shifts that will contribute to emerging research streams The book comprises contributions that generate theoretical insights empirical findings and evidence based recommendations by focusing on emerging and forecasted technologies used in the tourism and hospitality industry such as blockchains robots Artificial Intelligence Virtual Reality big data and analytics The aim is to provide a better understanding of how disruptive technologies and digitalisation are currently being utilised and how they currently and potentially influence various stakeholder groups as well as their future possibilities and impossibilities The third volume in a three volume set primarily covers how these new technologies impact consumers and employees of tourism related services

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