

Creating exceptional guest experiences: the role of engagement and relationship building in hospitality

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Abstract

Purpose

The study seeks to explore the intricate dynamics among customer relationship management (CRM) practices, guest satisfaction and loyalty in the hospitality context. Additionally, it aims to examine the moderating influence of guest engagement on the relationships between CRM practices and guest satisfaction and loyalty.

Design/methodology/approach

An integrated theoretical framework is developed by incorporating CRM practices and guest engagement into the satisfaction-loyalty framework. Two research instruments were adapted from the literature to assess the perspectives of customers and employees in the hotel industry in Kashmir. The customer survey measured guest satisfaction, loyalty, and engagement, while the employee survey focused on CRM practices, including key customer