

A conceptual framework of the customer satisfaction measurement for
Taiwan' s hotel industry

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Abstract

The 21st century has been identified as a time for both tourism and high-tech industries. According to World Travel & Tourism Council' s forecast, a tremendous growth in leisure travel would boost the tourism industry all over the world. Taiwan, well known for its diversified landscape and cultures, owns its great potential for developing tourism industry and a keen competition in hotel industry would be expected. Raising customer satisfaction would be the best way for hotel industry to the success. This study aims to integrate the characters of traditional customer satisfaction measurement and the concepts of CRM to propose a conceptual framework for customer satisfaction measurement. Hope that the hotel management could utilize the proposed framework as their guide for making improvements.

Keyword : Customer satisfaction, Hotel industry, Customer relationship management (CRM)