

Electronic Data Protection Involving CRM Systems in the Sphere of Tourism

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Abstract

Global trends have proved that tourism has been on the increase in the last years. This is reflected in data the World Tourism Organization (WTO) has recently issued. The announcement made by the WTO states that by 2020 the number of international tourists travelling around the world will have doubled and exceeded one and a half billion people. Moreover, this trend will undoubtedly continue in Slovenia as well. However, the WTO is already warning of a possible decline in the number of tourists travelling around the world due to the recent global economic crisis. As a result, the companies that are involved with tourism industry need continue to think about their markets, adjusted to the clients' needs due to the keen competition. Customer Relationship Management (CRM) can undoubtedly contribute to this. In my paper, the issue related to data protection in the Slovenian tourist companies based on the CRM business principles is introduced. The research, which was carried out among those companies that are involved with tourism, is based on the answers acquired from a questionnaire. A hypothesis was also formed, and then tested by applying statistical methods. The research results show that the implementation of the safe CRM is indeed possible, but only if adequate electronic data protection is applied.