



## Destination and Purpose Denominations in Developing Tourist Relationship Management (TRM) Framework

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### Abstract

Conventional relationship management frameworks, namely Customer Relationship Management has been inadequate to explain the critical dyadic relationship between the tourists and the tourism service providers, although the dimensions of the same are relevant enough to lend partial support to understand the relationship. There seems to be some missing factors, still unexplored, which may be pivotal in understanding this relationship. This study attempts to develop a tourist relationship management (TRM) framework by assimilating assorted dimensions. The basic foundation of the TRM framework will be rested on customer relationship management (CRM) model with justified addition of dimensions compatible to tourism dynamics. The study used survey method, with adequate justification of sampling & scaling procedures and factor-constructs measurements, to identify and assess the significance of 'destination' and 'purpose or motivation to travel' as decisive elements in the relationship architecture. The study confirmed convergence of dimensions to justify TRM framework with adequate internal reliability and validity of the scale. The default model also holds good to lend support to the theoretical findings.

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