



Significance Of Customer Relationship Management (CRM) Practices In The Tourism Sector With Reference To Go Adventures, Chennai

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Abstract: Customer Relationship Management (CRM) has emerged as a critical strategic tool for tourism companies operating in today's competitive, experience-driven marketplace. This study examines the significance of CRM practices in the tourism sector with specific reference to Go Adventures, Chennai — an adventure travel company serving customers across South India. Primary data were collected from 150 respondents using a structured questionnaire covering demographics, awareness, service quality, personalization, communication, trust, loyalty, and retention. Statistical tools including Percentage Analysis, One-Way ANOVA, Chi-Square tests, and Pearson Correlation were employed. The findings reveal that social media is the dominant discovery channel (51.3%), Kerala is the most preferred destination (48.7%), and 66% of respondents feel brand loyal. However, a critical personalization gap was identified: 74% of respondents indicate that Go Adventures does not understand their travel preferences. Statistical tests confirm that income does not significantly influence customer perception of CRM effectiveness (ANOVA: $F = 0.280$, $p = 0.891$; Correlation: $r = 0.006$, $p = 0.942$), indicating that service gaps are systemic and not income-dependent. The study concludes that while Go Adventures has built strong trust, brand preference, and loyalty, it must urgently invest in personalization capabilities, structured communication, and loyalty programs to convert first-time visitors into repeat customers and achieve sustainable growth.

Keywords: *Customer Relationship Management, CRM, Tourism Sector, Go Adventures, Customer Loyalty, Personalization, Adventure Tourism, Customer Satisfaction.*

1. INTRODUCTION

1.1 Introduction

Customer Relationship Management (CRM) has become an indispensable strategic framework in the modern tourism industry. As global competition intensifies and customer expectations evolve, tourism companies must deploy robust CRM systems that go beyond transactional exchanges to build meaningful, long-term relationships. In the adventure tourism segment — characterized by experiential, emotionally charged services — the quality of customer relationships directly determines brand loyalty, repeat bookings, and word-of-mouth advocacy.

Go Adventures, headquartered in Chennai, is a growing adventure travel company offering trips across key Indian destinations including Kerala, Gokarna, Meghalaya, Manali, and Hampi. Operating primarily in the South Indian market with a strong presence in Bangalore and Chennai, the company caters to a young, digitally connected customer base that is increasingly demanding personalized, transparent, and responsive service. This study evaluates the effectiveness of Go Adventures' current CRM practices, identifies service gaps, and provides strategic recommendations for enhancing customer satisfaction and loyalty.

CRM encompasses three core dimensions: Operational CRM (automating sales, marketing, and service processes), Analytical CRM (using customer data to drive decision-making), and Collaborative CRM (sharing customer information across departments for consistent service delivery). This study examines all three dimensions as practiced by Go Adventures and measures their impact on customer experience from discovery through post-trip follow-up.

1.2 Review of Literature

Rahimi et al. (2017) conducted a comprehensive review of CRM in tourism, identifying three major components — operational, analytical, and collaborative — and concluding that CRM is essential for sustaining competitive advantage. The study highlights that CRM enables organizations to gather and analyze customer data, allowing firms to tailor services to individual preferences and improve loyalty.

Jacob et al. (2023) analyzed the evolution of CRM in tourism, emphasizing that customer retention strategies and data-driven personalization are key drivers of profitability. The study highlights that customer satisfaction alone is no longer sufficient — organizations must aim for customer delight. Mishra & Rath (2024) further reinforced this view through case study analysis, demonstrating that CRM implementation significantly improves service delivery and customer behavior understanding in tourism contexts.

Singh & Kaur (2026) investigated Customer Experience Management (CEM) integrated with CRM in tourism, finding that emotional engagement plays a significant role in influencing customer behavior and that integrating CRM with CEM leads to higher satisfaction and loyalty. Patel et al. (2025) examined Social CRM (SCRM), demonstrating that platforms such as Instagram and Facebook are essential tools for customer engagement and that positive online reviews significantly influence customer decisions.

Kotler et al. (2017) emphasized that CRM focuses on building long-term relationships rather than short-term transactions, while Payne & Frow (2005) conceptualized CRM as a strategic framework that integrates marketing, technology, and service — essential for creating value for both customers and organizations. Kumar & Reinartz (2012) highlighted customer lifetime value as the foundation of CRM strategy, arguing that identifying and retaining valuable customers is more cost-effective than continuous new customer acquisition.

1.3 Objective of the Study

The primary aim of this study is to evaluate the significance of CRM practices at Go Adventures, Chennai, and assess their impact on customer satisfaction, retention, and loyalty. Specific objectives include: (i) analysing the demographic and behavioural profile of Go Adventures customers; (ii) evaluating customer awareness, discovery patterns, and frequency of engagement; (iii) assessing service quality across personalization, communication, complaint handling, trust, and loyalty dimensions; (iv) examining whether monthly income influences customer perception of CRM effectiveness; and (v) providing strategic recommendations to strengthen CRM practices and improve customer experience at Go Adventures.

1.4 Research Methodology

The study adopts a descriptive research design to examine CRM practices at Go Adventures, Chennai. Primary data were collected through a structured questionnaire administered to 150 customers using convenience sampling. The questionnaire comprised two sections: Section A covering demographic details (age, gender, income, location) and travel behaviour; Section B measuring customer perceptions through Likert-scale statements (1 = Strongly Disagree to 5 = Strongly Agree) across CRM dimensions including personalization, communication, service quality, trust, and loyalty. The study was conducted over a period of four months.

Statistical tools employed include Percentage Analysis for descriptive interpretation, One-Way ANOVA to assess whether income influences CRM perception, Chi-Square test to examine associations between demographic variables and CRM factors, and Pearson Correlation to measure the relationship between monthly income and customized tour recommendations.

2. DATA ANALYSIS AND INTERPRETATION

2.1 Demographic and Behavioural Profile

The demographic and behavioural profile of the 150 respondents is summarised in Table 2.1. The customer base is predominantly young (38% below 25 years), male-dominant (68.7%), and largely drawn from the lower-income segments. Bangalore (47.3%) and Chennai (30.7%) are the primary geographic markets, together accounting for 78% of respondents. Social media (51.3%) and referrals (28.7%) are the dominant discovery channels, while 42% of respondents have booked with Go Adventures only once, highlighting a significant customer retention challenge.

Table 2.1: Demographic and Behavioural Profile of Respondents

Variable	Category	Respondents	Percentage (%)
Age Group	Below 25 years	57	38.0%
	25–35 years	34	22.7%
	36–45 years	22	14.7%
	46–55 years	22	14.7%
	Above 55 years	15	10.0%
Gender	Male	103	68.7%
	Female	47	31.3%
Monthly Income	Below ₹25,000	50	33.3%
	₹25,000–₹50,000	24	16.0%
	₹50,000–₹1 Lakh	32	21.3%
	Above ₹1 Lakh	22	14.7%
City	Bangalore	71	47.3%
	Chennai	46	30.7%
	Kerala	27	18.0%
	Hyderabad	6	4.0%
Awareness Source	Social Media	77	51.3%
	Referral	43	28.7%
	Website	24	16.0%
	Advertisements	6	4.0%
Booking Frequency	1 (First-time)	63	42.0%
	2–3 times	29	19.3%
	4–5 times	25	16.7%

Variable	Category	Respondents	Percentage (%)
	More than 5 times	17	11.3%
Favourite Destination	Kerala	73	48.7%
	Gokarna & Dandeli	24	16.0%
	Meghalaya	23	15.3%
	Manali	20	13.3%
	Hampi	10	6.7%

Interpretation: The profile reveals that Go Adventures' primary audience is young, budget-conscious, male, and digitally active, concentrated in Bangalore and Chennai. The dominance of social media and referrals as discovery channels (combined 80%) underscores strong organic reach and existing customer advocacy. The 42% first-time booking rate, however, signals a critical retention gap that requires urgent attention.

2.2 CRM Practices — Likert Scale Analysis

Table 2.2 summarises customer perceptions across key CRM dimensions measured on a 5-point Likert scale. Results are presented as combined positive (Agree + Strongly Agree) percentages.

Table 2.2: CRM Dimension — Customer Perception Summary

CRM Dimension / Statement	Negative (%)	Neutral (%)	Positive (%)
Go Adventures understands my travel preferences	74.0%	18.7%	7.3%
Company provides customized tour recommendations	20.7%	23.3%	56.0%
Communication from the company is personalized	26.0%	14.0%	60.0%
Past travel history considered in new offerings	36.0%	18.0%	46.0%
Company provides timely responses to inquiries	30.6%	14.7%	54.7%
Information about packages is clear and transparent	22.0%	34.7%	43.3%
Communication is consistent before, during & after trips	22.0%	28.7%	49.4%
Company resolves complaints efficiently	30.7%	12.7%	56.7%
Company follows up after resolving issues	26.6%	22.0%	51.3%
I trust Go Adventures to deliver promised services	26.0%	14.0%	60.0%
Company maintains transparency in pricing & policies	26.0%	12.7%	61.3%

CRM Dimension / Statement	Negative (%)	Neutral (%)	Positive (%)
I prefer Go Adventures over other companies	18.0%	16.7%	65.3%
Satisfied with post-trip follow-up	23.3%	10.0%	66.7%
I see myself maintaining a long-term relationship	24.0%	13.3%	62.7%
I would recommend Go Adventures to others	24.0%	23.3%	52.7%
I feel loyal to the brand	12.0%	22.0%	66.0%

Interpretation: The data reveals a clear contrast between Go Adventures' strengths and its service gaps. The company excels in brand loyalty (66%), post-trip follow-up satisfaction (66.7%), brand preference (65.3%), and pricing transparency (61.3%). However, a critical weakness is evident in personalization: 74% of respondents indicate that Go Adventures does not understand their travel preferences — the most negative finding in the entire study. Past travel history utilization (46% positive) and information clarity (43.3% positive) also require urgent improvement.

3. STATISTICAL TESTS

3.1 One-Way ANOVA: Monthly Income vs. Perception of CRM Effectiveness

H₀: There is no significant difference between income groups and customer perception of Go Adventures' CRM effectiveness.

H₁: There is a significant difference between income groups and customer perception of Go Adventures' CRM effectiveness.

Table 3.1: One-Way ANOVA — Monthly Income vs. CRM Perception

Source	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.389	4	0.597	0.280	0.891
Within Groups	309.185	145	2.132	—	—
Total	311.573	149	—	—	—

The F-value of 0.280 with significance 0.891 is far above the 0.05 threshold. The null hypothesis is therefore accepted — monthly income does not significantly influence customer perception of Go Adventures' CRM effectiveness. This finding confirms that dissatisfaction with personalization and CRM practices is not an income-dependent phenomenon: customers across all economic segments report equally low satisfaction with tour customization. The service gap is systemic and requires organization-wide intervention rather than premium-tier-specific improvements.

3.2 Chi-Square Test: Income Group vs. Customized Tour Recommendations

H₀: There is no significant association between income group and perception of customized tour recommendations.

H₁: There is a significant association between income group and perception of customized tour recommendations.

Table 3.2: Chi-Square Test — Income Group vs. Customized Recommendations

Chi-Square Test	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.088	16	0.380
Likelihood Ratio	18.391	16	0.302
Linear-by-Linear Association	0.005	1	0.942
N of Valid Cases	150	–	–

The Pearson Chi-Square value of 17.088 with significance 0.380 exceeds the 0.05 threshold, confirming no significant categorical association between income and CRM perception. The Likelihood Ratio ($p = 0.302$) corroborates this result. The Linear-by-Linear Association value of 0.005 ($p = 0.942$) indicates absolutely no linear trend between variables. The null hypothesis is accepted — income and tour customization perception are statistically independent, confirming that the personalization gap affects all customer segments equally.

3.3 Pearson Correlation: Monthly Income vs. Customized Tour Recommendations

H₀: There is no significant relationship between monthly income and perception of customized tour recommendations.

H₁: There is a significant relationship between monthly income and perception of customized tour recommendations.

Table 3.3: Pearson Correlation — Monthly Income vs. Tour Customization Perception

Variable	Pearson Correlation	Sig. (2-tailed)	N
Monthly Income	1	–	150
Customized Tour Recommendations	0.006	0.942	150

The Pearson correlation of $r = 0.006$ with $p = 0.942$ represents a near-zero relationship — the null hypothesis is accepted. With a sample size of 150, even a modest relationship would have been detectable. The negligible correlation, consistent across all three statistical tests (ANOVA, Chi-Square, and Correlation), establishes with high confidence that income plays absolutely no role in shaping customer perceptions of CRM quality at Go Adventures. This is a decisive directive: improving personalization will benefit all customer segments universally.

4. FINDINGS, SUGGESTIONS AND CONCLUSION

4.1 Key Findings

This study provides comprehensive insights into the CRM landscape at Go Adventures, Chennai. The major findings are presented in Table 4.1.

Table 4.1: Summary of Key Findings

Finding	Percentage / Result
Majority of respondents are below 25 years	38% Below 25
Male customers dominate the sample	68.7% Male
Social media is the primary discovery channel	51.3% Social Media
Referrals are the second strongest channel	28.7% Referrals
42% have booked only once — retention gap identified	42% First-time Bookers
Kerala is the most preferred adventure destination	48.7% Kerala
Critical personalization gap — Go Adventures does not understand preferences	74% Disagree/Strongly Disagree
Trust in service delivery is strong	60% Agree/Strongly Agree
Pricing transparency is a key strength	61.3% Agree/Strongly Agree
Brand loyalty is the strongest CRM outcome	66% Agree/Strongly Agree
Income does not influence CRM perception (ANOVA)	F = 0.280, Sig. = 0.891
No correlation between income and tour customization	r = 0.006, Sig. = 0.942

4.2 Suggestions

Based on the findings, the following strategic recommendations are proposed for Go Adventures and similar adventure tourism companies:

The most urgent priority is to address the critical personalization gap. Go Adventures must invest in CRM software capable of building individual customer preference profiles — capturing past destinations, activity types, travel styles, and group compositions — and using this data to deliver targeted, relevant recommendations. Even baseline improvements such as post-booking preference surveys or segmented email communication could meaningfully shift the 74% dissatisfaction rate on this dimension.

Customer retention strategies must be strengthened to convert the 42% first-time bookers into repeat customers. This requires a structured post-trip communication calendar, a formalized loyalty programme with tiered benefits and referral bonuses, and early-bird discount mechanisms for returning customers. Since referrals already account for 28.7% of discovery, formalizing referral incentive programs would amplify organic growth at minimal cost.

Communication consistency across all trip phases — pre-booking, during travel, and post-trip — must be standardized through automated digital channels. The 34.7% neutral rate on information clarity and the sub-50% positive rating on end-to-end communication highlight systemic gaps. Structured pre-booking information packages, real-time in-trip updates, and personalized post-trip summaries should be developed as standard practice. Female customer engagement should also be specifically targeted through women-centric packages and safety-forward communications, given the current 31.3% female representation.

4.3 Conclusion

This study provides a comprehensive evaluation of Customer Relationship Management (CRM) practices at Go Adventures, Chennai. The findings confirm that while Go Adventures has built a strong foundation of customer trust, brand loyalty, and pricing transparency, the company faces a significant and urgent challenge in the area of personalization — the most critical gap identified across all CRM dimensions studied.

Three converging statistical tests — ANOVA (F = 0.280, p = 0.891), Chi-Square (p = 0.380), and Pearson Correlation (r = 0.006, p = 0.942) — conclusively demonstrate that income plays no role in determining customer perception of CRM effectiveness. This finding is strategically significant: it confirms that the

personalization deficit is not a premium-tier expectation but a universal service quality gap that affects all customers equally and must be addressed at the organizational level.

Go Adventures' strengths — a 66% brand loyalty rate, 65.3% brand preference over competitors, and 60% trust in service delivery — reflect a company with strong emotional equity and customer advocacy potential. Social media dominance (51.3%) and referral strength (28.7%) together indicate a loyal core capable of fueling organic growth. The challenge is to convert this emotional loyalty into behavioral loyalty through improved personalization, structured retention programs, and consistent end-to-end communication.

In conclusion, an adventure tourism company that bridges the gap between emotional loyalty and operational personalization — using CRM as both a data tool and a relationship framework — will achieve sustainable growth, higher customer lifetime value, and a durable competitive advantage in India's rapidly evolving tourism market.

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