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Sommario/riassunto	Various scholars consider destination image - a vital part in tourism marketing- as the key in attracting tourists. It is often regarded, as the most important element in a destination's management and may induce success or failure. Within this research project, destination image is being assessed in cross-cultural terms. It scrutinises the extent to which destination image is culture specific. In other words, does a destination's image vary across people from different cultural backgrounds? This question evolves and is vindicated in an era that is subjected to globalisation and increasingly r