

## LIST OF FIGURES

<b>SR.NO.</b>	<b>FIGURE NUMBER</b>	<b>PARTICULAR</b>	<b>Page Number</b>
1.	01	Occupancy and Average Rate of Hotels in India – 2008-09 to 2012-13	32
2.	02	Source of Revenue and Net Income 2008-2009 to 2012/13 of Hotels in India	33
3.	03	Revenue and Net Income 2008-09 to 2012-2013 of Hotels in India	34
4.	2.1	Six-Stage Model of Relationship	50
5.	2.2	4Cs of Relationship Marketing	56
6.	2.3	Marketing Changes Through the Last Decades	59
7.	2.4	Process of brand loyalty	70
8.	2.5	Ladder of loyalty	79
9.	2.6	Key CRM Principles	81
10.	2.7	CRM: Finding Value Drivers	87
11.	2.8	CLC in Relation to CRM	89
12.	2.9	Customer Life Cycle Management and Customer Migration	91
13.	2.10	5Qs: A model of quality attributes impacting the level of CRM strategy, customer satisfaction and loyalty level	95
14.	2.11	Customer Relationship-Technology- Driven Approach	102
15.	2.12	Traditional Concept of CRM	103
16.	3.1	Relationship Development process	160
17.	7.I.6	Application Of Structure Equation Modeling [SEM]	424

## LIST OF APPENDICES

<b>ANNEXURE NUMBER</b>	<b>PARTICULARS</b>	<b>PAGE NUMBERS</b>
<b>I</b>	<b>List of Hotel Surveyed</b>	<b>506</b>
<b>II</b>	<b>Map of Gujarat</b>	<b>508</b>