SECOND INTERNATIONAL CONFERENCE
ON SUSTAINABLE TOURISM

Sustainable Tourism II

CONFERENCE CHAIRMEN

C. A. Brebbia
Wessex Institute of Technology, UK

F. D. Pineda
The Complutense University, Spain

INTERNATIONAL SCIENTIFIC ADVISORY COMMITTEE

G. Abraham
A. Aledo
S. Alexander
A. M. Benson
I. de Aranzabal
T. Fotiadis
L. Fourie
F. Gezici
L. D. Gustke
K. G. Hoyer
K. Meyer-Cech
R. Mosetti
M. Sakari
M. F. Schmitz

Organised by
Wessex Institute of Technology, UK
and
The Complutense University, Spain

Sponsored by
WIT Transactions on Ecology and the Environment
D Emmanouloudis
Technological Educational Institute of Kavala
Greece

R A Falconer
Cardiff University
UK

G Gambolati
Università di Padova
Italy

F Gomez
Universidad Politecnica de Valencia
Spain

W E Grant
Texas A & M University
USA

A H Hendrickx
Free University of Brussels
Belgium

I Hideaki
Nagoya University
Japan

W Hutchinson
Edith Cowan University
Australia

K L Katsifarakis
Aristotle University of Thessaloniki
Greece

B A Kazimee
Washington State University
USA

D Koga
Saga University
Japan

B S Larsen
Technical University of Denmark
Denmark

D Lewis
Mississippi State University
USA

J W S Longhurst
University of the West of England
UK

Ü Mander
University of Tartu
Estonia

J D M Marsh
Griffith University
Australia

K McManis
University of New Orleans
USA

M B Neace
Mercer University
USA

J W Everett
Rowan University
USA

D M Fraser
University of Cape Town
South Africa

N Georgantzis
Universitat Jaume I
Spain

K G Goulia
Pennsylvania State University
USA

C Hanke
Danish Technical University
Denmark

S Heslop
University of Bristol
UK

W F Huebner
Southwest Research Institute
USA

D Kaliampakos
National Technical University of Athens
Greece

H Kawashima
The University of Tokyo
Japan

D Kirkland
Nicholas Grimshaw & Partners Ltd
UK

J G Kretschmar
VITO
Belgium

A Lebedev
Moscow State University
Russia

K-C Lin
University of New Brunswick
Canada

T Lyons
Murdoch University
Australia

N Marchetti
University of Siena
Italy

J F Martin-Duque
Universidad Complutense
Spain

C A Mitchell
The University of Sydney
Australia

R Olsen
Camp Dresser & McKee Inc.
USA
R O’Neill  
Oak Ridge National Laboratory  
USA

J Park  
Seoul National University  
Korea

B C Patten  
University of Georgia  
USA

V Popov  
Wessex Institute of Technology  
UK

M R I Purvis  
University of Portsmouth  
UK

A D Rey  
McGill University  
Canada

R Rosset  
Laboratoire d’Aerologie  
France

S G Saad  
American University in Cairo  
Egypt

J J Sharp  
Memorial University of Newfoundland  
Canada

I V Stangeeva  
St Petersburg University  
Russia

T Tirabassi  
Institute FISBAT-CNR  
Italy

J-L Uso  
Universitat Jaume I  
Spain

A Viguri  
Universitat Jaume I  
Spain

G Walters  
University of Exeter  
UK

K Onishi  
Ibaraki University  
Japan

G Passerini  
Universita delle Marche  
Italy

M F Platzer  
Naval Postgraduate School  
USA

H Power  
University of Nottingham  
UK

Y A Pykh  
Russian Academy of Sciences  
Russia

A C Rodrigues  
Universidade Nova de Lisboa  
Portugal

J L Rubio  
Centro de Investigaciones sobre Desertificacion  
Spain

R San Jose  
Technical University of Madrid  
Spain

H Sozer  
Illinois Institute of Technology  
USA

E Tiezzi  
University of Siena  
Italy

S G Tushinski  
Moscow State University  
Russia

R van Duin  
Delft University of Technology  
Netherlands

Y Villacampa Esteve  
Universidad de Alicante  
Spain
Sustainable Tourism II

Editors

C. A. Brebbia
Wessex Institute of Technology, UK

F. D. Pineda
The Complutense University, Spain
C.A. Brebbia
Wessex Institute of Technology, UK

F.D. Pineda
The Complutense University, Spain

Published by

WIT Press
Ashurst Lodge, Ashurst, Southampton, SO40 7AA, UK
Tel: 44 (0) 238 029 3223; Fax: 44 (0) 238 029 2853
E-Mail: witpress@witpress.com
http://www.witpress.com

For USA, Canada and Mexico

Computational Mechanics Inc
25 Bridge Street, Billerica, MA 01821, USA
Tel: 978 667 5841; Fax: 978 667 7582
E-Mail: infousa@witpress.com
http://www.witpress.com

British Library Cataloguing-in-Publication Data
A Catalogue record for this book is available
from the British Library

ISSN: 1746-448X (print)
ISSN: 1743-3541 (online)

The texts of the papers in this volume were set
individually by the authors or under their supervision.
Only minor corrections to the text may have been carried
out by the publisher.

No responsibility is assumed by the Publisher, the Editors and Authors for any injury and/
or damage to persons or property as a matter of products liability, negligence or otherwise,
or from any use or operation of any methods, products, instructions or ideas contained in the
material herein.

© WIT Press 2006

Printed in Great Britain by Cambridge Printing

All rights reserved. No part of this publication may be reproduced, stored in a retrieval
system, or transmitted in any form or by any means, electronic, mechanical, photocopying,
recording, or otherwise, without the prior written permission of the Publisher.
Preface

Anyone travelling any distance nowadays will see human activities aimed at attracting tourism everywhere they go. These activities are almost always associated with accommodation and catering, without which it is clearly impossible to keep tourists in any place for a reasonable amount of time. Furthermore, these activities are increasingly related to the sale of locally crafted products which the tourist purchases without paying too much attention to the price.

The halls and departure lounges of international airports are packed with shops. The stressed traveller today shows less interest in the savings that can be made on ‘duty free goods’, and is quite content to purchase products that, in reality, can probably be procured at lower prices in their home town. The commercial activities of the large international airports are becoming more and more like shopping centres and, indeed, constitute huge business with an enormous turnover. The arrivals lounges, however, have not by any means been fitted out to such a degree with regard to luring the traveller’s currency: they are now tired and less interested in shopping than when they set out.

The tourist’s main interest is, of course, the place visited. Traditionally this involves man-made attractions: ancient monuments and cities; architectural and technological innovations and their local inhabitants. Climate is an important reference framework with regard to the enjoyment of most tourists. Landscape depends on climate, which accounts very much for the character of the place visited. Climate, natural and cultural landscape are becoming increasingly important elements of a type of tourism which demands environmental quality as a reference framework for the enjoyment of the tourist, at the same time as coping with ever-increasing numbers of people.

Besides establishing a precedent, the first International Conference on Sustainable Tourism in 2004 in Segovia, Spain, highlighted the fact that cultural and natural tourism is playing a vital role in mass tourism. Economists are starting to realise this despite their initial incredulity. This is noteworthy in countries with a longer tradition of tourism such as France, the United States or Spain, but it is much more so in countries where the natural environment is still well conserved and constitutes the basic ‘offer’ to a type of tourist who is now more cultured and demanding. Protected natural areas, like National Parks and Biosphere Reserves, are receiving growing numbers of visitors and their nature preservation centres...
must make a greater effort to offer the ‘ecotourist’ quality information from a scientific and cultural perspective.

The tourism offered and the tourism demanded constitute opposing ends of a delicate balance in terms of sustainability. Tourism will not favour sustainability if the environment is not considered a conditioning factor and nature conservation a horizon in this balance. Human well-being truly depends upon this. Tourism managers and the governments of countries that have long operated in this sector of the economy ought to pay much attention to this situation, heed the experts’ opinions and act intelligently. Both are obliged to pass on their expertise in this sector to less-experienced countries, which have great possibilities for developing the activity on a conservation basis and to promote their natural and cultural heritage in a sensible fashion.

The Editors,
Bologna, 2006
Contents

Section 1: Tourism strategies

Developing an integrated heritage management approach: the case of Hearne, Texas
R. Rabady & T. Jamal ............................................................................................................. 3

Preferred service quality in domestic airlines: South Africa versus Italy
J. W. de Jager & L. de W. Fourie ......................................................................................... 13

An outline of Parks Victoria’s Tourism Partnerships Strategy and challenges for sustainable park tourism in Australia
M. Stone & D. Smith .................................................................................................................. 25

Engaging tour operators in sustainable tourism: the Dutch professional association’s approach
J. van Wijk & F. G. A. de Bakker ............................................................................................ 37

Serviced apartment complexes in Australia: a critical analysis of their potential and challenges for sustainable tourism
J. Warnken & C. Guilding ......................................................................................................... 47

Integrated management of urban cultural tourism in European small and mid-sized cities: a governance approach
K. Paskaleva-Shapira & E. Besson ............................................................................................ 59

Section 2: Tourism as a factor of development

Tourism as a factor of development
A. Ntibanyurwa .......................................................................................................................... 73
<table>
<thead>
<tr>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private patios, a valuable hidden heritage for tourism development</td>
<td>85</td>
</tr>
<tr>
<td>in the city of León, Nicaragua</td>
<td></td>
</tr>
<tr>
<td>A. Gómez Sal, A. González García, C. Santovenia Pérez</td>
<td></td>
</tr>
<tr>
<td>&amp; P. Dávila Prado</td>
<td></td>
</tr>
<tr>
<td>The discovery of the nature-city and the re-generative strategies</td>
<td>95</td>
</tr>
<tr>
<td>A. Sichenze, I. Macaione &amp; M. I. Insetti</td>
<td></td>
</tr>
</tbody>
</table>

**Section 3: Tourism impact**

Managing visitor impacts in the Australian Alps:  
a case study in informal track development and track recovery

P. Scherrer & A. Growcock ........................................ 107

The social and cultural impact of tourism development on world heritage sites:  
a case of the Old Town of Lijiang, China, 2000–2004

T. Yamamura, T. X. Zhang & Y. Fujiki .................................. 117

Residents’ perceptions of tourism impacts on Andros Island, Greece  
K. Chazapi & D. Sdraji ................................................ 127

**Section 4: Tourism and protected areas**

Participation of visitors in the management design of protected natural areas  
M. F. Schmitz, D. Ruiz-Labourdette, P. F. Sañudo, C. Montes  
& F. D. Pineda ............................................................... 139

Kakamega Forest, ecotourism and rural livelihoods:  
linkages and interactions for the Kakamega Forest region, Western Kenya

O. Kambona Ouma & C. Stadel ............................................. 149

Environmental Management Systems in Euganean Hills Regional Park  
A. Scipioni, A. Mazzi, F. Zuliani, A. Morelli & M. Mason ................... 159

Can vernacular buildings survive with traditional life inside  
and tourism outside?

T. X. Zhang, T. Yamamura & Y. Fujiki ........................................ 171

Sustainable tourism development on Curaçao – the implementation challenge  
V. Dinica ................................................................. 181
Section 5: Ecological issues

Community participation in ecotourism destinations:
Maleboho Nature Reserve
M. P. Sebola & L. de W. Fourie

Welcome to Brazil, Amazon Region, the green center of the world:
a strategy for sustainable tourism and eco-tourism
M. C. Tojeiro

Site specific approaches for managing the impacts of ecotourism in
Belize, Central America
P. Kumble

Sustainable tourism and land resources for non-motorised mobility
E. Chiaf & M. Pezzagno

Section 6: Rural tourism

Sustainable tourism in mountainous regions
K. Meyer-Cech & U. Pröbstl

Retired baby boomers as operators of sustainable rural tourism:
the roles and significance
Y. Ohe

The reuse and valorisation of rural building heritage
R. Di Giulio, T. Zaffagnini, S. Brunoro, D. Longo & E. Piaia

Section 7: Coastal issues

Evaluating tourism development models for Bodrum peninsula in Turkey
F. Gezici, A. Y. Gür & E. Alkay

Costanera Sur: gateway to the Osa – a scenic conservation
and development corridor in Costa Rica
T. Gurucharri & T. Ankersen

Section 8: Community involvement

Community monitoring in a tourism-dependent economy
J. Aguero, S. Conway & I. Navis
The impact of local NGOs on sustainable tourism in Valle de Bravo, México
R. Segrado & F. Farmer ...................................................................................311

Sustainable tourism in Holbox through local development
A. Palafox, V. Pineda, J. Godínez & M. Martínez ............................................319

Sustainable tourism and management tools
S. Bimonte ........................................................................................................325

Section 9: Modelling and estimates

Game theory approach on sustainable tourism
R. Mosetti ........................................................................................................337

Estimation of the tourist carrying capacity of the Natural Reserve
Mombacho Volcano, Granada, and the Natural Reserve
Datánli-El Diablo, Jinotega, Nicaragua
M. Somarriba-Chang, M. Garnier & V. Laguna ..............................................341

Carrying capacity assessment for the Greek islands
of Kalymnos, Kos and Rhodes
B. S. Tselentis, D. G. Prokopiou & M. Toanoglou............................................353

Author index ....................................................................................................365