Information is an essential element for tourism businesses. It is needed in significant quality and quantity for different purposes in various areas of the tourism industry. In particular, use of personal information of customers gives the enterprises an advantage while laying important responsibilities on them. This study presents the requirement of personal information in tourism industry and areas of use of such information, and discusses conceptual and legal aspects of ensuring privacy and security of obtained personal information. In tourism industry, problems that may be related to the preservation, storage and use of personal information can damage the privacy of individuals. The measures that are taken by tourism enterprises for the protection of personal information are covered in this study as well. Also, the Constitution, Turkish Criminal Law and the Draft Law on the Protection of Personal Data were reviewed and relevant evaluations are made in relation to the protection of personal data.