

Factors Influencing of social media and Customer relationship management (CRM) on Performance of Historical Tourism Business in Thailand.

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- **Abstract:** The current study examined the role of various factors on social media and customer relationship management (CRM) in relation to the tourism business performance in Thailand. This study considered the historical tourism and relationship between influencing factors, social media use in tourism, CRM and tourism business performance to achieve the study objective. Additionally, mediating role of social media and CRM is also examined between influencing factors and tourism business performance. A survey was carried out and all the variables are measured by using primary data. It is found that; various factors such as company policy, employee skills and technology have importance contribution to enhance tourism business performance. Historical tourism can be promoted with the help of better company policy, better employee skills and better technology adoption. As the influencing factors has positive contribution to enhance social media use in tourism which lead to the tourism business performance. Furthermore, influencing factors has significant role to enhance CRM which increases the tourism business performance in Thailand.
- **Keywords:** Company policy, employee skills, technology, social media, CRM, tourism, business performance.