



**THESIS ENTITLED**

**“CUSTOMER RELATIONSHIP MANAGEMENT  
PRACTICES IN THE HOTEL INDUSTRY OF GUJARAT”  
(AN EMPIRICAL STUDY BASED ON SELECTED CONSUMERS’  
AND HOTELIERS’ IN THE SELECTED CITIES OF GUJARAT)**

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**to**  
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**‘COMMERCE AND BUSINESS MANAGEMENT’**  
**BY**

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**RESEARCH GUIDE**

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