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Sommario/riassunto

What do wild animals mean to humans? Will they survive both rampant habitat loss and extinction caused by human encroachment and, as ecotourists, our enthusiasm for them? With ecotourism now the fastest growing segment of tourism, and encounters with wild animals - be it swimming with dolphins, going on safari or bird watching - ever more popular, these are critical questions. Yet until now little has been known about why people crave encounters with wild animals and the meaning for the ecotourism industry, conservation efforts and society at large. Facing the Wild is the first serious empiric
