

LIST OF ABBREVIATIONS

A/C	-Air Conditioner
ACSI	- American customer Satisfaction Index
ARR	-Average Room Rates
ARR	-Average Room Rate
B&B	-Bed-and Breakfast
BEI	-Brand Equity Index
BOP	-Bottom of the Pyramid
CAGR	-Compound Annual Growth Rate
CC	-Companies Competitiveness
CCM	-Customer Care Management
CCRM	- Continuous Customer Relationship Marketing
CCRM	-Collaborative Customer Relationship Marketing
CEA	-Connected Enterprise Architecture
CEO	-Chief Executive Officer
CL	-Customer Loyalty
CLC	-Customer Life Cycle
CLV	-Customer Lifetime Values
CMR	-Customer Managed Relationships
CPH	-Conference Palace Hotel
CRM	-Customer Relationship Management
CRM	-Continuous Relationship Marketing
CRM	-Customer Relationship Marketing
CSM	- Customer Satisfaction Measurement
DEA	- Data Envelopment Analysis
ECRM	- Enterprise Customer Relationship Marketing
E-CRM	-Electronic Customer Relationship Marketing
EIH	-East India Hotels
e-mail	-Electronic Mail
ERP	-Enterprise Resource Planning
F&B	-Food and Beverages
FDI	-Foreign Direct Investment

FHRAI	-Federation of Hotel & Restaurant Associations of India
FTA	-Foreign Tourist Arrivals
GCRM	- Global Customer Relationship Marketing
GDP	-Gross Domestic Product
GDP	-Gross Domestic Product
GIDC	- Gujarat Industrial development Corporation
GIFT	- Gujarat International Financial Tec-City
GSQ	-Guest Satisfaction Questionnaires
HCI	-Hotel Corporation of India
HR	-Human Resource
HRACC	-Hotel and Restaurant Approval Classification Committee
HRD	-Human Resource Development
HVS	-Hospitality valuation Services
ICT	-Information and communications technology
IHCL	- Indian Hotels Company Ltd
IMF	-International Monetary Fund
IPO	-Initial Public Offerings
IT	-Information Technology
ITC	-India Tobacco Company
ITDC	- India Tourism Development Corporation
L&T	-Larsen &Tourbo
MAPE	-Mean Absolute Percentage Error
MIS	-Management Information System
NH	-National Highway
ONGC	-Oil and Natural Gas Corporation
PAR	-Per Average Room
PPP	-Public Private Partnership
PSU	-Public Sector Units
RevPAR	-Revenue Per Average Room
RM	-Revenue Management
RM	-Relationship Marketing
ROI	-Return on Investment
SAARC	-South Asian Association for Regional Cooperation
SG	-Sarkhej Gandhinagar

SWOT	-Strength, Weaknesses, Opportunities and Threats
TCR	-Total Customer Relationship
TQM	-Total Quality Management
TSA	- Tourism Satellite Accounting
T-VoA	-Tourists Visas on Arrival
UK	-United Kingdom
USA	-United States of America
WAP	-Wireless Application Protocol
WOM	-Word of Mouth
WTO	-World Travel Organization
WTTC	-World Travel and Tourism Council
YMS	-Yield Management System