
Customer Relationship Management as a Competitive Factor in the Hospitality Industry in Guadalajara, Mexico

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EXECUTIVE SUMMARY

This study focuses on 4 and 5 star hotels in Guadalajara, Mexico, with the aim of analyzing the interrelation between CRM and competitiveness. For this research, 418 surveys were given to higher and senior managers and the relationship of administrative capacity and marketing innovation with CRM (independent variable), and for the Competitiveness (dependent variable) the financial performance, costs reduction and technology use was considered.

Keywords: Customer Relationship Management, Competitiveness, Hospitality industry