

The role of e-CRM in an integrated e-marketing strategy for tourism organizations

CRM has been a buzz word in the tourism industry for several years. However, looking at the diffusion among companies and even more at the commitment of the marketing and sales managers. Customer Relationship Management does not seem to be a big issue for tourism players. Whilst 36% of the tourism companies in Europe (38% in the Czech Republic) offer online booking facilities, only 11% (8% in the Czech Republic) make use of a CRM system

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