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Sommario/riassunto	Tourism is a flourishing sector nowadays. As the tourism industry has grown exponentially in the past few decades, its proper management and marketing assumed an important role. As for management, there are certain tasks, which have to be taken into account for a number of different reasons. Gathering, maintaining and compiling information about the tourists is of greatest important. Be it a domestic or international, inbound or out-bond tour, providing tourists` information, healthy interaction with them, chalking out plans to cut down expenses and providing the tourists with maximum faciliti

