**A Group of Travel Agents Relationship Marketing Practices**

**Gul Nihan Guven Yesildag**

Beykent University

Turkey

[*gnihan\_guven@windowslive.com*](mailto:gnihan_guven@windowslive.com)

***Abstract:*** *Enterprises that are in the goods and services industry have yielded to relationship marketing in order to gain new but loyal customers in an environment which is getting more and more rivalry, resemblance is more widespread, and in which the demands and the expectancy of the customers change very rapidly. It is understood that the loyal customers can be obtained through relationship marketing.*

*The purpose of this study, especially in recent years, the importance of the concept of relationship marketing is to describe the scope and applications. In this context literature and the data obtained from study are presented in sections. In this context, group travel agency located in Istanbul, one of 100 managers were interviewed and subjected to analysis of the data obtained results have been achieved.*

***Keywords:*** *Relationship Marketing, Strategic Customer Management, Travel Agency.*