

Conceptual Perspective of Relationship Marketing in Egypt's Tourism Industry

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Abstract

This article reflects the examination of relationship marketing in comparison to transaction marketing utilizing a body of existing literature and the implementation of field surveys in the tourist sector. The primary objectives were to construct a conceptual perspective that helps define the relations between relationship marketing and consumer expectations and satisfaction. Furthermore, this article examines the major impacts relationship marketing has on today's ever changing dynamics in the business of tourism. We aimed to provide and identify the elements of relationship marketing variables such as loyalty, commitment, trust, communication, mutual relations, joint values, and the quality of service, and the effects they have directly on their customers. The methodology research applied in collecting this data was composed primarily through a field survey of travel agencies and their customers who were willing to participate. Although data collected from previous literature played an essential role in the development of this framework, the field survey conducted was instrumental in the collection of data that provided a perspective on how relationship marketing is currently practiced by some travel agencies in Egypt, and how its outcomes positively impact the building of customer satisfaction, loyalty, and retention.

The Subject of the Study

To characterize relationship marketing in the tourist sector, including its effects and difficulties confronting the business to increment and guarantee client faithfulness. It further proposes the objectives and suggestion for the tourist industry to consider and apply to enhance relationship marketing and client rehash and maintenance. The purpose of this study is to define relationship marketing and how it differentiates primarily from transaction marketing, and to further identify how relationship marketing plays a pivotal role in customer retention.

The Aim of the Study

Our aim is to look at how relationship marketing impacts customer loyalty in the travel and tourism industry. Furthermore, we aim to characterize relationship marketing and its application in the tourist sector, including recommendations and the eventual fate of relationship marketing. To achieve this objective, we surveyed 10 travel agencies in Egypt to identify existing applications of relationship marketing currently practiced, and how their customers react to those methods.

The Limitations of the Study

The relationships explored in this investigation merit further research. Since the information broke down were gathered from one area of the tourism Industry in one nation, more examinations are required before general ends can be drawn. A colossal writing has aggregated comprising of diary articles, exceptional diary issues, meeting procedures, white papers, introductions, books, online courses, etc.

Hypothesis

Whenever travel agencies prioritize its objectives on their employees and customers, loyalty increases and trust in the organization's reputation enhances dramatically. In return, organizations will receive higher customer retention which leads to stronger profits. Relationship

marketing plays a strong role in making this happen. Through relationship marketing, the practice of stronger communication and consistency proves to impact customer loyalty in a positive manner. By increasing the variables of communication, developing mutual relations with consumers, create joint values for both parties, and increasing the quality of goods and services, travel agencies will have the upper hand by providing an overall positive customer experience where consumers feel that the services and features made available by the agencies are compatible to their expectations. Therefore, trust, communication, empathy, mutual relations, and joint values are implied as the affective variables on customer satisfaction and retention.

Methodology

The research methodology is comprised by a set of norms utilizing valid and systemic ways of collecting data. Data was collected through a field survey of 10 travel agencies from their tour operators and managers, and 50 tourist consumers in Egypt. This study, although casual in terms of objective and its nature, is primarily based on the surveys conducted. It consists of a populous data collected from employees and their customers in the tourism sector. Although the data was limited due to small number of travel agencies willing to participate in the survey (10), the short list of customer feedback (50), and the amount of time required in meeting and acquiring vital information necessary to complete the research, the available sampling method retrieved was adequate enough to complete the study.

Introduction

The possibility of relationship marketing, making a long haul association or inclusion with customers, remains as opposed to the act of transaction marketing, or setting aside a few minutes deals (Ferrell and Hartline, 2010).

Relationship marketing can be defined as pulling in, keeping up and — in multi-benefit associations — improving client connections' (Morgan et al., 2015).

The benefits of making and keeping up relationships with clients are many. Among these are:

- (1) The expenses of continuing existing clients are lower than the expenses of pulling in new clients;
- (2) Managers who become acquainted with what their clients resemble can all the more likely fulfill them;
- (3) Engaged clients spread positive verbal exchange and can emphatically elevate the goal to other people.

Today, making and keeping up long haul relationships with clients is viewed as a standout amongst the most essential errands of marketing managers, paying little mind to whether their items are substantial merchandise, elusive administrations or any blend. Accordingly, relationship marketing ought to be a core value for hospitality and tourism managers, for not just the conspicuous benefits got from returning guests, however notwithstanding when the probability that a tourist will just visit once, keeping up a long haul great relationship will satisfy in positive proposals to other In addition, in a swarmed tourism showcase, effective relationship marketing ought to give ground-breaking upper hands to its specialists and tourist operators (Tsiotsou and Goldsmith, 2012).

Relationship marketing has invigorated an assortment of administrative developments since its beginning. This thought is particularly urgent in the tourism business, where a wide range of foundations, firms and specialist organizations can be associated with the aggregate goal encounter. Relationship marketing has additionally attracted thoughtfulness regarding the key

thought of client lifetime esteem. This implies the firm should see a client as an income stream, a wellspring of profits, amid a long haul set of rehashed transactions. Building up relationships with clients can expand their lifetime profitability. These managerial insights of knowledge have additionally attracted thoughtfulness regarding the significance of drawing in and holding the most profitable clients (Kotler and Keller, 2009).

Defining Relationship Marketing

Relationship marketing can be characterized as pulling in, keeping up and upgrading customer relationships and its significance is expanding with the heightening dimension of rivalry for all enterprises. Rossiter offers the meaning of relationship marketing as the augmentation of long haul gain for the shopper, and additionally, producer. The substance of relationship marketing is identified with building long haul associations with clients as opposed to directing one-time exchanges with clients (Rossiter and Percy, 1998).

The objectives of relationship marketing are "to distinguish and build up, keep up and upgrade, and, when important, end relationships with clients and different partners at a benefit so the goals of all gatherings included are met" (Brink and Berndt, 2009).

The primary objective relationship marketing has to offer is higher customer retention. When relationship marketing is in practice, tour operators and managers perform further communication dialogues with customers and urge them to continue conducting business with them. These dialogues are conducted by phone, emails, special promotions, future discounts and many other avenues of customer/agency interaction. Consumer loyalty increases when relationship marketing is present and it also builds opportunities of customer referrals. It also builds and improves the overall customer service experience which in return creates an increase in business purchases and profits.

Difference between Transactions Marketing and Relationship Marketing

Relationship marketing speaks to worldview of changes which occur in marketing practice. Changes are basically identified with move from the concentration at transactions to the concentration at relationships. Relationship approach calls attention to relationship continuity which is to create among association and its customers, with primary concentration at shopper administrations and gauges of value. Conventional marketing is for the most part centered at deals or item - service transactions and, uniquely in contrast to relationship marketing; accept market as dynamic classification in the encompassing where purchasers are simply numbers which should be prepared one by one. Use of relationship marketing expect creating relationships with buyers as well as with merchants, providers, open establishments, people etc. (Popesku, 2002).

Essential contrasts between traditional marketing approach centered at transactions and the methodology centered at customer relations and different partners are exhibited in Table 1 below.

Table 1: Differences between transactions marketing and relationship marketing

Transactions marketing	Relationship marketing
Short term orientation at sales as final result	Long term orientation at consumers where sales is just the beginning of the process
"i" orientation	"we" orientation
Focus at selling projections	Focus at keeping consumers and repeating of sales
Stressing beliefs, persuasion to buy	Stressing creation of mutual positive relations

The need to reach selling goals, manipulation	Reaching trust in services
Stressing conflicts in realization of transactions	Partnership and cooperation in minimizing lacks and providing long term relationships with consumers, strategic partners, joint ventures, and sellers
Anonymous consumers are attracted through carefully planned events	Individual consumer profile is known so the process could be developed on continual basis

Source: Cooper et al., (2000)

- Focus at keeping consumers
- Product benefits introduction
- Long terms
- Focus at consumer services
- High dimension of consumer involvement
- High dimension of contacts with consumers
- Total quality management

All marketing strategies when all is said in done are advancing from transactions marketing towards relationship marketing. Relationship marketing approach is getting higher significance in the perspective of assessing buyers' devotion more than piece of the overall industry. Relationship marketing is engaged at relations improvement, at the end of the day at setting up, keeping and enhancing relations with buyers and other target bunches so as to pick up benefit and achieve objectives of every included gathering. It could be performed inside shared regard and conveyance of guarantees (Hougaard and Bjerre, 2013).

Consumers are getting status of accomplices of tourist companies which must form long haul relations of shared regard so as to keep mutual relations dependent on satisfactory quality and administration development. Objective of relationship marketing is to convey long haul an incentive to purchasers, and dimension of progress is long haul fulfillment of consumers. Relationship marketing is business theory and vital introduction with concentrate for the most part at keeping and enhancing relations with genuine shoppers more than pulling in new purchasers. This business logic expects that both individual customers and organizations like to keep long haul relations with genuine association as opposed to hunting constantly down new offers. With this suspicion and with the way that typically it is more financially savvy to keep genuine buyers than to draw in new buyers, successful marketers join their endeavors on creating powerful techniques to keep faithful customers (Bajwa and Kaur, 2007).

Regularly organizations have been engaged at pulling in purchasers (the primary act), yet they indicate low regard for what ought to be done so as to keep them (second act). This methodology is trademark for James L. Shorr, ex official VP of Holiday Inns, and spoke to in his meetings. He allegorically talks about "Showcasing Theory dependent on Bucket System" ("Bucket Theory of Marketing") saying that all marketing exercises could be seen as the substance of a Big Bucket: which is also valid for sales, advertising, promotion programs etc. that is filling the Bucket up to the top. He says that as much as all mentioned activities are to be effective Bucket Should Stay Full. But, "there is only one problem - what if there is a hole in the Bucket!? If the business is going well and hotel deliver service as promised, then "the hole is small" and only few consumers might be leaving. But if activities are not effective enough and consumers are not fully satisfied with what they get, they may be leaking out of the bucket faster than what is needed to attract new consumers in the bucket." (Kotler and Armstrong, 2014).

Consumer Loyalty through Relationship Marketing

Loyal customers could be given through conveying the dimension of services that fulfill their necessities, and furthermore the dimension that inspire purchasers. Reliability likewise could be furnished with making of close relations with consumers. It is critical to bring up the distinction among loyalty and building relations with customers, so these two terms ought to be dealt with independently. This is particularly essential for high volume administrations conveyed at the mass customer advertise. For instance, on account of associations, for example, railroads organizations, enormous transport frameworks, even monetary frameworks, purchasers may be extremely loyal regardless of whether organizations did not make relationships with them. Loyalty of consumers, additionally, probably won't be dependably in relationship with the dimension of shoppers' fulfillment. Consumers who are fulfilled, or greatly fulfilled and inspired with the administrations and items are not constantly faithful buyers and probably won't choose to rehash their purchasing. The principle purposes behind frail relationship may be as per the following (Nilanjan, 2018):

1. Positive and negative emotions are not related, so the purchaser may have nice sentiments about organization, which probably won't be additionally the situation with administrations given by the organization;
2. Factors which are not straightforwardly associated with the administration may be exceptionally persuasive;
3. Level of fulfillment is expressed by customers and is exceptionally powerful by shaky and changing conditions identifying with respondents to polls;
4. Different dimensions of customers' help are identified with gigantic contrasts in dimension of fulfillment and devotion.

In the tourist industry, particularly in hospitality area with abnormal state of associations between consumers/tourists and tour operators and hotel organizations, along the edge of offers, relationship marketing is particularly imperative in following segments:

- Between retailers of hospitality services, for example, inns or aircrafts, and marketing organizations in the middle of, for example, tour operators, motivating force organizations and combination travel agencies;
- Between retailers of tourist or hospitality services and key shoppers, for example, huge organizations and government agencies;
- Between retailers of food supply, for example, McDonalds and associations, for example, colleges, transport terminals, big companies;
- Between tour agencies within one sort of interrelated tourist and hospitality service sectors such as hotel chains, motels and restaurants;
- Between retailers of travel services and key suppliers of airlines and hotels;
- Between hotel organization, travel agencies, and their employees;
- Between hotel organization and its marketing agencies, and affiliates

Relationship Marketing for Hospitality & Tourism Industry

In hotels, airlines, and travel agencies, relationship marketing is coordinated to building brand dedication. While underway area frequently there is no immediate contact with purchasers or low dimension of those contacts, majority of activities in tourism accept coordinate contact with consumers. So as to make and enhance relations with consumers typically information premise with guest history is made and every one of this information may be utilized for tweaked offers and correspondence with consumers. In hospitality and tourism, this information may be

identified with selections of flights, seating, destinations, details of most recent visit and so forth. Uncommon phone numbers for bookings in flights and hotels may be accessible to VIP guests, with the goal that they could be promptly recognized as visitors of key significance that merit unique consideration. So as to urge VIP visitors to rehash their visits, hotels, airlines, and travel agencies may arrange constant direct correspondence with them (for instance through standard mail, email, instant message alert, etc.) and continue welcoming them to go to unique occasions, offering them extraordinary value limits, illuminating them about new opportunities and open doors for creating business participation. There are diverse methodologies in principle and routine with regards to tourist companies as to which marketing instruments will be connected and how they ought to be enhanced in endeavor to enhance relationship with consumers and give larger amount of fulfillment. In this specific situation, any of these three methodologies may be actualized (Berry and Parasuraman, 2007):

- The first methodology is coordinated to including, before every single, budgetary advantage in relations with shoppers. For instance, airlines and travel agencies offer rewards inside long standing customer programs, Rent-A-Car organizations offer rewards for successive tenants, lodgings offer higher classification room or complimentary time of room use for continuous stayers, while exchanging organizations offer honors to visit purchasers with rewards, discounts and coupons and so on. Along these lines specialist co-ops "purchasing" dedication is higher than building relationships. Monetary motivating forces and grant projects may be effortlessly imitated by contenders, so this apparatuses may wind up lacking, and even unsuccessful in endeavor to separate offer in the long haul.
- The second methodology is calling attention to extra social advantages. Along these lines center is at building solid social associations with buyers based on purchasers' individual needs and wishes. Based on research results activities are performed to manufacture individualization and personalization of items and administrations. Travel agencies which utilize this methodology are changing their clients to customers. Along these lines while clients are not known and customized inside organization, customers are related to subtleties in their own record. Buyers are filled in as "an entire portion" at the market, while customers are served on the individual base. Purchasers are served by administration individual, while customers are served by distinguished merchant with unique consideration.
- The third methodology is engaged at building strong relations with consumers related to social advantages. For instance, carriers create booking frameworks for tourist agencies. Exceptional direct phone line is accessible to visit clients. Carriers gave to building relations with shoppers offer extraordinary sitting areas for the First Class passengers and even may provide transfers to airports in luxury limousines.

Building and Improving Relationship Marketing in the Tourist Sector

Enhancing individual relations with consumers may be performed by the accompanying four methodologies (Parker, 2012):

1. Offering larger amount of services than may be normal in various structures, for example, transparent reporting on utilized services, evaluations of levels of consumer loyalty, simple access to trained tour operators staff, and counseling services;
2. More escalated contacts with customers - with precedents, for example, contacts with frequent clients by telephone calls for a more personalized service, increasingly

compelling correspondence with consumers, meetings with consumers, and arrangement of feedback data;

3. Developing aggregate business framework (in services sector) on relationship premise, for instance: association of courses or seminars for consumers, create a networking system and benchmarking, and sending samples or programs of study tours of destination areas with facts and attractions about the destination visiting;
4. Developing social relationships through unique solicitations, with invites on birthdays, consumer anniversaries, or other important dates that contribute to increase in consumer communications of special events and promotions.

There are different components with key job in building personal relationship between travel service suppliers and consumers. High number of them is exhibited in Table 2 below, with examination of two organization types - one which gives proficient services within the same division (business-to-business) and another which gives services in larger numbers of consumers (high volume consumers), or consumer services (business-to consumer), all with the objectives of managers to reach aimed goals.

Table 2: Diverse characteristics correlation in relationship marketing with examples of professional services versus consumer services

Professional services (for example, management consultant)	Consumer services (for example, restaurant chain)
<p>Communication:</p> <ul style="list-style-type: none"> • Two ways • Open • Know how transfer • Connected with contract and opportunities • Enough time for communication 	<p>Communication:</p> <ul style="list-style-type: none"> • One way from provider to consumer • Formal communication • Related to formal service offer • No added time for formal communication
<p>Trust:</p> <ul style="list-style-type: none"> • Build between an individual (client and consultant) in relation to level of their involvement • Great volume of sensitive information might be included 	<p>Trust:</p> <ul style="list-style-type: none"> • Build between consumer and organization through delivery of promises • Strictly limited to "value for money (for example: food in the safe ambient (restaurant)
<p>Closeness:</p> <ul style="list-style-type: none"> • Consultants are fully involved with client company as if they are employees • Team members 	<p>Closeness:</p> <ul style="list-style-type: none"> • Limited relations between employees and consumers. Closeness with consumers connected with mutual fields of interest
<p>Rules:</p> <ul style="list-style-type: none"> • Developing as part of marketing relations • Negotiations at the beginning through preliminary evaluation 	<p>Rules:</p> <ul style="list-style-type: none"> • Defined by organization or service sector • Based on norms according to relevant behavior and knowhow

Source: Johnston and Clark (2001)

The five most vital strides in relationship marketing program execution within the tourist and travel organizations ought to be as follows (Kotler and Keller, 2009):

1. Identification of key consumers. Effective execution of relationship marketing expect decision of bigger or better consumers and structure of relationship marketing as indicated by meeting or exceeding their requests or needs,.
2. Assigning experienced relationship managers to each key consumer. Travel agencies who are serving customers should increase satisfactory information in the field of relationship marketing. In the event that essential travel agency managers should appoint experienced tour operators to deal with consumer needs. The tour operator ought to have the capacity to adapt to the needs and requirements of consumer.
3. Designing clear set of working responsibilities with duties, skills, objectives and assessment criteria. Relationship managers and experienced tour operators ought to be accountable for dealing with all contacts with consumers, and follow up with them regularly to insure customer requests are met with high degree of satisfaction.
4. Annual arrangement of activities ought to be planned by relationship managers. Objectives, strategies, explicit methods and pertinent resources ought to be plainly expressed in the planning strategy of travel agencies to insure corporate goals are met through the utilization and applications of relationship marketing.
5. Appoint travel managers or trained tour operators to end up as relationship marketing managers or relationship tour operators. The appointed individual must be skilled and possess the characteristics expected to perform and execute their responsibilities effectively, and evaluate the criteria necessary to successfully improve productivity as a relationship manager/relationship tour operator.

On the off chance that relationship management is effectively connected, associations could be engaged at management of both consumers and services and their products. In the meantime, it is worth to see that despite the fact that dominant parts of travel agencies apply relationship marketing, it's anything but a legitimate assurance for accomplishment in all circumstances. Now and again organizations might not have any desire to create relations with specific consumers since they are not expected either as consumer of key significance to the organization or consumers of an attractive size. "There are a few consumers that are without true criticalness. Travel agencies ought to be specific in creating relations with consumers: so organizations ought to characterize consumers of key significance and endeavor to fulfill their necessities and try to satisfy their needs better than contenders (competitors)" (Kotler and Keller, 2009).

Improvement and keeping up relations of tourist Companies and tourist destinations with their consumers through relationship marketing could be dissected likewise through life cycle of those relations. Taking a gander at various stages in life cycle of relations with consumers, we may guarantee that relationship marketing is occurring:

- Before Transactions (providing guarantees/promises so as to set up relations),
- During Transactions (delivering on those guarantees/promises and building relations), and
- After Transactions (offering future guarantees/promises in the wake of past transactions).

Whenever fulfilled, consumers tend to recommend travel agencies that provided them previous satisfactory services to their relatives and friends as a 'word of mouth,' and they could wind up as future dynamic consumers later on. Along these lines, consumers may progress toward becoming advertisers and promoters of the travel agencies and instrumental in correspondence with potential new consumers.

The 5 Stage Strategies of Relationship Marketing in Tourism

The Importance to shape relationships has brought forth a whole industry fixated on the thought of Customer Relationship Management (CRM). One approach to condense the significance of CRM is to show it as a lot of interrelated objectives that integrate huge numbers of the different thoughts that influence its makeup. It is proposed that these objectives represent five consecutive stages in managing customer relationships.

- Stage 1: The first stage is to gain customers. Like most showcasing procedures, tourism marketing frequently starts with publicizing, promotion and word of mouth to lure guests to their travel services. Relationship marketing imparts this objective to traditional, transactional marketing, yet as opposed to ceasing here, continues with customer acquisition as just the first step, utilizing the standard techniques and strategies of advancement. Note that input from consequent stages in the CRM procedure enhances customer acquisition by empowering supervisors to target clients adequately and persuade them to attempt their Services. This capacity is a critical part of the relationship marketing/CRM approach that distinguishes it from transactional marketing (Buttle and Maklan, 2015).
- Stage 2: Perhaps the center of CRM and the territory where it most interfaces with relationship marketing is the second goal/stage. When they procure customers, firms must hold them. Client retention is 'the proceeding with, dynamic relationship with a client that yields a flood of income from the closeout of the underlying item or administration' (Sasser, et al., 1997).
- The idea of customer retention goes past the traditional thought of client reliability in that it centers around unwaveringness as the result of administrative activities that make fulfillment and an enthusiastic bond with the brand. The development of the idea of client or brand commitment is an immediate result of the relationship marketing transformation in light of the fact that so as to make a relationship and support faithfulness, travel agency firms find that they should advance commitment or cognizant passionate and subjective response to showcasing upgrades. Retaining customers in the tourism context proposes rehash visits. Beyond the essential pretended by fulfillment in anchoring repeat purchasing, repeat visits by same tourists consumers without a doubt suggests growing new experiences and benefits that will tempt them to return as repeat customers (Tsotsou and Goldsmith, 2012).
- Stage 3: Stage three of the model, improvement and development, recommends that firms and clients can benefit when managers or tour operators connect all the more totally with their clients by offering them extra benefits related with the primary services purchased previously. This goes past the dependable strategies of bundling, up selling and cross selling to suggest that customers ought to be allowed the chance to buy additional services, particularly in the event that they can co-make them. For instance, cruise ships have since quite a while ago promoted on-board spending, and numerous goals include an assortment of extra or add-on experience for tourists. These encounters don't just provide extra income, they may frame a fundamental piece of significant worth made by the tourism experience (Sasser et al., 1997).
- Stage 4: The fourth stage of the model, customer consultation, is predictable with later hypothetical improvements in marketing management theory, which accentuate the key job in client support in making the value of the services, known as co-creation. Tour and travel marketers have for quite some time been asked to look for contribution from customers to enable them to grow new items and enhance old ones. Investigations of

Tourism demonstrate that numerous clients do effectively partake in making the tourism Product. Proof from the field of conduct of consumer behavior suggests that when consumers play a part in contributing ideas and suggestions to travel agencies, it tends to provide additional value for them (Ariely, 2010).

- Stage 5: The final stage in the model, customer conversion, expands upon the act of a few travel organizations to enroll a portion of their clients as radicals, evangelists or missionaries who go forward to convert over consumers into customers of their brand. As a few clients turn out to be profoundly drawn in with brands and progressively included with their improvement, management and marketing, they accept responsibility for as co-creators and advertisers. Since the influence of different customers is regularly more grounded than the influence of marketing campaigns, these endeavors by people can hugely affect the offers of brands. In the tourism context, methodologies that empower and urge satisfied consumers to 'Spread the Word' and promote travel agencies ought to harvest colossal benefits to such sponsored agencies. Such evangelistic exercises by engaged tourists are particularly critical given the developing significance of online social media on all parts of contemporary consumer behavior. For instance, websites, for example, TripAdvisor empower tourist consumers to post remarks about their trips that can unequivocally influence other consumers by reading their reviews and/or recommendations. Travel agency managers ought to proactively endeavor to make online travel networks to allow consumers to engage their experiences online and make positive Word of Mouth that encourages new prospective visitors into prospective consumers (Huba and McConnell, 2012).

The Application of Relationship Marketing in Tourism

The travel industry is at the front line of different enterprises embracing relationship marketing as demonstrated by practices, for example, airline Frequent Flyer Programs, hotel Frequent Guest Programs, and car rental Company Customer Preference Programs (Faranda, 1999).

A few later distributed investigations authenticate the developing significance of relationship marketing in the travel and tourism industries. Research on CRM in tourism centers around the degree tourism firms has grasped CRM systems, on Business-to-Consumer relationships and on Business-to-Business relationships. Mari Smith examined the utilization of the internet as a device for encouraging CRM in the airlines and hotel sectors of tourism. They sorted CRM into four level dimensions (Smith, 2011):

1. Level 1: Gathering information and set provisions
2. Level 2: Database accumulation and collection
3. Level 3: Personalization
4. Level 4: Community Relationships

They found that the majority share of airlines and hotels are in 'Level 2', the phase of Database accumulation and collection. They additionally inspected the relationship between the dimension of online CRM and the star rating of the airlines and hotels, the quantity of rooms or seats, and the area of the airlines' and hotels' web domain, respectively. Their findings demonstrated that the dimension of online CRM appropriation is emphatically identified with the airline and hotel rating and to the quantity of rooms or seats, however adversely identified with the local web domain.

Metin Kozak and Luisa Andreu examined the level of implantation of relationship marketing in two differentiating goals. Their examination infers that 'the quirks of the goal item muddle the

working of relationships with the tourist consumer and decrease the appropriateness and estimation of such endeavors, while promoting the value of greater, more prominent inter-organizational collaboration (Kozak and Andreu, 2006).

Also, Evangelos Christou examined Electronic Customer Relationship Management (eCRM 2.0) reception and use among tourism agencies to decide utilization and status to implement. She identified five styles of co-creation that permit and urge clients to take an interest in the Tourist Value-Creation Process. These are:

1. Producers (e.g. creating and sharing travel videos, recordings, and destination reviews);
2. Team-based co-learning (e.g. community oriented making of travel guides and brochures);
3. Mutual advancement (e.g. firms and clients coordinated effort in such exercises as adding creating new hotels, airline, and car rental service providers);
4. Communities of creation (e.g. the development in participation on social media websites and other social network domains such as blogs); and
5. Joint intellectual property (e.g. the blending and makeup of joint resources from several partners to form and create new business development or increase in consumers).

The relationship marketing articles and references suggests that 'eCRM 2.0 methodologies should go for misusing both the Networking and Social Intelligence/Customer information of Web 2.0 applications by coordinating and connecting with clients and their networks (i.e., as co-marketers, co-producers and advertisers, and co-planners) along esteem chain activities.' Her observational findings, be that as it may, uncovered low appropriation rates of a wide range of eCRM rehearses by tourist agencies and their tour operators, and the individuals who adopted appeared to concentrate more on cautious as opposed to proactive practices. Changing this circumstance requires both more prominent interests in IT and in addition cultural and managerial changes by these organizations (Christou, 2016).

Despite the fact that relationship marketing regarding creating faithful clients to a tour destination, hotel or restaurant is viewed as a constraint of the tourism area since tourists are looking for new experiences, a few examinations report that numerous tourists choose to repeat and rehash their holidays' destination and previous experiences, showing a specific level of unwaveringness (Kozak and Andreu, 2006).

As per these examinations, five variables determine such loyalty behavior:

1. Risk decrease by visiting a previous destination;
2. Meeting similar individuals from previous travels;
3. The passion and fondness to a specific place previously visited;
4. To further better and create further familiarity of exploring a previous place visited; and
5. The desire to show and experience a previous place visited with other people or individuals.

Loyalty programs appear to lift and increase travel agency– customer relationships, as an examination on hotel and airline networks has shown (Butscher, 2017).

In a Business-to-Business setting, researchers considered relationship marketing practices of travel agencies as vague. Their exploration uncovered a divided and clumsy circumstance including between travel agencies and airlines, hotel groups, and car rental companies. This circumstance blunts the effect of relationship marketing technique on the grounds that CRM includes a travel agency and consumers as well as the travel agency and every one of its accomplices who must facilitate their marketing endeavors to make a solitary, consistent process

interfacing suppliers or alliances, the travel agencies that represent them, and with its consumers (Kotler and Keller, 2009).

The Future Trends of Relationship Marketing in Tourism

What is the fate of CRM in hospitality and the travel industry? Given the significance of this vital management instrument, we are probably going to observe a proceeded with development in the quantity of firms that receive some type of CRM as a feature of their marketing strategy. Additionally, the approaches and practices of CRM are probably going to spread to smaller and smaller hospitality and tourism enterprises as they battle to rival the bigger ones. Simplified, less demanding to utilize and less expensive CRM items will encourage this spread.

Another CRM change that is starting in other business territories but has not yet spread generally in the hospitality and tourism field is differently called CRM 2.0 or Social CRM. This improvement adjusts to and joins the ongoing development of the social web in its numerous structures, to frame another kind of CRM. While there are different definitions of social CRM, they all touch upon the key thoughts that it is an expansion of traditional CRM strategy that joins parts of the informal communities empowered by the internet to encourage relationships with consumers.

Social CRM looks for community oriented discussions with clients, recognizing that they are in control, in order to enhance the estimation of the item for the consumer, decline expenses to the travel agencies, empower reliability, and promote favorable Word of Mouth.

Social CRM draws in clients to construct their trust and request their co-creation of the Product. Social CRM is by all accounts flawlessly suited to the objectives of strategic management in the hospitality and tourism industries in view of the overwhelming inclusion of the consumer in making and creating the overall tourism experience. As increasingly more travel managers at travel agencies embrace advanced management strategies, social CRM ought to end up a standard segment of them.

Survey and Outcome of Tour Operators & Managers

To identify current practices of relationship marketing, we conducted a survey of 10 travel agencies across Egypt including Egypt's largest travel and tourism provider, TRAVCO. This survey was comprised of data collected from 50 tour operators and managers employed at these agencies. The 10 travel agencies that contributed to the relationship marketing questionnaire are:

1. TRAVCO Tours (6th of October City)
2. Kimidar Tours (Giza, Mohandessen)
3. Blue Sky Group (Giza, Mohandessen)
4. Delux Travel (by phone)
5. Expat Explore Travel (by phone)
6. Thomas Cook (Heliopolis)
7. Enjoy Travel (Giza, Mohandessen)
8. Singularity Travel (Maadi)
9. Travel Start Egypt (Giza, Mohandessen)
10. ASE Group (Giza, Mohandessen)

The following table identifies the percentages of tour operators and managers responses with regards to relationship marketing:

Table 3: Questionnaires answered by tour operators and travel agency managers

	Yes	Sometimes	No
1. The Management has been developing relationships with all customers without discrimination.	48%	46%	6%
2. The management focuses on building social relationships with customers and exploring social events to connect with them.	40%	42%	18%
3. There is a customer database that's used to communicate with them.	54%	32%	14%
4. There is a clear policy to deal with customer complaints.	42%	32%	26%
5. Service quality meets customer expectations	38%	40%	22%
6. There is continuous studies to develop and enhance service quality	36%	20%	44%
7. The company is interested in developing its internal marketing system	40%	36%	24%
8. The company gives incentives to employees when they satisfy the desire of large number of customers.	22%	18%	60%

Source: Interviews with tour operators and managers from 10 travel agencies

The above survey is comprised of information collected from tour operators and their managers that practice relationship marketing has on their customers. Data shows that majority of managers and tour operators constantly try to develop relationships with their existing customers (94%), and are constantly trying to build social relationships with them (82%). Furthermore, they responded that about 86% use some form of customer database to track and communicate with their customers and 74% have a clear policy in their organization to deal with them. 78% of managers and tour operators convey that customer requests are constantly met while only 56% confirm that continuous studies to further improve customer relationships are being enhanced. Finally, 76% of all managers and tour operators surveyed suggest that their organization's internal marketing system must be improved. However, they complain that organizations don't provide enough incentives to them when they meet or exceed customer satisfaction where only 40% agree that they do.

Survey and Outcome of Tour Customers

To identify how tourist customers react to the practice of relationship marketing conducted by the travel agencies, a survey on customer loyalty was implemented by collecting data from 3 out of the 10 listed travel agencies visited. The other 7 did not have any relationship marketing practices in place. In total, data of 50 tour consumers was comprised from the following 3 travel agencies:

- TRAVCO Tours: 25 consumers
- Kimidar Tours: 15 consumers
- Thomas Cook: 10 consumers

The following table identifies the percentages of consumer responses with regards to relationship marketing:

Table 4: Questionnaires answered by tour customers surveyed by travel agencies

	Yes	Sometimes	No
1. The company connects to the customers after leaving it.	34%	22%	44%
2. The company uses various means of communication to	64%	18%	18%

keep in touch with customers.			
3. The company is interested in good relations and treatment of all customers (in different positions).	48%	26%	26%
4. The company participate customers in the decisions of services provided to them.	26%	62%	12%
5. The company management contributes positively to solve customer problems.	38%	30%	32%
6. The management meets its promises to customer and checks their expectations.	48%	28%	24%
7. The company management develops positive individual relationship with customers	38%	28%	34%
8. The management is studying and trying to understand the needs of customers and see what they think about constantly	54%	24%	22%

Source: Interviews with travel agencies collected by managers from 50 existing repeat consumers.

While data collected from customers are limited to just 50 we were able to assume the following feedbacks. This survey demonstrated that only 56% of customers are contacted after their first experience with them, signifying that customer retention is low. Be that as it may, of these 56% of customers, 82% of them suggested that tour operators use various mean to reach them including phone contact, emails, and monthly newsletters. On a positive note, 74% of existing customers feel the tour organizations has positive interest in building relationships with them. Furthermore, the majority of customers showed that organizations enables customers to help them participate in creating new corporate policies to improve customer relations (88%), and that 68% suggests that managers meet their demands in solving their issues. Additionally, 78% of the consumers believe that managers respond positively to keeping their promises with them, but only 64% of them believe that company managers develop strong relationships with them. However, the majority of customers (78%) do believe that managers and tour operators are trying to meet their needs through constant communication and understanding their expectations.

Conclusion

The examination detailed here has not dove into the conceivable influences of socio-demographic factors on the relationship between relationship marketing activities and customer loyalty. Prior examinations have proposed that women would in general be more faithful than men, and older individuals more so than younger age groups. In addition, there is the inclination for higher-salary customers to get better consideration from tour operators, in any event in Egypt, as a result of their higher net worth and the larger volume of business they produce for travel agencies. This could make them more loyal than other, lower income, younger customers. Future research studies may productively examine such moderated influences.

In conclusion, given the colossal significance relationship marketing and CRM have achieved in contemporary marketing theory, research and management, the spread of these worries into the hospitality and tourism Sector is unavoidable. The travel industry management has recently grasped the key marketing ideas of segmentation and targeting.

In the contemporary states of doing business in the tourist market, described by solid rivalry and modern interest, usage of relationship marketing idea with center at improvement of brilliant relationships with consumers and partners is getting to be basic of increasing common

advantages and fulfillment. Along these lines there are heaps of focal points in the shift from traditional transactions marketing approach towards relationship marketing.

The primary advantages of relationship marketing are identified with higher level of consumers' satisfaction with social and financial impacts. In marketing practice, tourist agencies are for the most part centered at giving larger amount of value than anticipated, sorting out progressively intensive contacts and increasing effective communication with consumers and moving to progressively customized treatment of individual consumer.

Effective execution and usage of relationship marketing depends on standards of modern management of services provided by tourist agencies and effectively relate to the consumers' interest. Later on consideration ought to be coordinated to usage of relationship marketing at the full scale level with respect to tourist sectors. Life cycle concept of relations with consumers call attention to rising significance of value upgrades in communicational relationships between tourist providers in the service aspect, and meeting consumer needs in order to retain consumer's overall loyalty and retention. Additionally, through different types of strategic alliances with airlines, hotels, restaurants, and rental car companies, numerous new opportunities are made among various travel agencies to more readily enhance consumer's overall service satisfaction and travel experience.

Recommendations

Further improvement and enhancement of the level of quality of tourist companies at certain tourist destinations accept presence of participation among explicit tourist agencies. Relationship marketing in tourism is frequently connected through various types of strategic alliances. It is imperative to create viable correspondence with consumers/tourists before, during, and after in the wake of traveling, specifically in regards to important types of strategic alliances and life cycle concept of relations with consumers. In order to provide greater conditions for instrumental and effective forms of communication service organizations, tourist agencies and agency destination alliances should do the following:

- Attract potential tourists and convince them to choose services and travel destinations promoted through aggregate correspondence and communication endeavors.
- Point out plainly all advantages and benefits in the decision making process. Trust ought to be made through marketing endeavors and destinations ought to be advanced as alluring chances, all structured as the offer which is difficult to stand up to. In the event that promises identified with services are sufficient to consumers' needs and their wishes are granted, there are great possibilities that consumers will remain loyal and customer retention can be achieved. It is essential for tourist agencies to be alluring to consumers, and also to give the best consideration and maintain strong relations with them in order to accumulate stronger, longer future relationships. Once in a while, it may be even alluring to plan moderate promotional efforts and endeavors on the off chance that we can't fulfill expectations of consumers by creating and developing future travel destinations without sufficient infrastructure.
- Create and execute marketing strategies that promote and execute opportunities and locate the most ideal approach to fulfill requirements and desires for potential consumers.
- Find and implement original and creative methods to persuade tourist to visit destinations again and to recommend them to other people. Impressions and experience of consumers in regards to the quality of services is a critical component in creating a positive corporate impression of tourist agencies and, in addition, enabling companies to better fulfilling

consumer's needs. Corporate Image could be utilized as one effective noteworthy standard in the tourist agencies' evaluation process by consumers, particularly with respect to quality control.

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