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Sommario/riassunto	Environmentally-sustainable tourism or ecotourism has become a major area of interest for governments, the private sector and international lending institutions. It is regarded as a way of allowing economic development whilst protecting against environmental degradation, especially in those countries with fragile ecosystems. However, despite the beneficial intentions of ecotourism, it tends to be regarded uncritically by environmental organizations, governments and the private sector alike. Rosaleen Duffy presents this analysis of ecotourism, linking it with environmental ideologies and the po