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Sommario/riassunto	The negotiation of expectations in tourism is a complex and dynamic process - one that is central to the imagination of cultural difference.

Expectations not only affect the lives and experiences of tourists, but also their hosts, and play an important part in the success or failure of the overall tourism experience. It is for this reason, the authors argue, that special attention should be given to how expectations constitute and sustain tourism. The case studies presented here explore what fuels the desires to visit particular places, to what degree expectations inform the experience of t
