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3rd IRT INTERNATIONAL SCIENTIFIC CONFERENCE
INTEGRATED RELATIONAL TOURISM - TERRITORIES AND DEVELOPMENT IN THE MEDITERRANEAN AREA
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ABSTRACT BOOK

Edited By
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PRESENTATION

The 3rd IRT International Scientific Conference will take place in Egypt from Saturday 24th to Monday 26th of October 2009. The Conference, promoted by the Helwan University, is organized by ARCES University College, the Research Center CRUEC and the Embassy of Italy in Egypt with the cooperation of the Palermo University. The theme of the conference regards the development and the territories of the Mediterranean in an Integrated Relational Tourism approach, while respecting the cultural and environmental sustainability.

For some years the process of globalization has been creating a standardization in the consumption and the behaviour of individuals, to the detriment of local identities. The imposition of external models has led to the subsequent abandonment of certain traditional and cultural values in many regions of the world. The concentration of the population in cities has increased while areas in the interior have lost their value, especially their economic worth. These territories have progressively gone from being functional to the economy of urban areas (primary sector) to becoming indifferent containers of inconvenient functions or "something else". The loss of values, practices and customs has led to the abandonment of buildings, scattered here and there or concentrated in one place, under-used or unused, some of which are of undeniable historical and architectural value. Today this cultural heritage can lead to the development of new types of tourism, which can re-launch the inland areas, through the re-discovery of their authenticity and local identity. Today's tourists reveal a need to establish human relationships to counterbalance the isolation of the anonymity of big cities. In this way, in the silence of the "vast territory in the interior" human relationships between residing population and travellers are assuming, if adequately directed, an increasingly important role in tourism. Today's tourists prefer "to be" rather than "to have", and therefore they want to become part of the daily life of the places they visit, and want their journey to be a source of knowledge and leisure. The tourist reclaims the old function of journey, intent on widening his knowledge of the surrounding territory, while respecting the social and cultural equality of other populations. Tourist seem less interested in the traditional sites of mass tourism, which has damaged local identities. More and more tourists prefer less known sites and inland areas where outside influences have had little influence on local culture and folklore. The Mediterranean area is experiencing this change and with its culture lends itself to the realization of the Integrated Relational Tourism (IRT), a theory which intends to overcome the traditional concept of tourist demand and supply limited to the field of economic competition. IRT promotes a network of activities and services, based on shared qualitative criteria for the valorization and the creation of synergies of the resources of the territory, establishing a satisfactory relationship with the inhabitants and the areas visited. IRT pertains to a particular economic area in which demand and supply meet through a balanced, combined management of interpersonal relations. IRT proposes the territorial development of the Mediterranean while respecting the cultural and environmental sustainability and attempts to limit the economic divergences between the interior and coastal areas, which are usually more developed. IRT attempts to restore rural architecture, by contributing to the environmental quality - often damaged by the presence of abandoned and unprotected buildings - and activities related to the primary sector. IRT can be realized through an active participation of all the key players of local development such as government offices, businesses and local communities. The Conference by a multi-disciplinary approach to tourism, aims to give prominence to the awakened territory, whose three main challenges are a territorial re-alignment of the economies, a re-assessment of the cultural identity and a recomposition of social groups.



MOTRIS PROJECT

ARCES University College has been promoting MOTRIS, the mapping-out of Integrated Relational Tourism opportunities in Sicily. This project stemmed from research-work on the urban, social, cultural and economic regeneration of the historical city centres in the Mediterranean, carried out by Leonardi Urbani, Emeritus Professor of Town-planning at the University of Palermo, Faculty of Architecture, and in collaboration with a team studying the scientific and cultural development. The founding principles of MOTRIS were the inspiration behind meetings and gatherings going back to October 1999, with the Euro-Mediterranean conference "Tourism as a lever for regional co-operation and development in the Mediterranean", under the patronage of the President of the Italian Republic. With the approval and financial backing of the Sicilian Regional Presidency, the MOTRIS research was carried out by ARCES University College in scientific collaboration with the CRUEC - Centro Ricerche nuovo Umanesimo Edoardo Caracciolo, Palermo University, Department of History and Planning, and the results appeared in 2004 in the publication *Motris*, relational micro-centrality in the Mediterranean (edited by D. Gulotta, F. Naselli, F. Trapani), which was presented to the Sicilian Regional Presidency during the international conference on January 25th, 2005 at the Palazzo d'Orleans. There was a firm belief in an investment in Integrated Relational Tourism (IRT) as a lynch-pin for the systematic development of territorial sustainability of the Regional economy, with the quality of work carried out bearing witness to this, and in September 2005, this was endorsed through Regional law no.10, (norms for the development of tourism in Sicily and urgent financial norms) published in GURS no. 39, dated September 16th, 2005. In fact, paragraph 16 of the law states that "[...] in order to exploit relational tourism, with particular reference to the cultural values of the human and natural environment, the President of the Region is authorised to finance the MOTRIS project - Integrated Relational Tourism, approved by the Regional government with decree no.18, dated January 18th 2005.





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ABSTRACTS

AUTHENTICITY OF AGES AND DIVERSITY OF ENVIRONMENTS CIVIL SOCIETY INITIATIVES TOWARDS SUSTAINING HERITAGE: AN EGYPTIAN APPROACH

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Key words: mass tourism Vs violation of human rights, Egyptian heritage Vs diversified environments, CSO's initiative for sustainable and integrated tourism Vs shared values towards an Egyptian

Abstract

In the last 30 years tourism in Egypt has been always seen as mass tourism. Government has always planned to achieve millions of tourists a year. Success is meant by numbers of nights, flights, competitive prices. Tourism business has boomed developing new businesses, created new tourist settlements. Investments, of billions have been utilized to create artificial environment where a tourist can enjoy and get impressed in his stay. The image of Egypt is what tourism industry sells. Products of this industry has affected not only the growth of Egyptian economy, and the creation of jobs for youth, but also impacted our heritage. Heritage of ages; this are geological, natural, cultural, social, built environment and even the economic political inherited mechanisms.

Impacts have exceeded heritage towards violating the rights of this generation and the coming generations to sustain and maintain their natural and genuine inherited resources and assets. Violation of human rights can never be limited to how many people are sent to jails by Emergency Law, or how they are treated there. Governments are not the only one here accused of violating human rights with this limited perspective. Investors, business owners, and even all citizens are violating these rights, their rights, in many of their daily lives. They had been and still taking severe developmental actions violating the UN definition of sustainable development. Environmental Impact Assessments are part of our studies. Governments approve proposals, support and subsidize investments, then complain.

Civil Society Organizations (CSO's) including local and international organizations has acted smoothly to have a say in alternative approaches in tourism business. Years and decades of work, in the shade, silence away from the media. Mainly, they acted in the middle of no where, in villages no body knows. They also acted even in the centre of the metropolitan city of Cairo. Egypt as per its diverse natural heritage has a unique diversified magnets for its magic life where culture can be touched, and lived. It has always inspired people to sustain this magic heritage in every square inch of the undiscovered areas of Egypt. These were the mass tourism did not penetrate, yet.

This virgin Egypt needs approaches for Sustainable, Responsible, and Integrated Solidarity tourism. These are developmental approaches to sustain heritage in areas of marginalized people. Micro and small enterprises (MSE's) Up to Mega investments in tourism were created and supported by CSO's. These initiatives need to be highlighted, and analyzed. They need supportive actions to be recommended. This article aims to show cases from Cairo, Red Sea, the Oasis of Western Desert, Sinai, Upper Egypt, Delta, and the North Coast of Egypt. These cases were created individually. They have shared issues and values. Those are which we could build the Egyptian CSO's approach for integrated and sustainable tourism. That can maintain the Egyptian Sustainable Heritage within its diversified environments.

TOURISM SOCIAL AND CULTURAL SUSTAINABILITY THROUGH POPULAR COFFEE SHOPS APPLIED ON OLD DISTRICTS IN CAIRO

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Key words: sustainability, popular coffee shops, old districts, residents, local community

Abstract

In last two decades, the majority of tourism experts and scientists agreed that sustainable tourism is the magic solution for the problems and negative aspects of mass tourism. As well as it's acknowledged that one of the most vital principles of sustainable tourism - beside the environment protection - is social and cultural sustainability, by providing the suitable atmosphere for positive interaction and respect between tourists and residents, which can be achieved in inland areas of the destination.

Also, it's admitted that the tourists today interested in establishing human relationships with residents, becoming a part of the daily life of the local community of the destination, developing their knowledge, and increasing the pleasure in their journey.

In the spot of the previous facts, the research displays an idea aiming to:

1. Adapt with the aspirations and desires of the tourists today.
2. Avoid the tourists' immigration for the inland areas of the destination by re-launch these areas, and re-discovery of their authenticity and local identity.
3. Offering the support of formal tourism authorities like the ministry of tourism and Egyptian tourism federation.

Through re-survive these areas, and make the integration (harmony) between it and social, cultural sustainability.

The research depends on employing the interaction opportunities between tourists and residents in popular coffee shops in old districts, which permits achieving understanding; particularly the spontaneous situations like this include interaction using the following tools: (languages - popular expressions - customs - habits - local fashions - local foods - local drinks - games - attitudes...etc) of elements that all reflect the cultural and social values of the local community and embody the local identity.

The research will be applied on a sample of popular coffee shops in old districts of Cairo such as: Al-Hussin - Al-Azhar - Al-Qalaa - Khan El-Khalili, by analyzing the actual issue of unorganized and undirected interaction between tourists and residents, and describing the procedures to organize and direct these efforts inside a new trend or a system for tourism sustainability, which include some axes such as:

- Improving tourism awareness, foreign languages for owners and employees in mentioned coffee shops, organized by the tourism formal authorities like Egyptian ministry of tourism.
- Emphasizing the tourism promotional efforts for this new trend.
- Developing social studies to continually observe and evaluate the experience.

The research will depend on scientific references related to: (tourism consumer behaviour - Global tourism - Sustainable tourism - Social interaction), plus the information will be collected and analyzed through the field study.

Of course this idea is able to be implemented in all Mediterranean countries, with employing the special features for each country.

AGRICULTURAL QUALITY PRODUCTS FOR TERRITORIAL EVALUATION AND TOURISM DEVELOPMENT IN SICILY: THE PANTELLERIA CASE

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Key words: agrifood, typical products, tourism, evaluation, rural areas

Abstract

The Agri-Food system is determined and conditioned by the effects of great phenomena, strictly related to territorial, environmental, social, political and economical aspects.

Thus, agriculture has to carry out complex roles within the multi-functionality framework throughout production of healthy products, safeguard and protection of environment and territory, preservation and safeguard of bio-diversity, and by supplying goods and services to public, integrating with industry and agrifood distribution.

Within such scenery, developed Countries, and in particular those of the EU, carry out strategies in order to adjust to new agrifood market conditions, and to respond to citizens-consumers increasing requests, aiming at quality of agrifood products by recurring to certification marks (IGP, DOP, STG, IGT, DOC, DOCG) as a competitive instrument.

Rural development becomes the mean to increase industrial and territorial competitiveness in European countries; agriculture is not only linked to industry and distribution, but it undertakes a new role which brings to its integration with tourism, handicraft and the restaurant industry, therefore contributing to the evaluation and to the development of the rural areas.

Over 820 certified products are present within the Union, whereas 79.0% of approvals belong to the Mediterranean Area, and where Italy is, with over 173 denominations, the richest European country for typical products.

Besides these products, it is also necessary to stress the role of wines, them constituting one of the most prominent sectors of the Italian agrifood system, together with the numerous traditional products, still not certified but which, nevertheless, represent a great opportunity for territorial development. Quality products, qualify and reinforce productive and economical local sectors, thus increasing competitiveness and prestige of rural territories.

Sicily is, due to the extension of its territory and its population, the biggest Mediterranean island and it boasts with an old agrifood tradition proven true by over 150 typical products, deriving from different agricultural productive fields and from the food handicraft sector. This last is able to trigger a type of tourism that may count upon environmental, naturalistic and the eno-gastronomic patrimony, typical of rural areas and that brings, out of season, touristic request.

Within this context, the island of Pantelleria, has been object, during the past twenty years, to radical changes within the socio-economic framework due to the decrease of population territorial abandonment, but mostly because of expertise differentiation, it no longer depending on agricultural activity and by now employed in other sectors, almost all linked to the island's tourist vocation that has come to being during the second half of the 80s.

The greater presence of tourists promotes the development of correlated activities, predominantly constituted by small commercial activities. The acquired visibility brought to the island external capital: investments were put forward on public and private housing as well as on infrastructures able to sustain tourism. Increase of the registered number

of houses, starting from last decade, makes Pantelleria an area with an “elevated touristic vocation”.

The new touristic flow increases the request of typical local products, and among these, the most required product is “passito di Pantelleria” wine, nowadays also produced by many of the VIPs, owners of homes and lands in Pantelleria.

The changes have substantially modified the island’s economy with undoubted benefits for the activities carried out. The turmoil that was therefore recorded for tourism as well as for the more recent wine- wine-growing sector, was not accompanied by an adequate infrastructure development, nor it was favoured by significant public administration measures.

The island of Pantelleria represents an example of how the interaction between agriculture and territory brought to life and developed, on the island, in a medium term period, a touristic sector that allowed relaunch of quality wine-growing production.

THE HELICOPTER ROLE IN THE TOURIST DEVELOPMENT OF POOR ACCESSIBLE AREAS

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Key words: helicopter, tourist development, demand model, stated preferences survey

Abstract

The transport system has a strategic role in the tourist development of some areas. The development of the tourist sector closely depends upon the availability of an effective transport system (infrastructures and services). In fact, lots of areas have a high level of tourist appeal but a poor accessibility.

The aim of the research is to estimate the potential tourist demand for fast transfer services by VTOL (Vertical Take Off and Landing) machines, in order to increase the accessibility of areas that have a high level of tourist appeal.

Helicopter can fly at low altitudes via its own routes without interferences with other transport modes. So, the diffusion of helicopter transport services could contribute to reducing the congestion of airports and the travel times for short mid-haul trips (200 - 400 kilometres). Moreover, the helicopter is the only aircraft capable of vertical take off and landing, which makes it very suitable for reaching poor accessible and isolated areas (such as minor islands, for example).

The survey area of the research is the Sicily, that is characterized from several and different resources (natural-environment, architectural and archaeological resources, etc.).

In order to estimate the potential demand a model will be calibrated. This model, based on the "discrete choice theory", allows to link the users modal choice with the level of the fast transfer services and the socio-economic attributes of the potential users. In particular, a stated preference survey will be carried out submitting a questionnaire to a stratified suitable sample of potential users, in order to calibrate a multinomial logit model able to estimate the users modal choice among the alternatives: private car, public transport, fast transfer services by VTOL machines.

The sample will be interviewed through a questionnaire, that will be composed in two parts: a first section (Revealed Preference phase) deals with the socioeconomic characteristics of the decision makers; a second section describes the helicopter option and asks to the respondent to express his opinion about this alternative transport system compared with the other alternatives.

The third part contains the SP (Stated Preference) exercises submitted to the sample. They consist in choice games requiring the decision-maker to opt for one of the proposed alternatives.

The results of the calibration process will be an useful tool to estimate the variables influencing the users modal choice, in order to justify the provision of funding from government to support the use of VTOL machines for fast transfer services with areas that have a poor accessibility.

ECOTOURISM: A NEW TYPOLOGY OF TOURISM. CHARACTERISTICS AND POTENTIALITY OF DEVELOPMENT IN ITALY

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Key words: ecotourism, nature tourism, experiential tourism

Abstract

This research focus attention, at first on the ideologies of tourism that has become one of the fastest growing sectors of the tourism industry, with a growing annually by 10-15% worldwide. The ideology of ecotourism advocates a style of life that postpones to two current historians of experiential and existential tourism; the importance of the return to the nature, that gives us insight into our impacts as human beings and also a greater appreciation of our own natural habitat, or better of the authenticity of human existence.

In this moment, ecotourism market shows the following elements:

1. A segment in rapids growth. The world organization of the tourism (OMT) esteems that ecotourism represents the 2-4% of the whole world tourist market and with a potential of annual growth around 20% (The International Ecotourism Society, www.ecotourism.org)
2. In many developing Countries with a consolidated ecotouristic industry, the segment has seen a strong growth of the number of visitors accompanied by an increase of the proceeds produced by these last ones.
3. Many developing Countries, with tropical virgins ecosystems, uncontaminated beaches, archaeological rests, want to strengthen this market of niche and many Countries that are investing in the ecotourism what mean to attract foreign capitals with the purpose to relaunch their economic development.
4. In the moment in which local communities have acquired the awareness of the economic benefits of the ecotourism, they are motivated to protect their natural resources and to adopt the due behaviors [(the motto is "Wildlife pays I know wildlife stays" (se paghi la natura questa rimane)].
5. Ecotourism constitutes a valid element of push to the formation and environmental guardianship and interpretation of the nature. It is strongly directed to the preservation and guardianship of the protected areas and it needs public and private funds to such end.

One of the peculiarities of ecotourism are to be able of leaving in the local economies up to the 95% of the sustained tourist expense, contrarily of what happens to the other typologies of tourism organized in which 80% of the expense sustained by the tourist are distributed among aerial companies, hotel and other tourist operators (M. Honey, TIES,2004).

In the second part of the search the Italian ecotourism market is analyzed. Ecotourism in Italy is remarkable with the ability of annual growth that reaches 20%, while the annual growth of the traditional tourism is equal to 4,3%. Particularly, the frequenters are underlined, the typology of their titles of study, their distribution for receptive structures, the origin, the preferred activities, etc..

In conclusion, this contribute wants:

1. To spread the values of ecotourism, giving a recognizable economic value to the nature without destroying it.
2. To develop a tourism that strengthens the protection of the nature and the culture, that creates less environmental impacts.
3. To give some possibilities to refine the tourism of traditional nature.
4. To address the local authorities, the private operators of this sector and to underline the most emergent problem list in the Italian market in comparison to the other markets.

“BORGO PANTANO”, AN IRT PROJECT FOR SICILY BETWEEN TRADITION AND INNOVATION TECHNOLOGIES

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Key words: rural tourism, Sicily, GIS

Abstract

Since the second post-war, the recent history of Sicily has been characterised by a continuous depletion of the natural and historical Mediterranean landscape due to the unauthorized building often controlled by the expansion of the Mafia. Such trend was even more systematic along the coast, in the maritime villages and in the inland regions, where the new building, the uncontrolled development and the asphalt works have disfigured the landscape and wiped out important testimonies of the past.

So rather than the traditional tourism directed to bathing areas, minor islands and art towns, the new forms of Integrated Relational Tourism (IRT) are the most compromised. Indeed, in the rural areas the historical landscape, as well as the territorial memory, has been modified often due to the migratory phenomena of the last sixty years. Nevertheless, a significant part of the coastal and rural landscape of the island has been saved by the radical transformations of the 20th century: a large part of it is indeed still undamaged and constitutes a substantial resource for Sicily. For instance, lots of rural villages, abandoned since the post-war, are fairly restorable.

However, only some of them are coming back to life thanks to the devotion and perseverance of a few men who are carrying out projects of sustainable tourist development. Among these projects one of the most important is focused on Borgo Pantano, a rural village of the Tyrrhenian-Peloritan region, harmonically integrated in a quite intact agrarian landscape.

The area is characterised by a cultivation mosaic of olive-grove, vineyard, orange-grove and several kinds of orchards. The hamlet, which lies in the administrative division of Rometta, dates back to the fifteenth century and comprises about forty houses. The church, located in the centre of the village, is dedicated to the Madonna of the Graces. It is a meaningful example of rural architecture and one of the oldest of the whole district. The last inhabitants left Pantano in the Sixties. From then the village has been abandoned for decades till a descendant of one of the old inhabitants decided to fulfil a dream: bringing Pantano back to life. So far the project has been promoted by the society “Incanti & Memorie” in partnership with OSETT (Observatory for the Economic and Tourist Development of the Tyrrhenian).

The village has been added to the MOTRIS list, as the project is already being carried out. “Incanti & Memorie” shares the IRT aims of economic re-territorialisation, social recontextualization of regions and recomposition of cultural identities. Moreover, Pantano project was the first in Sicily to subscribe an Ethical Protocol for the restoration of the village, it was proposed to be registered in the Sicilian Region's REI (Register for Immaterial Heritage), and has been subject for three graduation thesis.

Progetto Pantano aims to recover not only the buildings but also the traditional culture of the village. The purpose is in fact to recover as much as possible the existing elements in order to restore the village to its original appearance and its ancient productive, agricultural, cultural and religious functions. In order to reach this aim, the restoration plan is based on the development of a Geographic Information System (GIS) project to correlate the manifold aspects characterising the history and culture of this territory.

The final endeavour is to fulfil the restoration of the old houses as tourist accommodation, recovering at the same time the typical production of the village, so protecting the tangible and intangible values nowadays put at risk by the globalization process.

TERRITORIAL INTENSIVE PRODUCTS AND QUALITY TOURISM EXPERIENCES

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Key words: territorial intensive products, cultural heritage, local identity, sustainability

Abstract

Tourism demand appears more and more characterized by a change in the motivations and behaviours within tourist consumption experiences. In fact, tourists show an increasing interest for all those forms of experimental tourism that permit them to rediscover the sense of identity of places through tradition and direct contact with the local people. Some scholars have defined this behaviour as the 'Hermann Hesse Syndrome' to indicate the tendency of tourists to mingle, wherever possible, with the local community seeking to understand the place visited by means of stories and the participation to the host people daily life.

In this scenario, typical products have a significant influence in formulating different types of tourist packages and excursions. In fact, many typical products are simultaneously an expression of the culture of a territory and a reservoir of traditions deeply rooted in antiquity, vehicles for handing down from generation to generation the habits and customs of a population. In other words, paraphrasing the pattern of Giacomo Becattini, 'the typical products and the territory perform reciprocally', in continuum that sees the one tied to the other and vice versa.

From what has been affirmed so far, typical products can be defined as 'territorial intensive products'(TIPs) since they contain a strong reference to the territory in which they are produced. They represent on the market a geographic area, its traditions and its cultural heritage; they identify a local community and its identity. Therefore, territory and its uniqueness are their most important and distinctive characteristics.

The exploitation of TIPs can be used to develop alternative tourism, that is all the forms of tourism that set out to be consistent with natural, social and community values and which allow both hosts and guests to enjoy positive and worthwhile interaction and shared experiences. Then, they can be used to enrich a tourist package or even became the exclusive attraction of a destination. In both cases TIPs are able to characterize the tourist supply of a destination, offering to tourists a quality tourism experience in terms of sustainability and authenticity.

This paper considers this topic in order to emphasize the importance of the TIPs in helping to develop new forms of tourism in the Mediterranean area.

PROMOTION OF THE HERITAGE TOURISM BY THE CERTAIN DESCRIPTIONS OF HISTORICAL FACTORS AND INFORMATIONAL METHOD

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Key words: heritage tourism, planning and promotion

Abstract

The significance of landmarks in the developing tourism of a country. Landmarks as tourist attractions. Creation of a country description by sight heritage. Promotion of the heritage tourism by the certain descriptions of historical research and informational method.

The topic is divided into some directions based on the research from different angles which will be classified as followings:

1. To carry general research on national and state property and touristic resources of all-inclusive countries. This overall knowledge has great significance for students studying tourism. The information can also be obtained virtually, from guidebooks, and from internet resources. The awareness of history is a common demand.
2. To research toponymical origin of those properties- cities, monuments, landmarks , historic sights and so on based on linguistic aspects. The Foreign language background, getting the profound linguistic knowledge. Classes on the language history. Proper communication skills and acquisition of the certain information providing abilities.
3. To prepare internet based or lively taken photo or video gallery of these properties with the subtitles containing appropriate information that can be a brief guide for the travelers. This aptitude is one of the most important for the tourism studies. Creativeness by adopting a new set of aesthetic values and a new image that leads to a certain model of a country. Advertising and tourism marketing lessons. The marketing strategy, planning and execution of the total marketing operation.
4. To apply the historical – comparative, cultural integration approach and their influence or traces. Geographical transfer and collisions. Regional, cultural contact. Culture studies on the aspects of regional, historical and linguistic influences.
5. Further, possibly to arrange individual excursions to the museums or field trips with the intention to get more vital research. Classifications of the museums according to the purposes of exhibited components. The identification of elements with common characteristics based on the historical periods and the cultural changes. A common ability of the recognition of architectural structure of sights on the historical bases.
6. To make a statistical survey about the reservation of property for the touristic purposes. Classification and promotion of the certain sights and landmarks internationally.
7. The role of property in the growing tourism sector of the country or development of tourism according to historical and cultural features. To carry out theoretical analysis of this factors.

TOWARDS DEVELOPING QUALITY-BASED STANDARDS FOR THE TOURISM PRODUCT

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Key words: quality, quality-based standards, tourism product

Abstract

In the age of globalization and the diversifying tourism environment, quality in tourism has become one of the most important sources of competitive advantage if tourism wants to achieve a sustainable future.

For success in the tourism market, a tourism enterprise/destination has to make sure it is providing the goods or services that the customer wants. This leads to customer satisfaction and a suitable level of profits. The extra profit generated enables, in turn, tourism enterprise/destination management to invest in upgrading facilities to the customer and in training schemes, as well as, creating innovative business environment for tourism services improvement. This can only be achieved through the development of quality-based standards for the tourism product. Several attempts have been made concerning developing quality standards for tourism services. However, quality-based standards for the entire tourism product are still lacking. Therefore, this research is important as it investigates the quality standards adopted or developed by various countries including Egypt and then it provides suggestions for quality-based standards for the tourism product.

INTEGRATED EXPLOITATION OF THE ARCHAEOLOGICAL HERITAGE OF THE MEDITERRANEAN SEA

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Key words: values of the Mediterranean, local development, promotion of tourist, archaeological heritage

Abstract

Along the coasts of the Mediterranean Sea is frequently to find a high concentration of archaeological areas, particularly medium-sized cities and large-sized cities, while in inland archaeological artefacts are related to isolated settlements or medium-small cities. This rich archaeological heritage features territories as regions with high tourist vocation, and represents the intensity of relationships that are interwoven from antiquity through the coasts of the Mediterranean Sea.

The colonial expansionism, rather than a territorial empire, was a domain built on sea routes with numerous ports, territorial form of a maritime trade. The presence of a high number of large urban settlements has characterized the Mediterranean basin as a "middle sea" between the Middle Eastern and Western cultures, and found in Sicily a cultural and geographical crossroads.

The archaeological finds - and the archaeological areas of large urban settlements in particular - give the character of society, its lifestyle, its shared values. The cities, as the highest expression of the culture, are documents of high value information, able to return much more detailed interpretations, which show the relationships with different social systems.

The archaeological finds show the images of the cities characterized by specific attributes. The cities also show similar features between them. The maritime trade enabled the relationship between the cities - cities also very distant between them. The different cultures and religions spread, and the conquests of science and technology are moving to the Mediterranean Sea. Western culture was born. Besides the urban language, the language bears witness to a vast Mediterranean koinè; for over four centuries, for example, the greek is the language spoken by the Etruscans, Phoenicians, Romans and Puni.

We need to rethink new ways to enhance the historical and intercultural value of archeology. To achieve the promotion of the archaeological heritage of the Mediterranean we have to assess the international level.

We must have an integrated approach to cultural promotion. On the one hand the objective is the reconstruction of relations that animate the territories and the Mediterranean basin, and the other objective is to open the fruition of the archaeological heritage in a contemporary and international audience.

An integrated approach offers the opportunity to establish a fruitful connection between cross-border systems for the reconstruction of the ancient - but still current - Mediterranean koinè in a cultural mediation of civilization, development and peace.

NGO AND THE MANAGEMENT OF THE INTEGRATED RELATIONAL TOURISM

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Key words: Integrated Relational Tourism, management, NGO

Abstract

Recently the Integrated Relational Tourism Theory is becoming a followed approach to delineate a new paradigm for the development in the Mediterranean countries.

The application of the IRT theory was successful experimented in some countries with the full participation of local enterprises and Institutions, but since now the asset of the local management should be well defined.

The purpose of this paper is to delineate the territorial actor that is most appropriate to build and manage the tourist system based on Integrated Relational Tourism theory.

To achieve this aim, we start from the definition of IRT, comparing with other theory and similar approaches as Responsible Tourism, Social Tourism, Sustainable Tourism identifying similitude and difference.

Secondly, we will try to define the role of the actor that could better manage the IRT, considering him as a metamanager of the tourist destination, or the "system's architect". This figure should be an overall guide for the different subjects operating in the same territory. It also allows and facilitates the process of shared decisions, structures and sources and enables the management of an integrated local tourist offer.

In the attempt of searching for the legal status that is more indicated to fulfil this role, we reviewed all the potential "meta-organizers" proposing the association as a preferred model to be followed. In this category is included the Non Governmental Organization (NGO) for the positive influence on the efficiency of the metamanager.

The functions that an NGO should carry out to manage the IRT successfully, are analyzed in this paper. The main idea is based on the service centre with a multifunctional structure that handles the relationship among operators, Institutions and local population.

In this way, NGO's should have a deep knowledge of the local context in which they will operate. Their activities could contribute to the local identity definition through the valorisation and the turistic fruition of the local heritage. The NGO social capital, i.e. the human resources, is mainly moved by voluntary work, one of the values that can better contribute to the quality of local life. Besides, the NGO's could perform a proactive role in the local shared development, taking profit of the exchange process, and could express their commitment especially in the qualification of the touristic offer/demand. The NGO goals looking at the improvement of IRT approach should be planned and oriented considering sustainability, sociality and responsibility logics.

A VISION FOR THE CITY OF DEAD: AMONG NEW LOCAL DEVELOPMENT POLICIES, CULTURAL HERITAGE, TOURISM AND GOOD GOVERNANCE PROCESSES

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Key words: cultural heritage, sustainable tourism, vision, bottom-up development, regeneration strategies

Abstract

City of Dead, the widest and most ancient cemetery of Cairo, hosts, starting from the ninth century, many "inhabitants", starting from the massive immigration from rural areas bordering Cairo, and then as a response to the impressive, massive urbanization that, together with a constantly increasing demographic index, made of Cairo a metropolis with an unsustainable density, producing, beside other effects (traffic, pollution, soil consumption, etc.), a huge number of homeless.

In a world in which homologation of cities, disguised under the word development, hides the slavish acquisition of imported development models, it is important to work in order to defend uniqueness and differences and to convey it to governments, either local or national, as a policies' framework, based on their resources and identity, is the only way to follow for to attain a real and sustainable development. In this trend it is placed this International Action-Research project "Living in the City of Dead"; an Italian-Egyptian bi-lateral project between Polytechnic of Milan and the University Ain Shams in Cairo.

The purpose of the project is to overcome the partial and reductive vision about City of Dead as a "plague" of Cairo and make it reconsider as means of extraordinary resource, either cultural or ethno-anthropological. Thus the deep aim of the project is about valorising it as cultural heritage to preserve with all its social, architectural and environmental systems, viewing it as an experimental context on which it is possible to test new strategies and development models for Cairo of tomorrow.

The project works on several levels, starting from a detailed study of the site, of its problems and potentialities, it proposes the structuring of governance process leading to a new Vision (project) and to the definition of relevant policies for City of Dead: policies in which the inhabitants are considered an active part in the retraining processes.

Moreover, on a parallel plan, it is brought forward a field work with the inhabitants, for assisting them to form into a recognizable Association and to develop a circuit of Integrated Relational Tourism within City of Dead. This point is starting from the deep belief that this kind of intervention can generate new informal micro-economies, capable of gradually improving the inhabitants' socio-economic conditions.

Consequently this is a project with a strong trans-disciplinary approach, which weaves the themes of valorisation of local heritage either material or non material, of the policies designed to pursue a sustainable and lasting development through new ways of interactive planning and of tourism as a bottom-up development engine.

The paper outlines the project, the working methods and the first achieved results.

LOOKING FOR CAVE DWELLING ROUTES IN THE MEDITERRANEAN GUIDELINES TO TRANSLATE A BASIN'S IDENTITY INTO A TOURISTIC ATTRACTION

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Roberta Varriale

Key words: underground, carved cities, sustainability, identity, internal areas

Abstract

From a underground attitude to a urban identity Mediterranean underground has a pervasive role within the metropolitan scenario because even if it includes many aspects of the construction of contemporary cities such as it happens worldwide, in the basin, sometimes, the aboveground space happens to be the basis itself for the city experience. In fact, if underground in the form of caves has always had a prevalent role during the initial urban steps worldwide, in several internal areas this relationship is stronger and long-lasting.

Common social, cultural, economic and climatic aboveground problems, have been dealt with and solved through the construction of the underground cities and underground's potentialities happened to be the answers to these urban needs in a very extreme way: underground was itself the place chosen for urban settlement.

The idea of negative culture building became very popular in the basin in order to face and solve common social and climatic conditions and it carries on very personal connotations, much more influenced by the subterranean location than by the local aboveground town planning approach: the local dominant building knowledge was reset and new building rules were adopted to remove seasonal climatic effects, offering safety for inhabitants and storage of perishable supplies.

Underground had an important role in many phases of urban settlement and the development of underground spaces and networks was used to face natural and human adversities, to practice forbidden religions, to deal with resource scarcity in internal areas.

In contrast to this predominant role in the construction of the Mediterranean identity, nowadays many of these sites are abandoned, far away the touristic routes.

The presented paper aims starting from the analysis, following an approach of urban and environmental history, of these sites to use them as an interpretative key of a common urban attitude. In fact it seems that, far away from the stereotype which sees the underground and the aboveground worlds as opposite as the dark and light, we would like to promote the development of these locations in order to enlighten tourists on the Mediterranean urban experience. The carved cities: the transaction from a urban experience to the proposal for a touristic route.

Southern Spain, internal France, deserted Tunisia, Syria and the terrific Cappadocia define the perfect interpretative contest for the study of the latter Italian site in a rural, internal and abandoned area near Matera, straddling the regions of Puglia and Basilicata. All the listed examples of carved cities demonstrate the ability in creating spaces basing this and architectural experience on an appropriate management. In all the analysed cases a great attention was paid in the balance of natural elements, in the respect of the pre-existent environments, in order to create a sustainable urban development of lacking in resources areas. On the base of this acknowledgement the presented paper aims to depict the transformation from a theoretical model to a proposal for a touristic route, starting from an history of architecture approach. The study will plan a ideal tour, a cruise in the Mediterranean integrated with local journeys, with several routes in order to gave tourists the opportunity to visit these places full of history, culture and natural assets, melting with local hospitality and culture. After having composed the framework of areas, the case study will focus on the area of Matera's Sassi and Gravine. This internal area of Southern Italy, is a good example of the above mentioned cultural identity, it is rich in history, art, architecture, it is a perfect example of a internal Mediterranean habitat. More its use for urban purpose shows the attitude to organize spaces into a system capable of achieving both local culture and economy but is not a popular touristic attraction yet.

As a conclusion, the presented paper will study the process which led the basin's cultural inclination to the use of underground spaces for urban purpose to an expression of its urban development style. This attitude is suitable of development in the touristic sector of internal areas, in cooperation with local residents and public management. A new prospective which can contribute to cover the economic gap between costal and internal areas.

THE POTENTIAL OF EXPERIENTIAL MARKETING TO PROMOTE THE NATURE RESERVES OF SICILY

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Key words: nature tourism, sicilian nature reserves, experiential marketing

Abstract

The natural heritage has been a major resource for tourism for a long time. In Italy, for instance, national parks have become attractive for a kind of tourism that has however shown similar characteristics to those of mountain tourism for a long time. The history of Parco Nazionale degli Abruzzi or Parco nazionale del Gran Paradiso show it clearly.

In the course of time - because of the change of communities' interests and the increased attention to the values of environment and culture, the concept of protected area has evolved and paved the way for new forms of protection which often combine natural and anthropic features. Then flows of tourists and excursionists have started visiting those areas in search of educational, escapist, aesthetic, or simply entertaining characteristics, which can clearly be entered in a grid of variables in Involvement and Participation Scales.

Considering that any compelling experience is similarly a mnemonic place, a tool aiding the creation of memories, distinct from the normally uneventful world of goods and services [B. J. Pine, J. H. Gilmour, *The Experience Economy*, Harvard Business School Press, Boston, Massachusetts, 1999], protected areas must develop the capacity of developing this quality.

Sicily has remarkably improved in the promotion of its protected areas, and now it has more than 70 nature reserves and marine protected areas. Many of them present interesting attractions, not only related with nature, but often connected with the social and economic history of Sicily, as the "Riserva naturale orientata Oasi Faunistica di Vendicari" and "Riserva Saline di Trapani e Paceco" show. The way natural and anthropic attractions can be visited, their promotion, activities organized in, measure the possibility of interaction between guests and places.

Starting from a study conducted by a vocational training center, ANFE - in the framework of the project 'SiciliaNatura', the research aims at devising a measurement/assessment system for the experiential characteristics applied to Sicilian nature reserves.

The study is a propaedeutic work toward an activity of education due to lead to a unique system of touristic offer and distribution.

An analysis of the activities organized in the areas, the organization of spaces, the communication of peculiarities, shows in which way management cares of sensing, sharing and performing: the main activities related to an experience of visit.

Starting from the consideration that tourism is a "non sector", the experiential vision can help including protected areas in group of products of different sectors, consenting the definition of levers of marketing.

CANDIES AND SUBMARINES. A COCKPIT TO HELP IN DESIGNING AN ASSESSING TOURIST POLICIES

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Key words: tourisms, populations, public choice, territory, planning, models, simulation, participation, communication, scenarios.

Abstract

Four considerations:

1. Tourism is an important industry, but may also be hold as a heavy-industry with tendency of becoming in many cases an economic monoculture.
2. The effects of tourism industry are both territorial and social: more than many others, tourism has together a physical and a moral impacts, it strikes places in body and in heart.
3. There is no longer the tourism, but rather there exist the tourisms, with different degrees of impacts and with different relationships with the territory and the society.
4. The tourist populations are not entities structurally different from the "residential" populations: there is a continuum of populations and - under certain conditions - some tourist populations are beneficial.

These considerations imply that the tourism policies need to be exercised by the public government, and that they are territorial and urban policies above all.

Therefore, there is the need for simple but effective decision support tools for the construction, implementation and evaluation of policies, primarily directed to the public decision-makers; such a set of tools (the "cockpit") could be useful also to the private decision-makers, to the operators and enterprises, as well as to the resident citizens, and even to the tourists, in order to understand the functioning of the system, to explore its evolutions, to keep into considerations the involved interests and the public nature of many of the "goods" put in play by the tourism.

The "cockpit" will contain:

1. An Observatory managing a structured information system organised around an updated collection of databases, offering information of different nature, capable to spatially represent and analyse this information, to connect it to periodic and programmed direct investigations and researches, and to produce a general report and specific in-depth studies; it is therefore necessary to build a set of indicators measuring the sensitivity of the territory.
2. Tools for supporting the construction and evaluation of policies with strategic value, in a public and participative dimension; such tools should allow the comparison of alternative scenarios. First of all, the tool can be used for the building of models of functioning of the system, with the purpose of assisting the public in the construction of accurate frames of uncertainty, events and of their complex relations and interactions, for supporting the decision-makers by increasing their capacity of response to unforeseen events and their ability to construct integrated and effective strategies combining decisions and actions.
3. Secondly, the tool may be used to evaluate alternatives, as it offers the understanding about which choices or set of choices can coherently reach predetermined objectives, and to verify the possible "collateral" effects of these choices. Thirdly, the tool may be used for scenario analysis and for the shared construction of scenarios: in our case, the analysis of relations among strategies and effects may contribute to the construction of true scenarios, intended as a set of actions and effects, and may allow the classification of these scenarios. 3. Effective, sophisticated and user-friendly simulation models offering quantitative responses and predictions *stricto sensu* with regard to specific and detailed choices. The tool we use for this purpose is based on a Multi-Agent simulation especially built to assess the effect of policies, based on the behaviour of tourist agents according to the offer of accommodation, sites and mobility systems at the destination.
4. Tools for communication and motivation, based on the cross-impact approach specifically designed for the purpose of modelling a decision-making context, capable of involving the relevant populations if the process of definition and implementation of decisions and policies, and allowing therefore to make them all "citizens" of the territory.

RETHINKING SICILY: SLOW LAND TOURISM AS A NEW BORDER OF URBANISM

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Key words: local tourism, tourism planning, world heritage cities, urban conservation, economic development

Abstract

In the last decade, cultural heritage and landscape played an important role in the economic dynamics and in the spatial planning process, in the urban and territorial enhancement, in the social development of the local community. The protection of cultural heritage is strongly linked to intrinsic territoriality, to the significance that a local community give it. Any society can build own future without to think own past. The role of cultural heritage in planning process and in society is expanding. Cultural heritage has often been seen as a source of national unity arising from the recognition of great architecture, monuments or achievements. Increasingly cultural heritage is seen as a much broader phenomenon which can contribute to political ideals, to economic prosperity and to social cohesion. Yet it is often precisely these features that give a city its unique character and provide the sense of belonging that lies at the core of cultural identity.

In this context, is important the role played by Unesco in the economic develop of a territory. In developing countries, the world heritage status often has not brought great wealth or prosperity to its communities. It is the large investor who benefit, while local resident become a mute spectator. As we valorize the heritage, there is less and less scope for the community to determine its future. World heritage sites, are governed by rules, regulation and managements tools, and seem increasingly to disconnect people from their heritage. When we prepare charters, plans, guide books and documentation that define boundaries to preserve the past, we must remind ourselves that we function in a society that is vibrant and kinetic, whose survival is dependant on the past, but on coping with present. A cultural landscape is very important in the new strategies of urban policies. A cultural landscape is fashioned from a natural landscape by a culture group. Culture is the agent, the natural area is the medium. The cultural landscape the result. (Carl O. Sauer, 1963)

The majority of World Heritage listed cultural landscapes are evolved continuing landscapes, where people and nature dwell together. Most cultural landscapes fit into this category: they are living landscapes, changing as the culture, climate and natural surroundings change within and around them. The character of the landscape thus reflects the values of the people who have shaped it, and who continue to live in it. The culture itself is the shaping force. Landscape is a cultural expression that does not happen by chance but is created informally or by design. The Unesco sites are the excellence that can promote a process of valorization. It's necessary to build a network of strong relations with the objective of create a cultural territorial system.

Urbanism can made a lot for "slow land" in terms of develop's strategies. The challenge is to broke with the past's policies based on "museification" and begin a new dynamic and innovative planning process that, based on conservation and valorization, get to the economic, social and cultural develop. For the tourist industry, history has become a product that can be marketed, sold and even re-created. Historic settlements and urban areas have become products for consumers seeking an experience.

This paper examines the relationship of culture, heritage, conservation and tourism development in historic towns and urban centres, debating the impacts of tourism on historic towns and the role tourism plays in conservation and urban continuity. This paper examines the case of Sicily in which eight towns included in the World Heritage List. This can means touristic develop?

TOURISTS, TRAVELLERS AND PLACES STRATEGIC ROLE OF COMMUNICATION IN THE DEVELOPMENT OF RELATIONAL TOURISM

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Key words: destination image, relational tourism, communication, identity of visitors

Abstract

The purpose of our paper is to study the role of communication in the most complete process of building the identity of both tourist destinations and their visitors.

We particularly wish to highlight the way in which communication in tourism in the Mediterranean can play a strategic role in defining an innovative way in travel, based on well-grounded values and authentic relations with the populations visited.

The strategic significance of the concept of destination image and its potential appeal to a flux of visitors was brought to light by numerous studies in tourism. Such relevance is also explained in relation to the complex tourist package, which is hugely diverse on the inside and formed by a combination of tangible and intangible elements, of which quality and congruity of the tourist/consumer's expectations cannot be evaluated before the journey itself. When evaluating a destination, the potential tourist finds themselves guided firstly by the representation of articles, friend's accounts, films, internet sites, tourist guides etc, which, apart of having a precise aim of promoting tourism, shapes the subjects decisions, inspires ideas and helps in planning the trip.

The texts themselves reflect and help determine the process of transforming experiences common to western society, which have developed over the last thirty years due to the "collapse of the great narrations of modernity".

As widely highlighted by various studies in sociological and anthropological fields, tourism is also becoming a more significant venture through which the subject organizes his own patchwork identity, characterized by belonging to more than one sector at the same time, and which translates in new styles of travel management.

We therefore take some specific examples of texts relative to the Mediterranean into consideration (advertising, guides, movies) to highlight how they combine to reveal new values in travel, far from the stereotypes of mass tourism, "everything included", and it anticipates a visitor guided more by the nature of becoming acquainted to places and orientated to a relationship with others which gives the opportunity to compare and have mutual enrichment.

FLIRTING WITH DANGER IN JORDAN

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Key words: danger-tourism, Jordan, political stability

Abstract

Political stability, at the interface of the tourism-politics interconnection, is defined as a prerequisite to prosperous tourism. Moving beyond the inherent, 'rational' assumption that political stability is vital for tourism, this presentation will examine the desire to visit the Hashemite Kingdom of Jordan, a country that is geographically and politically situated in the middle of the on-going Palestinian - Israeli conflict (Lewis 2003; Robbins 2004). Jordan is portrayed by the media as a country that is both exotic and stable.

Yet different police forces are ubiquitously present in Jordan: in the souqs (markets), on the beach, at tourist sites, within the border area. Indeed you cannot hear detonating bombs, witness gunshots, but the presence of the police forces strengthens a certain sensation of simmering fear. Discourses of peace, reflected in the name of hotels (Peace Way Hotel in Petra), shops (Land of Peace Gift Shops), organisations (Our Lady of Peace Center) instead of bringing a reassurance of safety and stability, further underline a feeling of uncertainty, evoking flirtation with danger.

Tourists who travel to and in dangerous places either to satisfy their curiosity and experience conflicts first hand or to show support be it political, ethnic or religious as well as tourism to tumultuous locations is an under researched genre of tourism. This presentation discusses 'danger-zone' and 'politically-oriented' tourism by examining danger-zone images concerning Jordan, images that contradict the much-heralded international description of a stable country in the middle of a conflict-laden region. I argue that Jordan is a sophisticated place that draws cultural and heritage tourists on the one hand, but it also entices 'politically - oriented' (Brin 2006) or 'danger-zone' tourists (Adams 2001). I argue that there is a discrepancy between the portrayal of Jordan as a stable, safe and secure country and the ubiquitous presence of armed police and tanks at tourist sites, as well as the hefty road and hotel security procedures.

While this latent instability may represent a deterrent factor for mass tourists looking for just sun and relaxation, it does entice 'danger-zone' and 'politically-oriented' tourists ready to have their adrenalin flowing while flirting with danger.

THE MULTILEVEL COMMUNICATION MODEL APPLIED TO LOCAL TOURISM SYSTEMS: HOW TO MANAGE A COMPLEX NETWORK OF RELATIONSHIPS

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Key words: Multilevel Communication, tourism local system

Abstract

Although there is a really important scientific production about the local government policy making and the local tourism systems, there is not any specific study either about the communication among policy actors or about the quality of internal relations in the territorial system.

The objective of our work is to underline the crucial matters of the intra-organizational communication, almost when we have to manage a complex system based on the relation between local actors and local stakeholder. Indeed it is very important to understand the local relational flows in order to organize good examples of local development strategies.

For organizational communication we intend the processes of messages exchange in the different relational networks which form the organization.

Different studies about the communication and relational flows in complexes structures prove the great relevance of the intra-organizational communication, which are bottom almost in four situations. First the internal communication is fundamental when we have to enounce human resources. Secondly, the communication inside the organizations is important when there are specific instructions for the staff organization. Besides, it is obvious the prominence of the communication in decisive moments, when it is useful to manage in the best way the hard time. At the end we have to underline the role of intra-organizational communication when we have to guide the relational flows among the whole territorial system.

In order to evaluate internal and external communication flows of governmental tourism promotion agencies, in this work we want to apply a multilevel analysis method, initially created for companies, to local governmental agencies which care about the tourist policies. The multilevel analysis method we are going to utilize will be very useful not only to govern internal relations' flows, but also to deal relationships with the other subjects of the territory.

This method through a multilevel analysis of the communication flows is able to evaluate the level of the internal communication of the organization and the level of the communication between the organization and its stakeholders, which are the main subjects involved in the territorial promotion.

On the basis of this model the communication has the aim to develop cognitive, affective and behavioral effects. In the first place, applying this model to the local tourism system, the communication has to create awareness. In the second place, it has to generate a confidence relation between local tourism systems and the other social actors involved in the policy planning. Last, the communication of local tourism systems must be able to guarantee the right flexibility of local development.

So, our study through this multilevel communication model wants to delve into the role of communication flows in the territorial policy making. Indeed, for the government of very complex processes, it is necessary to improve internal analysis functions in the organizations in order to obtain performance more effective and efficient.

CINQUE TERRE NATIONAL PARK: A MODEL OF RELATIONAL TOURISM INTEGRATED BETWEEN TRADITION AND INNOVATION

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Key words: Cinque Terre, terraces, development, sustainability, innovation

Abstract

In the eastern part of Ligurian Riviera, in the province of La Spezia (Italy), five small villages cling on a rocky territory overlooking the sea, enclosed between two promontories: they are the marine villages of Monterosso, Vernazza, Corniglia, Manarola and Riomaggiore, best known like Cinque Terre.

Their seacoast, belonging to a marine protected area, is characterized from amazing and picturesque terraces, with the secular dry-stones extending for thousands of kilometers.

These terraces had been built since thousand years and mainly cultivated as grapevines, creating a unique landscape, so to be inscribed in the UNESCO World Heritage List. They were risking to disappear, during '20s, because of the difficult job conditions, the inhabitants of this area began to abandon their lands. The depopulation caused its degradation, the landslides undermined the terraces and the traditional techniques of cultivation ran the risk to be lost.

From 90's the landscape of Cinque Terre changed again, thanks also to the institution of the National Park, that promoted the safeguard of the landscape through an imposing deed of requalification of the territory, revitalizing an area that risked to go destroyed. The innovative plan of conservation contemplated the reconstruction of the terraces, giving new impulse to a good quality agricultural production, mainly the grape growing, based on the rediscovery of the native grapevines. The positive effects of the reconstruction of the dry-stones interested also other cultivations like olive groves, medicinal plants, tomatoes, lemons and basil.

The recovery of the terraces and the differentiation of the agricultural production have gone hand in hand. Moreover, the Park has chosen to invest in renewable energies and new technologies, bringing telecom innovations and becoming one of the advanced tips in the IT field.

Through the environment protection, the use of territorial marketing that values the quality of the products and the investment in the hi-tech, the Park managed to requalify the tourist offer through the rediscovery of the traditional values and the local identities deep seated in the territory, becoming a destination for important flows of international tourists.

The Park, even if keeps an extraordinary ability of protection, has also become a company that closes its balance with a profit and assures the full occupation in the territory. Such an experience has assumed also a strong symbolic value, becoming the symbol of local development model.

The aim of the present job, therefore, is to demonstrate how a correct management of the territory, carried ahead both with a business spirit and with a particular attention to the environment sustainable, is able to throw again an entire productive system: economic increase and social development have gone hand in hand, having allowed the conservation of an ancient inhabited area and the recovery of traditional knowledges, but with a modern spirit capable to receive the opportunities deriving from the technological innovations.

RELATIONAL TOURISM: CHALLENGES AND CAPABILITIES

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Key words: destination, relational tourism, sme

Abstract

The observed changes in the orientation of tourism demand, both in taste as in the needs and preferences of the tourist consumer, in the last three decades, have brought to the birth of new ways of interpreting the tourism phenomenon, among these we highlight the Relational Tourism, phenomenon that can be perceived as human-scale tourism, clearly based on territorial, cultural and environmental constraints that include travel formats such as rural tourism, cultural tourism, farm tourism, environmental tourism, tourism, outdoor activity and many new ways, which have shown an important quantitative growth of Relational Tourism demands in Europe and internationally in the last decades, offering an alternative and increasingly more appreciated tourism to the traditional depersonalized and mass consumer oriented one.

In view of these potentials, the trees should let us see the forest, meaning that the peculiar characteristics which have led to the rise and triumph of the relational forms of tourism, could simultaneously lead to its decline and failure. Being a human-scale tourism, travel services depend heavily on both the benefits offered, usually from small size companies or EMS, and also on the interaction with the context. Occuring in a particular territorial context and depending on the local culture and customs, Relational Tourism needs also shared infrastructures and equipments (communications, transport, health, safety, energy, water, etc.), land, public services and local suppliers, which imply a high demand for efficiency and quality. In this research, we perform a thematic overview of the previous topics. We begin from the characterization of Relational Tourism and its place within the Theory of Tourism. We then describe the changes and mutations of the orientation of tourist demand and its impact in view of Relational Tourism, later to go into the business and territorial challenges that Relational Tourism faces to reach maturity, taking into account the holistic view of current tourist areas and the difficulty of companies to meet some requirements.

The overview concludes with a reflection on the measures and mechanisms to respond to these challenges. In order to address these problems, the possible solution is to emphasize the relational dynamics among regional tourist operators, administrations and public institutions and local people, who play primary roles in Relational Tourism. It must respond to fragmentation with relatedness and cooperation, promoting a dynamic clustering of cooperation among the tourist SPWP, following the logic of shared destiny.

Nonetheless it's essential that Public Administrations promote regional frameworks of cooperation between public and private land agents and are heavily involved in the improvement and efficiency of regional infrastructures and equipments.

At present, we can observe a certain euphoria about tourism in international media, many areas and territories in developing countries and their surrounding neighbors turn their attention to tourist phenomenons, looking at the apparent ease of Relational Tourism response to growing socioeconomic demands. But Tourism now more than ever appears to be a complex phenomenon (and Relational Tourism is no exception) that seems to require a holistic view and complex mechanisms to be understood. Hence the need to focus on a topic of obvious actuality starting from a clear statement, Tourism should be a solution and not an added problem.

CAPE TINDARI: CHANGING PANORAMA THROUGH CENTURIES

Maria Gloria Cali

Key words: Tyndaris, North-eastern Sicily, historical landscape

Abstract

Between 2005 and 2007 many scientific researches were carried out around the Tindari headland, along the north-eastern coast of Sicily.

The ancient settlement of Tindari, founded in 396 B.C., according to literary sources, by Dionysus of Syracuse, lived until the ninth century A.C.; it expanded on the upper level of a promontory subjected to relevant geomorphologic alterations, brought about several factors: tectonical and geological variability of the whole system, sea streams, and changeable conditions of the rivers flowing into the sea around the same promontory. Archaeological excavations led in this area from fifties had brought to light some private and public built-up areas, showing several particular, sometimes puzzling, elements in their development.

In ancient and medieval periods, the historical landscape around Tyndaris was marked by dynamical relationships between natural resources, geomorphologic characters and human communities. Such landscape includes the infrastructures functional to best transports of the coastal and inland resources: primary and secondary roads, and the "harbour", considered as system of built and natural structures for shipping placed along the shoreline.

Basing on the information collected during recent researches on and around Tindari site, is going to be defined an agreement among sicilian university institutions, the local superintendences and private enterprises, to carry out a long term project, elaborated and coordinated by the author. In a first phase, the program foresees a multidisciplinary and diachronic approach to the coastal landscape, studied under different scientific points of view: environmental geology, geophysics, archaeology, archivist; all these scientific researches are applied to the territory and also to the sea depth. Integration of several researches will be helpful to improve quality and amount of available informations about the landscape, clearing up interactions between anthropical and natural factors operating in it and, last but not least, to get over barriers between terrestrial and underwater scientific researches.

As a second step, the project will "give back" the scientific results to the territory, in order to protect cultural and landscape values from threat of damage or disappearance and also re-used as economical resources.

Firmly believing that enlarging knowledge is one of the best ways to exploiting cultural heritage, it will be planned a system of information about data coming from researches: printed publications, video, cd-rom, web publications, and so on. The information will aim to reach various targets: a large public of educated persons, but also scholars and scientists.

The project includes also enterprises for visitors interested in cultural heritage, and for students: organizing exhibitions in historical buildings, in urban or rural spaces; planning thematic itineraries to visit emerged and submerged sites of relevant importance; planning an adaptable system of information and logistic help for visitors. With regard to this subject, the project includes other sites relevant for archaeological or naturalistic matters, scattered on Mounts Nebrodi inland territory, that frame southward the coastal territory with their wooded edges.

Finally, the project will involve the local industry which will play different roles; the most relevant is divulgation, through the production of a special line of objects recalling ancient models for their shapes and decorations. Teachers and students could be involved too in a sort of permanent laboratory, annexed to one or more pottery industries, for courses or exhibition about ancient pottery modelling and decorating techniques.

The present project aims to reconstruct the historical landscape; for this reason people living and working at present in the real environment must be involved as they are the "living memory" of the past times, working now for a qualitative development and for a more conscious approach to visitors.

THE CITY INTANGIBLE: PALERMO

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Key words: Palermo, tourism, local history, culture and the intangible heritage

Abstract

Becomes increasingly difficult the process of analysis and intervention in our city: stratified for ever, subject to constant changes in physical, social and economic, now inside the vortex of globalization and the media battle that calls loudly more competitive and more determination in the defense of a precarious and often so overwhelmed by the rush to imitate the great capitals of the international scene.

Cities with strong historical and artistic attraction while benefiting from a wave that tourism has increased the local economy, but on the other have, therefore, had a serious fallout on the people who are living well with you a sharp increase in the price of real estate and public services, bars and restaurants, as well as an increase in traffic noise and vehicular pollution. This led to a depopulation of these areas, overwhelmed by the phenomenon of gentrification, have lost their soul life by changing the use of these areas.

Not only stones became a city, he understood the writer Italo Calvino, with its "invisible city", the most scientifically analyzed the urban planner Kevin Lynch in "The image of the City" by stressing the environmental aspects, sociological, psychological and perceptive through which the individual law the urban space, he stressed the organization through the establishment of UNESCO in 2001 of Masterpieces of the Oral and Intangible Heritage of Humanity.

But the phenomenon of protection of the most intangible and least tangible is something that is catching on even by those who work in the field, and this has also led to the emergence of new guides that highlight the most unusual of the city, guides anecdotal, that speak of "human monuments" different because not written by travelers, but by the people, to better describe the style of native life and invited to observe the city not as a museum, but with an emphasis on the human community, a different approach to travel, no longer passive, not a visit to "place card" but a route that will turn into an ideal dialogue with people. Not an ethnographic or anthropological study, but a meeting that takes into account the habits, customs, culture of the place, respecting traditions and ways of life.

The city of Palermo has throughout its vast territory a heritage of values, intangible, impalpable, symbolic, often impenetrable sometimes controversial considered marginal but which we must protect them because without the face of the city will remain disfigured. From the bowels of the old town, the ancient seafaring villages, the mystical bond with the Monte Pellegrino to rural areas of Ciaculli, Palermo has a lot of microcosms to discard that risk, threatening the loss of that feeling of belonging, the only one capable of mitigate the cultural thrust of homogenate irreversible.

IDENTIFYING URBAN POPULATIONS. A CONCEPTUAL FRAMEWORK

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Key words: populations, inhabitant, tourism, policies

Abstract

This paper claims that nowadays relationships between residents and places are like those between tourists and places. The aim of this contribute is to demonstrate that residents and tourists are not different populations but just different ways of being inhabitants. In this view, being inhabitant is a fuzzy variable, then we have attempted to build a framework for recognizing this property.

All the policies (and not just the tourism policies) have to be built around the inhabitants of a place, not just around residents.

The changed mobility paradigms allows people to take part in the life of different territories, not necessarily near each other, in ways and times absolutely variables among individuals, nevertheless just residents are usually be placed in the centre of the planning processes.

The Cities take its meanings from the system of relationships between places and people and also the spatial changes are due to these relationships.

These meanings are not fixed and invariable, but are constantly being negotiated, being changed, being recoded. Governing the tourism requires an adequate understanding of the diversity and richness of these different meanings that each population brings with it.

To build our framework we took into account three assumptions:

1. Whoever can know whatever place and becomes inhabitant of it.
2. Knowledge and experience of a place is incremental
3. There are many ways to inhabit a territory, each and all contribute to its environmental, cultural and social transformation.

These assumptions lead us to say that we can define, in some way, "how much" people are inhabitants of a place. If knowledge of a place is incrementally, each person can became "more inhabitant" with experience.

The "measure" of being inhabitants of a place has been defined like "Inhabitantness".

Each person can be classified with a score from 0 to 100. The maximum value, 100% represents those who have been living in the city for a long time, work, consume and spend in their free time and, also, "take care of" it and are an integral part of local society: in short, the traditional inhabitants. The minimum value, zero, represents those who aren't inhabitants. The same score doesn't represent the same population, inhabitantness must be assessed over time, in its evolution. If we represent the root process (growth of inhabitantness) in a graph (place's experience on abscissa, inhabitantness score on ordinate), the curve will have a logarithmic trend: to equal experiences correspond increases of inhabitantness each time smaller as the title grow up.

The time required to increase the inhabitantness (at any level) depends on both the peculiarity of the person and the characteristics of the place (in the broad sense, both environmental and socio-cultural); so each person will have a different speed-distance of the curve.

The curve is different if we evaluate the eradication path (loss of inhabitantness). In particular for keeping to have the inhabitantness level already achieved, one needn't continue doing all the experiences: there isn't direct proportionality between the experiences that are not being done and the loss of the inhabitantness. Once we have achieved a good level of inhabitantness, if our experience leads us elsewhere, we remain inhabitants of the place, to paraphrase DeBeers we can say that "a good inhabitant is forever".

Investing in policies that increase inhabitantness title means to have returns for many years. A good score means good inhabitants, a policy that involves a general growth of inhabitantness improves it's population, and best population means best places.

THREATS AND OPPORTUNITIES IN THE AGRIGENTO SETTLEMENT AND THE VALLEY OF THE TEMPLES WORLD HERITAGE SITE

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Key words: illegal dwelling, settlement, rehabilitation, cultural heritage, development

Abstract

Agrigento constitutes one of Italy's most problematic situations, exhibiting the most striking contrasts: the Valley of the Temples site's wealth of landscapes and archaeological treasures and a widespread and varied practice of unauthorized building; the beauty and degradation of the city's historic center besieged by inappropriately tall constructions; the elegance of the 19th century expansion and the growth of abject suburban developments; invasive road works that do not ensure efficient transit.

In the sloping area that overlooks the sea, the Valley of the Temples Park is located, an exceptional mix of archaeological treasures and agricultural landscapes, but spoilt in many areas by various types of illegal development.

The Park Agency was established in 2000 by special act by the Region of Sicily that emphasized the aesthetic and environmental importance of the place, in addition to its more traditionally recognized archaeological value, and put forth a number of principles which included an end to merely prohibitive development policies by way of "active protection," planning and participation. The Park Agency is charged with the task of protecting and cultivating the site's landscape and archaeological and environmental features, promoting archaeological research and sharing the fruits of such efforts with the public, developing the place's social benefits and tourism potential, and providing for the demolition of unauthorized buildings after the approval of the Park Plan. The main goal of the Plan is that of reinforcing the Valley's landscape identity through a series of projects carried out in the spirit of protection, recovery, rehabilitation and appreciation, and with the final outcome of expanding and diversifying tourist pathways throughout the park.

The best estimates of plans and programs are not enough to trigger intervention, however, if you do not find a comprehensive framework of reference between the landscape capital and social capital and if you do not find a path marked by priority aimed at achieving the objectives, which coupled convergent policies and planning of public and private high-profile.

If on the one hand there is a positive evolution of public administration that has sought to give new tools to schedule and plan the future of the community and the region, identifying targets for quality and enabling new forms of consultation and participation, on the other hand persist instead contrasts greatly within the political forces the economy, society and production categories that slow down decision-making processes and testing of a draft economic development centered on the use of their cultural heritage.

CULTURAL HERITAGE AND COMMODIFICATION IN TOURISM: THE ROLE OF HOST COMMUNITIES' IDENTITY

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Key words: cultural heritage, cultural tourism, commodification, local identity

Abstract

The relationship between hosts and guests is a crucial topic in the academic literature of tourism (Murphy, 1975) especially from a sociological and anthropological perspectives (Cohen, 1972; Collins, 1978; Smith, 1977). Many authors analyse the issues of conflict (Doxey, 1975), exchange of experience (Andereck et al, 2005), differentiations and de-differentiation of experience (Uriely, 2005), identity (Palmer, 1999) and the controversial and well-known dimension of authenticity (MacCannell, 1976; Greenwood, 1977; Cohen, 1979, 1988; Wang, 1999). Close to the concept of authenticity, is the process of commodification - the offering of cultural products and practices for money - that represents a prolific and multifaceted field of study (Cohen, 1988; Medina, 2003; Cole, 2007).

This contribution deals with the effects of cultural and environmental tourism from a host communities perspectives using micro and macro analysis, that is to say looking at the socio-cultural impacts in tourism sector (Brunt, Courtney, 1999) and upon the development model of the socio-economical local system. Substantially, the main aim is to explore the effects of tourism in the territory as a form, or not, of added value for the habitants in terms of self consciousness about the value of local culture, awareness of the cultural and environmental heritage (the process of being aware, Goody, 1971) and strengthening of identity (Cole, 2007). In another words, this paper aims to identify if tourist commodification of cultural heritage is reinforcing or not the local identity (Franklin and Crang, 2001) and if the host communities are playing a central role on this process. Finally, the purpose is understanding the role of tourism for the communities' vision of local development (Sharpley and Telfer, 2002).

The case study area is in a rural setting in Central South Sardinia, lightly populated, troubled with demographic problems, such as emigration and population ageing.

The main local strengths are in the natural environmental heritage and in the historical and cultural resources (there are archaeological sites of world-wide relevance concerning "nuraghe"). Adopting the McCannell (1976) categories, in this area there is a clear lack of "staged authenticity", thanks to the rich presence of "real authenticity".

The presence of Green ways, crossed by trains, is another interesting and specific tourist attractor. Qualitative research in field was conducted in this area, during the spring 2008, using interviews with and observations of institutional and economic stakeholders, in order to explore the significance and impacts of tourism for local communities.

As a first conclusion, the host communities are very far from the first step of the Doxey' scale (1975) because tourism is considered as a small and insignificant part of the local system. Therefore, there is no perception (especially from the institutional actors) that tourism can be an important key for the local development model. Obviously, from the actors involved in tourism service, the perception of tourism is quite different and they would like to have more guests, more services and more opportunities for increasing incomes and employment.

Another conclusion is that host communities show a clear lack of the self-awareness about the importance of cultural and environmental heritage. The cultural tourists are "making sense" of the territory, but the local people are far from recognizing the inestimable value of the cultural heritage.

Finally, the main problem is identified in the gap of a local model of development, in a lack of vision of the future (Sharpley and Telfer, 2002).

RURAL TOURISM AND GLOBAL COMMUNICATION NETWORKS IN SICILY: POTENTIALITIES AND INCOHERENCIES OF DEVELOPMENT

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Key words: Sicily, rural tourism, globalisation, information society

Abstract

This paper deals with the highly controversial issue of tourist development in Sicily, particularly in those rural inland districts already worn out by a still lasting economic crisis in addition to a growing demographic depletion. To begin with, the work aims at highlighting the potentialities of development to be promoted in order to enhance the already-existing natural and cultural resources, through a shrewd exploitation of the most updated means of communication, that is to say the Internet. Thus, the two main poles of this study, such as rural areas and mass media, are included in an apparently oxymoron dialectics between what embodies ancient traditions as well as conjuring up ancestral rhythms, and what, on the contrary, recalls the extreme fastness of contemporary frenzy.

As a consequence, the work focuses on the state-of-the-art of rural tourism in such a deeply polarised region, glaringly divided in the more developed and tourism-oriented coastal area and the depressed inland one: apart from analysing potentialities and incoherencies of already rooted tourist patterns such as the farm tourism, the work widens the perspective to more innovative ways, such as the theme districts or the eco-museums, which conciliate the natural vocation of places with economic exigencies, according to the paradigm of sustainable development. What is more, the issue is studied through a multifaceted approach which implies not only the widely-accepted models related to the geography of tourism, but also the more recent theories included in the geography of communications.

Thus, the work is based on the generally-supported view that local development can not elude the global level in such an era of widespread globalisation, which has widened the net of world competitiveness thanks to the increased possibilities of communication, so that new concepts of distance and closeness have come into the light. What is more, the unprecedented easiness of transports and mutual contacts should be better exploited in order to overcome an inherent geo-political marginality as well as putting at the core of trans-national networks even apparently detached areas such as the Sicilian inland districts: this implies also a critical analyses on the level of penetration of the Internet in Sicily for economic purposes, in order to sketch out a kind of map of the social and economical digital divide in the isle.

To conclude, in the wider perspective of the Euro-Mediterranean partnership, enhancing rural tourism through the Internet not only implies the exploitation of natural and cultural resources for the economic development, but it represents above all an attempt of re-establishing a balance of settling patterns and growth models in this area, after centuries of irrational urban sprawl and illogical tourist exploitation, more projected on the medium-term profit than on the long-term perspective of a still and firm progress.

FROM PLANNING TO TUTELAGE OF ENVIRONMENT

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Key words: the environment, human's house

Abstract

The tutelage of environment is a problem which cannot be derogated, it's popular and universal, and it compels to respect a collective advantage for an increasing number of people. The field of territorial growth can be conceptually broken into three constituent parts: environmental sustainability, economic development and sociopolitical resolution.

Albeit the territory was threatened by aggressive buildings plan, the benefits of law are not enough to defend the environment as long as the sense of responsibility and respect wont change the several ways of life. To manage a sober life style, the starting-point must be the search of truth, beautiful, and good, and it's should be guaranteed by scholastic education.

Hence, the problem is also dealt with the crisis of education. Nature is at our disposal not as "a heap of scattered refuse", but as a gift of the Creator who has given it an inbuilt order, enabling man to draw from it the principles needed in order "to till it and keep it" (Gen 2:15). But it should also be stressed that it is contrary to authentic development to view nature as something more important than the human person. This position leads to attitudes of neo-paganism or a more pantheism - human salvation cannot come from nature alone, understood in a purely naturalistic sense. This having been said, it is also necessary to reject the opposite position, which aims at total technical dominion over nature, because the natural environment is more than raw material to be manipulated at our pleasure; it is a wondrous work of the Creator containing a "grammar" which sets forth ends and criteria for its wise use, not its reckless exploitation. In order to protect nature, it is not enough to intervene with economic incentives or deterrents; not even an apposite education is sufficient. These are important steps, but the decisive issue is the overall moral tenor of society.

The policy launched in Sicily, would favour the renaissance of historical centres's buildings plan ,and also the developments of territorial resource with specific economic supports .The concrete actions must be increased , most of all the transport system and the state of roads.

That are necessary to gain manifold advantages:

1. It encourages inhabitants of little town to keep staying on;
2. It favours the attempt to decongest the seaside;
3. It gives value to the hinterland exalting the cultural and touristic patrimony.

Moreover, the aim of VAS's procedure is well explained by the first article of directive 2001/42/CE "It's strictly necessary to assure an high level of protection of environment by means of Sustainable development, and the valuation of building plan's impact."

The aims of new building plan have to:

1. Increase the population's growth and improve the habitableness of cities.
2. Establish stability and fair terms of distribution of services whom every citizen has the right to exercise.

MINOR WAYS OF TOURISM IN THE MEDITERRANEAN AREA

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Key words: minor way, rural, North Africa, sustainable, development

Abstract

The research activity intends to define and suggest a possible developing model of the North Africa rural areas, beginning from the multidisciplinary analysis of three case studies joined one another by the Mediterranean tie.

The case studies that will be analyzed are:

- In Italy, the widespread hotel of Bosa, in Sardinia, as a significant example of territorial welcoming and revitalization of uninhabited or not financially exploited places;
- The case of rural tourism in the region of Andalusia, in Spain;
- The case of rural tourism in the region of Cappadocia, in Turkey.

The analysis will be leaded with reference to the new tourism developing impact form on the economical and territorial local system with particular regard on the subjects of:

- Preservation of cultural and architectonic heritage;
- Preservation of wine and food traditions;
- Preservation of declining productive activities and the re-launch of likewise in Tourism.

The three case studies analysis will consent to highlight the new minor tourism potentialities developing form which are more coherent with the region and which are also qualified to guarantee a positive economical spin-off on it itself.

The new minor tourism forms place themselves in contrast with the "touristic consumption" that is developed in some parts of the Mediterranean area with particular regard on the costs and on the building phenomenon.

For these reasons, it is not so hard to suppose or imagine the development of new forms of tourism focused on common values, recovered, of the Mediterranean area. Following this vision, it could lead to obtain, with a good chance of success, a sort of recovered uniqueness of the Mediterranean spaces, moving away from the consumer and disrespectful vision of sun and sea holidays on the hyper-exploited coasts of the Mediterranean basin.

THE POTENTIAL FOR AN INTEGRATED AND 'MULTIVOCAL' INTERPRETATION OF THE SHARED PAST WITHIN THE WORLD HERITAGE SITE OF GOREME, CAPPADOCIA

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Key words: Byzantine churches, tourism, tour guides, WHS, cultural change

Abstract

The Byzantine history of the World Heritage Site of Göreme (inscribed 1985) has become embedded as the dominant narrative and key historic period interpreted within the 'open air' museum. Focusing on the Christian nature of the site endows it with international legitimacy which enables it to attract large numbers of Western tourists. Museums have traditionally 'fixed' ideas, attitudes and 'truths' into a moment of time, however this politics of representation impacts on both the interpretation and the tourist experience. By emphasising this Byzantine past formally trained local guides, who are invariably drawn from other faith communities, are highlighting how cultural memory and identity shaping can operate within tourism as a powerful discourse, silencing certain narratives about the past and privileging others. This interpretation impacts on local individual or communities' sense of ownership of the past, as well as on tourists understanding of present day life within the region. Moreover discussions with local guides suggest there is an expectation that, as a Christian site, it will be experienced by tourists as a place of pilgrimage. This renders other interpretations problematic. Drawing on fieldwork carried out in September 2009, and drawing on Tucker's longitudinal study of the region, this paper examines how the site is interpreted, including exploration of attitudes to and knowledge of the Christian scenes depicted within the cave structures and the time frame explored within the representational framework. Thereafter, we argue that Cappadocia, as a designated World Heritage Site, has the potential to offer a more 'multivocal' interpretation that embraces the more recent history, thus allowing locals and visitors alike to develop a fuller understanding of religious, social and cultural change as it impacts on identity shaping within the modern world.

SUSTAINABILITY, MULTIFUNCTIONALITY AND INTEGRATED PRODUCTION PATHWAYS IN MEDITERRANEAN CROPPING SYSTEMS: THE ROLE OF MEDICINAL AND AROMATIC PLANTS

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Abstract

Medicinal and Aromatic Plants, MAPs, are a huge category of plant species having in common their aptitude to supply substances, respectively flavours and medicines, that are or may be used by people for a large number of uses having a various level of complexity: from plants which are used by man as they are or after a minimum transformation, addressed to human food (the spices), or herbal self-therapy (the traditional medicinal plants), it is possible to drop to species employed by highly sophisticated industrial sectors such as perfume or cosmetic industries, through almost all intermediate ways and complexities. Many of these plants find the best growing conditions inside the Mediterranean territories, where they represent a large part of spontaneous flora and where their use is, in many cases, an ancient and consolidated praxis.

For a number of reasons, many Mediterranean areas, including many areas of inner Sicily, cope with severe conditions of social and economical marginality, sometimes so strong to lead to the interruption of any agricultural activity and to abandonment of the territory. Due to their special configuration, marginal areas cannot be cultivated like all other territories, simply because their resources cannot sustain the weight of an ordinarily managed agriculture, and with an appropriate management they are at risk of irreversible degradation. Hence, it is necessary to find for these areas some "sustainable" agroecosystems, able to guarantee the optimal use of resources and their proper maintenance in time, keeping in mind the maximum economy of off-farm inputs. With this goal, many intervention lines have been suggested in time, variously differentiated in the diverse specific contexts, but always unified by the effort towards the integration of economical development, social development and environmental protection as "interdependent and mutually reinforcing pillars of sustainable development" (UN-CSD, 2007).

One of the major strategic lines may be summarized in the promotion of all economical activities that may be inserted in unitary economic pathways, besides than production of raw matter also including the first transformation and, whenever possible, the packaging and marketing processes, and all services that are linked to them. MAPs bear many features that make them suitable to fit in such contexts, and may be considered a valid tool for a sustainable development of many areas, especially when marginal or at risk of marginalization.

Besides than being suitable to fit in unitary productive pathways, many features allow to place them in low-input productive systems, able to enhance the multifunctionality traits of agricultural sector. With the help of the newest tools offered by the Common Agricultural Policy, addressed to the exploitation of low input agricultural productive systems oriented to "typical", "safe" and "traditional" productions, duly integrated by agro-touristic activities, MAPs may represent, therefore, an important resource for the exploitation of many Mediterranean areas.

IRT AND THE CHALLENGES OF GLOBALIZATION. DECODING THE MEDITERRANEAN RICHNESS

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Key words: globalization, local development, Mediterranean region, history, culture

Abstract

IRT (Integrated Relational Tourism) represents for the whole Mediterranean region, considered in the terms of undeveloped and marginal area, an extraordinary chance of real balanced local development and, at the same time, of environmental and cultural compatibility.

At the time of Globalization, phenomenon which exasperates a longtime trend, started with the European colonialism, of homologation, exploitation and dependence to the most powerful economic and financial actors of the "Triadic Western" (USA, EU and Japan), China and India, the whole Mediterranean have to face the consequences of the EU's economic and spatial development which does not imply it. From this point of view the failure of the Barcelona process, the EU widening to East and all the "suspicions" and "ambiguousness" which are characterizing the Sarkozy's project of Union for the Mediterranean have shown the disinterest to the realization of a "shared" Mediterranean development perspective and the strong will to continue the unilateral relationship which are, for all practical purposes, "unequal exchanges" favorable only to the richest actors.

More recently the re-launch of the "Lisbon strategy" (2005), firstly defined in the spring of 2000 to make of the EU the "strongest global competitor" in the chessboard of Globalization, has oriented the European management and using of the Structural funds exclusively to orient the researches the achievement of the World leadership in the fields of "new technologies" and of "communications", and to the development of a "Knowledge Society" which should include only the EU Member-States. At the same time programs like INTERREG IV or MED, which could improve the projects involvement of "Third countries", are starving actions, like the development of infrastructures, urban interventions, environmental and energetic strategies, that are privileging mainly the East Europe brand new Members-States. From this point of view the Fourth report on economic and social cohesion (2007), remarking that EU widening to East shall imply a stronger financial effort to help those countries to reduce the GDP gap, did not hide the European disinterest to the Mediterranean. For the same reason, when at the end of the Parisian Conference the President Nicolas Sarkozy proclaimed the birth of the Union for the Mediterranean the European Commission and the European Bank declared their difficult in financing this Mediterranean initiative because all the economic resources have been starved to support with the European Structural Funds 2008-2013 the cohesion in the Eastern Europe.

This worrisome scenario, beyond the economic and financial aspect, draws the attention to two issues which should be the core many future proposals:

- The lack of a cohesive project for the whole Mediterranean Area;
- The lack of a policy which could re-launching the cultural and historic unexpressed richness of the Mediterranean region.

Improving the development of IRT projects is the only way to fill the gaps and emptiness of the official strategies and, at the same time, to realize real full cohesive actions (at the different levels of Social, economic and Territorial) involving in a the logic of "sharing" and of "partnership" different Mediterranean subjects which are excluded from the Globalization action-plans. That implies a preliminary effort of research of all those specific and unique characteristics which could be found exclusively in the Mediterranean context and, above all, at the "local level", heritage of the rich and complex history of the Mediterranean We could considered, according to Fernand Braudel, "Material Culture". Avoiding to fall into the trap of the homologation and of the commonplace considering the Mediterranean as a compound made of homogeneous elements, the preliminary research effort have to be directed towards the decoding of all the distinguishing features which represent the potential attractions for the qualitative tourist flows.

TOURISM INTEGRATED RELATIONAL AND ENVIRONMENTALLY SUSTAINABLE IN THE MEDITERRANEAN: AN UTOPIA OR A NECESSARY STRATEGY FOR DEVELOPMENT?

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Key words: territorial and transport planning, tourism and environmental resource, local sustainable development and governance

Abstract

A first question we can ask is this: the European Community will be able, despite the diversity of cultural and religious traditions of various civilizations that make up the mosaic Euro-Mediterranean Partnership, to recover the values deep and genuine so well exposed by Fernand Braudel, in order to counter the current dominance of the processes of globalization and the effect of spatial concentration in accordance with the rules of the so-called free market (land, buildings, services and infrastructure for the mobility)? New entry into the Community to bring greater security (only apparent) in investments for companies and families (which also affect tourism and the mainly residential on seasonal or the investment on brick), which is used to launch forms of speculation in marginal areas but especially with coastal environmental resources. These initial concentrations are in need of infrastructure networks and therefore proposes the mechanism of traffic and vehicle contract which, if you manage to have a minimal economic and social return, leading inevitably to a congestion and pollution of the area, and to a diffuse spatial depletion of environmental resources available. At this point there is a certain abandonment and speculative greed will find more beaches, and perhaps there will only groups of residents or desertification will return in time to dominate (maybe it was not possible to produce historical values).

On environmental resources and local communities which will be the effects? This is a model of sustainable tourism development? What is happening in Egypt and Morocco?

A second question is: these processes undoubtedly involve, in addition to private operators including national and local governments and then the various systems of organization and management of the territory, the different types of plans and programs and procedures for evaluation and participation. There is a creeping globalization that can influence the behavior of the different actors involved (unfortunately also the so-called cultural and professional circles) and in the name of profit and financial unifies the different cultural and religious traditions? The ultimate goal is improving the quality of life for all (or a few in different parts of the world) but what the environmental effects and irreversibility on free use of resources and real participatory democracy?

The European Community as it might encourage virtuous behavior inside and in the relationship? Should be the most developed countries to change their pattern of behavior and development, not statements of principle but with real effectiveness, and therefore propose the economic and financial partnership provided that the reference models are those of tourism integrated, relational and environmentally sustainable. If we see what is happening in Italy (including Sicily) we certainly can not say that we give an example.

A third question is: if we consider tourism as a necessity of freedom, to nomadism, knowledge of people and different environments, then not locked it on the economic management, in a hasty desire to offer more consumer can, in a new urban environments and building of poor quality or artificial, but help to spread freely in local communities and in nature (in security and knowledge) to become an integral and non-fictional superstructure, improving mobility and maritime railway in Euro-Mediterranean Basin, with their inter-nodes and places of rest and services, environmentally sustainable and capable of integration, retraining and catching, the architectural and urban contexts historic existing.

URBAN AND RURAL FOOTPRINTS: SUSTAINABILITY IN THE NORTH COAST OF JALISCO; MEXICO

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Key words: biocapacity, ecological footprint, tourism, ecological debt, sustainability.

Abstract

It's important anywhere in the world to be aware of the way the people live within an area where the economic activities to sustain their families are getting a strong press on the natural resources. Mexico has around 75% of its land in the rural area, and most of the people who live in urban zones come from the rural one. The north coast of Jalisco State has many elements to be consider as a region where the equilibrium is necessary for achieving a development under the sustainability statement. A surface of territory composed for three municipalities located in two States with a common littoral and different valleys and mountains make a hard issue for a public policy decision makers when are trying to council interests about the best for the territory and its people. The sustainability as a paradigm has been getting a lot of acceptance for governments, but Mexico as an underdeveloping country where the poverty shows up in two facets: poverty and extreme poverty which play a huge role to integrate packages of laws for social, economic and environmental development for whole people in a big territory where many actors and factors are implicated and where are the platform, mosaic or arena which plans, strategies and actions are consolidated as good for the intricate social tissue. A region where the difference is a common has to involucrate the cultural diversity as a resource. The north coast region of Jalisco has two kinds of municipalities: one rural and other urban, and one of them it is located an international tourism resort which has a lot tourism infrastructure that gives it a lot of advantages for the economic growth, but generates inequities related to the territorial sustainability paradigm. Therefore, the aim of this work was to compare ecological footprints between urban and rural areas in order to establish how they contribute to the ecological debt. Inhabitants' footprints of three municipalities located in the north coast of Jalisco state in Mexico and national and foreigner tourists' footprints, who visit the region, were included to analyze differences between rural and urban zones. This paper reports that rural and urban zones in the study region are living beyond the global biocapacity, possibly because the influence of the dominant tourist activities in the municipality of Puerto Vallarta. Both zones contribute to the global ecological debt and this not a sustainable condition for the region.

LOW COST: NEW TOURISTS. SUSTAINABLE POLICIES IN ALGHERO

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Key words: low cost, tourist/s, clusters analysis, sustainable, policies

Abstract

Alghero is an historical touristic town in which tourism has been fundamental in the economy of the whole territory. In the last years, the touristic flux has had many modifications: in fact since when the low cost carrier Ryanair has decided to transform Alghero airport in one of his nodes of European network (summer 2000), flux of passengers has grown constantly and nowadays low cost passengers are the main part of arriving tourists in Alghero.

So Alghero has been introduced in a new European touristic market, more diversified than it was in the past. Arrival of new categories of tourists with different attitudes during the holidays is a big chance, but we need to manage it in order to get a sustainable town in which there is no conflict between citizens and tourists.

Low cost flight does not mean low cost holidays: tourists bring important resources to the town, and the goal is to attract specific typologies of tourist who do not consume resources but bring them to the town. Due to the lack of literature in this field, this project aims to study these new "low cost population": we conducted a survey through questionnaires (composed by 30 questions) submitted to tourists leaving from Alghero when vacation is finished (we involved a sample of 1.562 units); then we worked on these data through cluster-analysis which let us to identify seven different tourist typologies related to different kind of holidays people had in Alghero: the "flip flop", the "map&car", the "just in transit", the "on the wind", the "weekender", the "hunger for culture" and the "drink&disco".

Through this survey has been possible to understand and study these tourists: identity variables, organization and habits in the holidays, transportation habits, activities in Alghero and with which level of satisfaction, availability to return with or without low cost carrier, gap between expected and experienced, touristic expense: we tried to understand every single side that we consider related to different typologies of holidays.

It is primary understanding who tourists are and how they behave in order to define touristic policies which are contemporaneously territorial policies; in fact we should consider that policies with the goal of territorial retraining have positive effects on the attractiveness of the town and at the same time they improve the quality of life of citizens.

Low cost phenomena should be considered as a positive factor which offers more opportunities for the touristic economy of the town: these opportunities should be seized modifying the current demand through the diversification of the touristic offer in time and in space, and ensuring high quality facilities in order to enhance specific territorial characters in order to make these ones more suitable for different populations.

This research, based on the study of touristic profiles, suggests five different areas of intervention: accessibility to Alghero territory, linkages between town and country-side, reductions of pressure in the historical centre, enhancement and reorganization of touristic offer. These are the five areas in which we must work in order to catch sustainable tourists, high-quality tourists, new touristic profiles, to get touristic flux even off-season, to break dualism between citizen and tourist.

MEDITERRANEAN CULTURE AND AGRICULTURE: INSTRUMENTS OF TERRITORIAL REDEVELOPMENT. WINE-GASTRONOMY TOURS IN SICILY

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Key words: tourist route, land, sustainability

Abstract

A tourist itinerary constitutes an experience of the discovery and knowledge of the identity of places, of lifestyles, of landscapes, of the past and present, and of future prospects. This occurs through the identification of panoramic views and of places of particular historical and cultural interest. Wine and gastronomy, and land use and sustainability, are the characterizing elements through which food and wine tourism, and its implications for the economic development of the Mediterranean, especially Sicily, emerges. Such an itinerary provides tourists with an overview of a region and its cultural values. Wine and gastronomy tourism permits the tourist to perceive an all-encompassing vision of the visited region and its cultural values. This tool for territorial promotion and redevelopment can be defined as a process of knowledge which is prepared for the tourist and which is guided not only by professional services but also by the tour operator who has a particular interest in the place visited. The identity of a place is not passive and static, but rather it is a continuous recreation of the genius loci of the community. This implies an approach to territorial development that values heritage, considered both in the sense of an exceptional value to humanity, as attributed to UNESCO, as well as in the sense of an historical persistence that has influenced the decisions of a community in critical moments of its history. From the point of view of the production of knowledge, the specific abilities of local inhabitants, especially in the countryside, are welded with skills of a technical and scientific nature, along with a vision of the world that is inspired by the place itself. A rigorous and positivist analysis of the phenomenon, with reference to a full redevelopment of the diverse and considerable wine, agro-alimentary and environmental heritage, conceived in the broadest sense, embraces an approach that is based upon the quality of supply, upon local knowledge of authentic products and cultures, and upon the involvement of all actors upon whom depend the success or lack of success of a process for developing sustainable and competitive wine and gastronomy tourism. Denominations of origin for the protection of typical local products; wine roads and gustatory paths that are capable of revealing the values of an area, and therefore of putting them in the framework of rural tourism; special publishing events and products; new communication technologies; and new industrial associations and initiatives are all tools to be used with the scope of transforming the productive culture of places and culinary traditions into tourist products that are capable of constructing a territorial brand, to win an economic and cultural gamble that is of extraordinary importance for an island like Sicily which sees in tourism a strategic sector that can trigger mechanisms for enduring and sustainable development.

SUSTAINABILITY CRITERIA TO DEVELOP THE HISTORICAL CENTRE OF MALTA: OPEN AIR MUSEUM

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Key words: sustainability, tourism, mediterranean basin, heritage, conservation

Abstract

The paper will show the results achieved during a research developed during the Community Program called INTERREG IIIA ITALIA-MALTA (2004-2006) - METIC - Mediterranean Trading and Innovation Centre. The research has been organized around the theme of a new kind of tourism where the tourist wants to become part of the daily life of the places they visit, and want their journey to be an occasion of knowledge of new place, new culture but, in particular, of the common life of the local people.

Malta and its historical centre have a tourist vocation, this aspect is very important to put in action new development strategies to recover a Mediterranean landscape to a slow decay destined.

Malta is one of the strategic islands of the Mediterranean Basin: the characteristics of the historical centres of Malta called Cottonera have induced to develop a recovery methodology called "Open Air Museum" for the existing urban structure.

Therefore the Cottonera area needs the exploitations of its symbolic connotative characteristics that are essentially:

- the close contact with the sea;
- the wide and articulated presence of integrated fortifications in the urban structure;
- the persistence of a good minor house building structure;
- the morphological places;
- the presence of historical buildings;
- a interwoven and diversified whole of urban environments with vernacular characteristic;
- The presence of a native culture conditioned from the influence of different domination and so representative of the southern Mediterranean.

These elements are a presupposition to develop the planning of "open air" museum that doesn't constitute only a net between points and buildings important only for their history but a space continuous of stimulating occasions that can be valorised in two directions:

1. for the tourist, involving the visitor for permanence time more longer than the time employed for the visit of a specific interest point. Recent developments in tourism seek to integrate the social life of the place, in order to better understand the local culture and tradition.
2. Rebalancing the urban quality of the people that live there, through services development that improving, bringing improvements in social, cultural and economic growth of the local community.

The search has been developed according to the followings points:

- definition of the concept of "open air" museum as methodology to recover the building patrimony;
- analysis of similar urban recovery examples;
- synthesis of the historical stories that characterized the urban system of the Cottonera and have determined the actual condition of the area;
- individualization of guide lines for a "open air museum";
- individualization of possible economic development.

At the end, this planning could stimulate a process of conservation and maintenance of the historical and cultural patrimony and bring over in a new economic development.

WEB E SOCIAL NETWORK SITES (SNS) FOR RURAL DEVELOPMENT. THE CASE OF MARCHE REGION

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Key words: web, social network sites, rural development

Abstract

The main goal of the paper is to investigate the real possibility of improving web use in Marche region (Central Italy) to upgrade the competitiveness of the agricultural sector and improve the quality of life in rural areas and encouraging diversification of the rural economy. Most part of the European population (over 56%) lives in rural areas, which cover 91% of the entire territory, so that rural development is an important policy area for the EU. The fundamental rules governing rural development policy for the period 2007 to 2013 are set out in Council Regulation (EC) No. 1698/2005 that focuses on "improving the competitiveness of the agricultural and forestry sector; improving the environment and the countryside; improving the quality of life in rural areas and encouraging diversification of the rural economy". Websites, blogs and SNSs are the most important tools implemented by "active" web users who are willing to build their own "social network". Many SME are seemingly using some of these tools in a non active manner that refers to an "adaptive behavior" instead of a more aggressive "proactive behavior". The paper is articulated in two sections. The first has the aim to investigate the actual use of web tools by private entrepreneurs acting in the rural tourism sector to achieve their own marketing and communication program. The authors refer on actual situation of the Rural Tourism as an opportunity for improving the quality of life in rural areas and encouraging diversification of the rural economy (the third of the "thematic axes" of the rural development policy for 2007 to 2013) in Marche region (Central Italy). The Rural Tourism in Marche region demonstrates great developing potentialities but still faces difficulties due to digital divide and lack of a common strategy. In particular the authors analyze the use of the web by local SME acting in the Rural Tourism sector (agritourism, country houses and others) and refer data collected from SNSs, search engines and blogosphere. In this particular, the aim is to enucleate some proactive behavior among local entrepreneurs in order to delineate future common and feasible economic choices. The current evolution of marketing tends to relationship marketing in private firms, organizations as well as in rural communities. The real acting of SME in the web seems to be non active and in danger to lose the main opportunities coming from huge enlargement and deepening of markets. The probably best practice to be adopted in the future is the building of durable relations with customers in order to achieve their retention and satisfaction by improving SNSs use in conjunction with others Web2.0 tools.

EOS - EUROPA OPEN SOURCE

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Meditheatre, Free Foundation

Key words: open source, theatre anthropology, experiential tourism, archetypes, free foundation, connectivism

Abstract

EOS - Europa Open Source is a project with a dynamic vision of relation, with the aim to contribute in the modern process of transforming information (as unilateral process) into communication (as participative system).

The whole project is organised on three items:

The first one is the setting up of an Euro-Mediterranean Open Sphere, which aim is to improve dialogue among citizens, searching for common roots.

This open sphere is conceived as a free foundation (The Meditheatre Free Foundation), which is a virtual place, according to the internet technologies, and also a real site (in Naxos, Italy). Both the virtual and the real expression have their center in the system of books which are the nuclear core of the Euro-Mediterranean identity.

The Foundation owes a collection of the Holies Writings of Hebraism, Christianity and Islamic roots, of course in their proper language (Hebrew, Greek, Latin, Arab) with translation in the main European languages.

Close to these texts, the Foundation owes a rich collection of commentaries, philosophical texts, apocryphal version, a whole complex of books which are able to configure it as Mediterranean Biblioteque.

The Foundation has correspondence in England - the Isis-Hathor Independent Research Center - and is working to improve its connections through and with European and Mediterranean countries. Also this article is an instrument to improve corrispondence and partnership.

The second step is to define EOS as system of integrated dialogue for setting up an interpretation of open source as philosophic matter and aesthetic idea which follows the mind (and behaviour) changes caused by the opening of the communication system and their impact on single people and their organisational forms. This is an important key, because it is the system which may allow to the Foundation to interpret the sign of time and exercise with effectiveness its theoretical role, which is about the increasing meaning of a new awareness in the values of reciprocal knowledge as instrument for democracy and freedom, both in the individual and in the collective dimension.

Third segment is the practical application, crating conditions for sharing, contaminating, with intensity in communication and feedback, qualifying the relational dimension as system of common values to inquire, in an archetypal way which interpret tourist as an actor on stage, and the stage is the world of mythology: where the instrument to inquire is ethnodramatic.

The objective can be perfectly manifested as connective experience, which is the creation of happenings able to create integrated relations in tourism where the relation is the link - as disposability to work together, to share, to travel, to know - between people who share the research on common roots in Mediterranean and European culture.

This implies the subject of experiential tourism, of heritage interpretation, of citizenship, and will happen in an ethic system, because the aim of the Foundation

The output of this experimentation is conceived as the record of the experience, which is in itself a form of expressive art and a way to demonstrate the effectiveness of the approach, its repliability and attitude in sharing and transfer as adaptive model.

Aim of the Foundation his to contribute to diffusion and expansion of this connective approach, improving people's mobility through Europe and Mediterranean, looking at the desire to travel in the deep meaning of to have experience, to explore and make comparison, with chance to get hospitality, chance to travel not as a tourist but as someone who is doing a real initiatic experience, knowing the world through the nature of his (her) own desires of knowledge, sharing with people linked by a relational network founded upon these European and Mediterranean common roots.

TRADITIONAL RURAL LANDSCAPES IN ITALY BETWEEN CONSERVATION AND TOURIST DEVELOPMENT

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Key words: EU agricultural policy, holistic approach to development, landscape, tourism and cultural heritage

Abstract

In Italy, the area of farm land decreased from 15 million hectares to a little over 12, that is by 20.4%, between 1990 and 2003. Among the causes of this phenomenon are urbanization, which has also affected land of high agricultural value, and the progressive marginalization of more peripheral agricultural areas where the ageing of farmers goes hand in hand with a reduction in the profit margins on crops.

In many Italian areas - with a high number of small family-run farms with strong roots in the local community - EU agricultural policy has resulted in agricultural practices being abandoned in rather vulnerable territories, where the long-term presence of farmers had helped in protecting the environment and reducing land instability.

In Italy, the "Bel Paese" where agriculture has produced excellent productive spaces for the community from its lands for thousands of years, thanks to a ceaseless effort to reclaim environments which were often unsuited to agricultural practices, the legacy of a millennial civilization is disappearing, along with farming methods that are no longer considered cost-effective. If, at the same time, we think about some of the most recent transformations of our best agricultural practice due to international economic choices, it is fair to say that the coming years will be critical for the whole agricultural sector.

A cultural heritage expressed in both tangible and intangible forms still survives in some of those tiny areas of our agricultural land that are least affected by modernization. This heritage is perhaps most immediately felt and communicated in those aesthetic features that have long characterized rural environments which may differ widely, but which are united by their deep-rooted history and the strong ties between the local community and a nature which is culturalised to the extent that it becomes a monument to the brilliance and sheer perseverance of our communities.

Following the recent revival of the concept of landscape, we can now deal with the question of our marginalised agricultural areas using a holistic approach, so that both scientific thought and planning activities are combined in a single space of action, though articulated into different levels: from the pedologic and lithologic characteristics of the places to the agricultural and hydraulic techniques, to the socio-cultural features of rural populations, and to the production and food traditions rooted in cults and rites that still infuse rural life today.

Increasingly, there are calls for measures to be taken to stop the process of degradation we mentioned before. One has only to think of the efforts of the World Heritage Convention in dealing with landscape systems that are heavily shaped by human activities, whilst, on the other hand, the FAO acknowledges the importance of traditional agricultural practices, which are protected by the project GIAHS (Globally Important Ingenious Agricultural Heritage Systems), for the future of human food stocks.

However conservation policies cannot avoid being development policies at the same time, aiming not only at projects for the well-being of the wider population, but also for the well-being of those living in rural areas, who quite naturally want to develop plans for their own future.

Over the last two decades, new types of sustainable tourism have emerged which are sensitive to local values and the sustainable use of cultural spaces and dimensions. Such tourism is a necessary starting point for uniting conservation and development, although the data we have regards only the situation in park areas and nature reserves. It is more difficult to evaluate the impact of a territorial-type of tourism on local economies, where extensive use is made of the environmental, historical, cultural and productive characteristics of agricultural areas.

FROM AGRICULTURAL TO TOURIST PRODUCTION

Fabio Cutaia

Key words: tourism, agriculture, local identity, multifunctionality, sustainable development

Abstract

This contribution starts off from taking account of the crisis in the agricultural sector. This sector has been “trivialised” by erroneous policies and market rules. However, at present the trend is changing: “demand for environment” is increasing, as well as the attempt of taking actions and policies favouring sustainable development. At the same time, notwithstanding the different meanings attached to the concept of sustainability, a wave of revaluation of rural areas is rising: the countryside is now considered as a source of local cultural values. Its exploitation as a tourist attraction, which is progressively taking off, is to be considered in this context.

Natural and cultural assets are acknowledged to be “tourist environment”, namely they are considered as a primary component of local promotion and development. This arises some relevant issues. Under this interpretation, “the relationship between environment and tourism appears to be conflictual and cooperative simultaneously: natural and cultural assets are part of growth determinants and, at the same time, the growth tourism generates has a negative impact on them, sometimes even significant.” Such an impact is not limited to the “use” tourists make of the attracting assets, but it is amplified in the valorisation process: in fact, this process tends to realise structures, infrastructures and services in the most sensitive areas, in order to improve their attractiveness. In this regard, new models of tourism can pave the way to the improvement of local architectural heritage and infrastructure. Furthermore, they can also favour the upgrading of the agricultural techniques towards higher qualitative standards.

Globalisation allows transnational actors to condition local development, which causes marked social and cultural changes. In this context, traditional policies and planning are hampered. This contribution also aims at exploring the potential of a shared process to move to a form of tourism grounded on the agricultural component of the countryside, highlighting that the inclusion of different stakeholders in the process cannot be put off. Moreover, such inclusion must not be considered as an anonymous consensus building based on inertia: it needs to be a continuous self-feeding learning process constituting the cornerstone of a new planning method.

A NEW ENVIRONMENTAL LABEL FOR FARM HOLIDAYS: A TOOL FOR IMPROVING THE INTEGRATED RELATIONAL TOURISM

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Key words: farm holidays, quality label, environmental performances

Abstract

In Europe people, with an increasing trend, seem to prefer, for their holidays, an accommodation in farms, where a closer contact with the culture and the tradition of the chosen country can be achieved, for not citing the evident less economic expenses involved in such kind of preference. In Italy, for example, a rising number of people select this option for their trips, in such way experiencing in a closer manner the cultural heritage of the territory that, particularly in this country, shows a large variety of interesting situations.

Moreover, this approach to the holidays trips, due to the frequent relationships with people living in the chosen areas, does induce a relational tourism, in this way facilitating the cultural exchanges and a deep mutual knowledge between hosting and visiting subjects.

Actually, due to the importance of this compartment in the whole tourism sector, several labels and brands have been issued both at single countries level and at the U.E. level, in the aim of defining criteria and requisites for high quality farm holidays. These labels refer to the services provided to people, to the environmental features and energy performances of the tourist service and of the premises belonging to the farms. The recently issued "Camp Site Service EU Eco-Label Award Scheme" and the Decision no. 287/2003/EC of the European Parliament establishing the ecological criteria for the award of the Community eco-label to tourist accommodation service are important examples of the wide normative activity in this field.

Anyway, as far farm holidays are in context, there is a lack in the current rules, since they essentially take into account only the quality of the services related to the accommodation features: in this way, the whole features referring to the agricultural farm (food products quality, and environmental quality of the food chain) are neglected. This should be overcome in the aim of attributing to the farms a label that reflects, in a comprehensive way, all the services and products that this kind of touristic sites do provide to people.

In the present paper a new approach is proposed that, essentially referring to the existing European labels and brand, allows the attribution of a quality award to holidays farm that in the same time would take into account the environmental and energy performances of the site, along with the quality of the food proposed to people.

The proposed approach will refer to the European Ecolabel scheme for hotels and camp-sites and to a scheme in force in the Tuscia area (Viterbo, Latium). Moreover, for the quality of the food the present approach will refer to the well known food labels (concerning the single product and the chain of production).

By the way, for this new scheme it is needed the implementation of the Environmental Management System of the farm, that makes more environmentally sound the proposed award scheme.

"PASSAGES" TO EGYPT BY AHDAF SOUEIF

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Key words: tourists, representations, travel writing, stereotype, revision

Abstract

Since the 70s the analysis of travel writing has been a main concern in postcolonial and feminist studies which questions concepts of 'innocence' or 'transparency' of representations of other cultures, putting it under the microscope of cultural critique.

The paper is going to examine the themes and narrative features that the Egyptian writer Ahdaf Soueif employs with a view to draw attention to unresolved questions within the debate on asymmetrical intercultural relationships which develop when foreign tourists visit a country. As Soueif points out in her collection of essays published under the title "Mezzaterra", there is a tradition of travel writing "that wishes to find itself at odds with its subject; to highlight the subject's weirdness by insisting that the only normal behaviour is that of the author and - incidentally - his readers". For that reason she opted to focus her attention on the role played by travel writing as a representative modality of the knowledge of the East from the point of view of Western, predominantly British travellers, during the colonial period as well as in the present. Soueif is involved in revising the cultural impact of tourism within the genre of travel writing. She opens up a critical discussion that exposes the workings of the Western mechanisms involved in the production of stereotypical representations that produce an "inferior" perception of otherness. One example of this is her review of William Golding's "An Egyptian Journal" (1985) also included in "Mezzaterra".

Soueif's alternative writing tends to interrupt the linearity of the flux of Western literary production, by sparking off a polyphony of previously ignored or neglected voices of local people that emerge from the shadows of the "periphery" and re-write their own languages, stories and cultures, whilst critically re-examining the stereotyping Western gaze.

Soueif addresses the cultural role of the travel-narrative as an important instrument that is employed to support imperialism; on the one hand she employs it in order to profitably overhaul the past and, thus, once again give voice to those who had no place in the historic transmission, and on the other, to call into question the discriminating representative forms that endure in the present.

The aim is to give rise to a narrative generated from the perspective of these people's specific historical and cultural experiences, via a process of "writing back", which entails speaking out in conjunction with a revision-process that, through the re-reading of travel writing, calls into question the discriminating Western representative apparatus. For these reasons her works are defined as counter-narrative.

GLOBALIZATION & CULTURE - BASED TOURISM CLUSTERS - THE CASE OF THESSALONIKI

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Key words: culture- based clusters, tourism, networking, globalization, competitiveness of the place

Abstract

This paper evaluates how culturally rich cities and regions can find niches on global markets and promote their local economic development based on the capabilities of culture-based tourism clusters. What are the threats of globalization for culture-based tourism, how to avoid them and deploy tools to promote the unique opportunities of the place globally. We will address (1) the need of innovation, the development of social capital, and networking behaviors as the key of tourism cluster promotion; (2) the need for improvement of the utilization of inputs to maximize the advantages of the place and to get the highest value-added in terms of income & other types of benefits, and (3) the importance of raising awareness of the society to be supportively involved in tourism development activities.

As case study of culture-based tourism cluster in the paper will be the city center of Thessaloniki, its huge advantage of cultural heritage, networking behavior of the main stakeholders of the tourism cluster, and the needs on infrastructure and services to develop tourist friendly environment.

Our research will be based on official statistics and research papers concerning the Thessaloniki tourism sector, also on the results of interviews with stakeholders of the cluster (private sector - tour operators, hotels, restaurants & etc.; local government - officials in tourism development; association of tour operators/hotels/restaurants; research institution - scholars in tourism studies at the universities and institutions) conducted especially for this paper.

The paper will discuss the SWOT analyses of competitiveness of Thessaloniki tourism-based cluster, deploying the new method of presentation of SWOT factors giving better visualization of their weights in the competitiveness of the place. Therefore, paper will present the opportunities for development of the method and its ability to use as a tool to compare factors of competitiveness of the regions.

The conclusion will try to outline (1) needs for development of culture-based tourism cluster in Thessaloniki, (2) problems that require to be solved timely in order to promote networking process between main stakeholders of the cluster, (3) attitude of Local communities, mainly the residents of the city center, to be involved in development of culture-based tourism and (4) the innovation challenges for culture-based tourism clusters in the perspective of entering into global markets.

THE RELATIONAL ENVIRONMENTS OF RELATIONAL TOURISM

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Key words: relational communication, image, web 2.0, economy of relationships, territorial marketing

Abstract

The starting point of the proposed paper is the hypothesis that the territory can be considered as a relational medium in itself, i.e. as a means of communication of the relationships among the different parts of oneself and among people, as well as between human beings and their environment.

In particular, territories can be regarded as that specific kind of relational media potentially able to actively involve in the creation and transformation of the medium itself the individuals put in communication through them.

The way the human beings - similarly to all other living species - interact with their environment can be assimilated to an image-building activity, meant not in the narrow sense of brand or corporate image-building, but much more generally as an activity of organizing all perceived differences in a coherent framework, that we can call "image" à la Lynch or "map" à la Bateson.

Codifying and organizing the differences perceived in the processes of interaction with the environment in an "image" can be thus considered the ordinary method used by all living species to provide adaptive responses to their environments.

In other words the behaviour of all living beings - human being included - can be considered first of all dependent on the "images" built by themselves (largely in an unintentional manner), as posited by Bateson for the general environmental processes, by Lynch for cities and territories and by von Hayeck and Boulding for the socio-economic processes.

But an image seen as a complex of different perceived elements organized in a framework can in turn be assimilated to a constantly evolving and regenerating hypermedia, i.e. to an on-line complex of various file (audio, video, graphics, text) either interconnected or inter-connectible one to the other. The WWW - particularly the social Web - can be thus viewed as the most suitable environment where fostering an image-building activity of relational territories, included the territories of tourism.

On the other hand is more and more widely recommended and diffused the use of the so called Web 2.0 for tourism marketing. This fact can be viewed as an interesting innovation but does not guarantee in itself any more relational (and sustainable) interaction between tourism and territories. Nevertheless it undoubtedly represents an opportunity to pair commercial and relational issues, or better to go towards a form of genuine economy of relationships.

But it is necessary to this end to insert the activity of relational image-building - in my view largely coincident with a planning activity - in the core of the marketing activities developed in the WWW regarding the tourism promotion.

On the basis of this conceptual premises the proposed paper will draw a balance of ten years research work about spatial planning intended as medium, and of the cyberspace intended as the most suitable environment for such kind of planning, aimed to transfer the achieved results to the field of territorial marketing of relational tourism.

The expected result is the outlining of a new research program aimed to foreshadow the virtual relational environments the most suitable to "imagine" the territories of relational tourism.

THE EDUCATION OF CONSERVATORS-RESTORERS AS A CONTRIBUTION TO THE DEVELOPMENT OF INTEGRATED RELATIONAL TOURISM

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Key words: education, restoration, conservation, cultural property, tourism

Abstract

In the last few years the education of conservators-restorers in Italy has undergone major changes. Aforetime only two schools were acknowledged worldwide as fully qualified in such field, i.e. Opificio delle Pietre Dure in Florence and Istituto Centrale del Restauro in Rome, whereas a multitude of both public and private institutions proposed curricula which were basically different as to contents and duration.

However, since 2004 the Codice dei Beni Culturali, the new Italian code of rules governing all the activities related to the Cultural Heritage, including education, prescribes that the curriculum of a conservator-restorer lasts five years and can be managed by any institution, provided that it is acknowledged by the Ministry of Cultural Heritage in concert with the Ministry of University. According to the rules established by these government bodies with respect to the composition of the teaching staff and the running of any activity related to the educational project, the degree examination has also the value of qualifying examination for the profession of a restorer.

Even before the Code were in force, in 2002 the University of Palermo initiated a degree course in Conservation and Restoration of Cultural Property, with the contribution of four faculties, Architecture, Arts, Engineering, Science. Over a three years graduate course, followed by a two years postgraduate course, the students spend a sizable number of hours in restoration laboratories, to experiment, under the direction of well experienced tutors, with restoration techniques of stone, organic materials and paints. This was possible on the cooperation agreement between the University of Palermo and the Centro Regionale per la Progettazione e il Restauro (CRPR), i.e. the operations centre of the Regional Authority for Cultural Heritage in Sicily.

Such a curriculum, based on a synergistic combination of university education with operative training in restoration laboratories, can be successfully introduced in any context where the necessary expertise is available. In particular the University of Helwan, Egypt, and the University of Palermo are working out a joint project for the education of conservators-restorers. Besides the two Universities, many other institutions take part in the project, e.g. CRPR in Palermo and the laboratory of IFAO in Cairo, specialized in carbon dating of archaeological finds.

The settlement on site of an effective program of education for conservators-restorers can stimulate the awareness of the local identity and promote new forms of tourism attracting people not only to monumental sites and museums, but also to the "minor" cultural property, e.g. the tangible ethnological-anthropological heritage, as well as the traditional forms of architecture, which lend to both small villages and old parts of towns their peculiar aspect. Furthermore, as evidenced by the experience at the University of Palermo, such educational activities can catalyse the growth of a network of different parties, such as museums, private institutions, local authorities, even international agencies on the one hand, and the University on the other hand, to promote synergistic conservation activities aimed also at the development of tourism.

TOURISM, INDISSOLUBLE FACTORS OF SUCCESS

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Key words: education and research, tourism

Abstract

The defining point of this paper is that training is key to the development of the tourism sector in each land, either in economic, cultural or social terms.

Training is necessary to identify, advertise, commercialize and manage an up-to-date tourism product, to be developed along well-defined standards, such as to meet the changing needs of the demand in the market of tourism products. The relevance of professional training of locals is - at the same time - a key condition as well as a competitive factor in the success of a complex product as in the supply of a place for tourism, typically made of individual elements which must become complementary in a complex planning.

Professional training is important as well as a pre-condition in developing micro-entrepreneurial capacities which, in particular in the tourism sector, made the key element for any good use of a particular place, especially so when lacking other important resources.

Analysis and assessment of the concrete economic value for investment and ensuing yields; reckoning of "intangible assets" as direct or indirect outcome of training.

The need of a "non-hetero-directed" development, that is that could own the added value of the tourism supply of a place and does not alienate it to external players.

The usefulness to promote Observatories and Research Centers to appraise and define data as well as information allowing to qualify as well as quantify tourism data.

Observatories and Research Centers would decidedly contribute to define and refine territorial marketing strategies, updating them to the never-ending changes, diversification as well as segmentation of demand and supply of tourism products; it is fair to stress the further added value deriving from the web-linkage of all Observatories and Research Centers within a macro-territory (e.g.: the Mediterranean Basin).

Territory

The centrality as well as importance of territories in defining tourism demand and supply, analysis of inter-relations amongst various subjects involves as "point-to-point", "packaged", "networking".

The growing, defining importance of "point-to-point" relations in planning tourism development of a territory, with particular reference to the use of information & communication technologies.

The need for a cohesion/alliance of the territory to extol, from individual supply of territorial micro-centralities, a plural homogenous offer of specific segments/niches within the demand market.

The need to communicate the cultural wealth still hidden within the territories and potentially generating added value through "learning by cooperating": the value of tourism districts is correlated to the added joint capacity of internal cooperation and competitive external capacity.

THE APPLICATION OF THE NEW GREEK TOURISM INSTITUTIONAL FRAME IN CRETE

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Key words: tourism institutional frame, mass tourism, unique tourism types

Abstract

Greece is one of the Mediterranean countries that bases its economy in tourism. The Greek productive structure has mutated through the years and today tourism consists the heavy industry of Greece. This fact has led to the exploitation of Greek islands coastal areas while the interior areas are deserted. The most representative example of this phenomenon is the island of Crete, the biggest Greek island that has developed huge infrastructures in its coastal areas, whereas the interior island has been facing population and agricultural production reduction. This has led to big population movements in coastal areas and sectors as agriculture and farming are abandoned. Historic areas with traditional architecture and important landscape are deserted while coastal areas are facing pollution and revalorization problems.

Greek Government's effort is to control and help tourism development in order to be more sustainable and productive. This has led to the legislation of the new tourism institutional frame that has already caused many reactions for its environmental, economic, social e.t.c. impacts.

The new tourism institutional frame that has been voted recently, is trying

- to encourage the development of new tourism types that attend to mutate the mass tourism to a more qualitative type of alternative tourism that includes:
- Residential tourism, where tourists have the chance to buy houses in Greece live there and become parts of the society,
- Agricultural tourism, where tourists can participate in the traditional agricultural process,
- Cultural tourism, where tourists can learn and participate in the cultural processes,
- Religious tourism, e.t.c.

and simultaneously

- to create touristic villages that continue to encourage mass tourism and the spread of infrastructures that overload the already damaged natural environment.

As the problems that have been faced from the until today exploitation of the Cretan island because of the mass tourism are the loss of cultural identity, the abandonment of the traditional productive structures, the destruction of the environment and the loss of human relationships, the current research attempts to examine how these new tourism types can be applied in Crete.

The aim of this investigation is

- to investigate the particularities of Cretan tourism and the problems that are today created by tourism exploitation
- to propose unique tourism types that can solve the problems that have been caused by mass tourism and respect the existing Cretan particular elements and
- to connect these tourism types with the rest sectors in order to revitalize the local economy and create sustainable development.

APULIA REGION EXPERIENCE IN TOURISM GOVERNANCE

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IPRES

Key words: territory, planning, international cooperation

Abstract

The theme of Integrated Relational Tourism in the Mediterranean area must be analyzed by considering the geo-political context of the Mediterranean area in respect of the sustainable tourism both as instrument of economic and cultural growth and social empowerment.

Nevertheless our intention is mainly focusing on the territorial impact of a specific local strategy of sustainable development and tourist governance adopted in the Mediterranean basin: Apulia Region experience. The strengthening of an integrated and sustainable regional tourism is considered an instrument to achieve the Euro-Mediterranean Partnership's goals.

Local cultures and environment respect are considered development catalysts to be put on the agenda of the Mediterranean tourist governance.

In 2005 the Parties to the Barcelona Convention adopted a Mediterranean Strategy for Sustainable Development comprising the promotion of a sustainable tourism and strengthening of regional cooperation and sharing of experiences.

Despite the political will to use the Barcelona Process to harmonize the whole area, many differences remain. The issue of scarce human right protection and local communities' political participation in many non-EU Member countries directly affect the concrete fulfillment of sustainable tourist policies.

The highlight of territorial experiences and good practices of cooperation between local governments and civil society contribute to the main governance of the Barcelona process. Moreover that is also the will expressed by the Committee of Regions who recently adopted a decision for the establishment of the Regional and Local Assembly of the Mediterranean area.

The Apulia Region offers a model of integrated synergies and strategies experienced at local level declining the promotion and safeguard of the territory and tradition and the fight against economic and social disparities.

In the framework of the European and National set of rules which must be respected by the local governments, since the end of the 70s Apulia Region initiated a series of actions aiming at reinforcing and diversifying the tourist offers all over the year.

Interestingly, being Apulia a Region still in need to economically and socially grow up - which is, with the due differences, the leitmotiv of mostly all Mediterranean Countries and be known on the global tourist market, the planning choices have been focusing on the studying and planning of different plans of integrated tourist development where the attractor is the core of different tourist micro-systems.

Those plans have been conceptualized and realized by involving the all local authorities, communities and stakeholders through the participatory processes and the peculiar practice of "Strategic planning in the vast area".

The communication strategy is oriented toward the creation and selling of a "Puglia brand" based upon the image of hospitality: a place of unique and unforgettable experiences because the natural beauties and historical richness are weaved with the traditions of a borders land where everybody is welcomed. Apulia annual tourist income is around 5% of the national one; the tourist entrepreneurial sector of Apulia counts almost 18.000 enterprises, 7.500 people permanently employed and 8.800 seasonal employed.

B&B (around 1400) and farm holidays structures (around 260) are a remarkable data of the regional private entrepreneurship being dislocated both on the coast and on the rural areas and making the tourist much more weaved with the visited territories.

Apulia has been using the so-called foreign power of Regions for finalizing important bilateral agreements in the Mediterranean area (with Albania, Croatian districts, Montenegro, Greek provinces, Tunisian region) which underlines the key-role played by the local authorities in the cooperation and tourist development of the area. Besides the institutional multilateral arenas, those kinds of agreements are a further multilevel means for the harmonization of the Mediterranean basin.

TOURISM REGENERATION: THE CASE OF THE HISTORICAL CENTRE OF CATANIA AND THE ROLE OF YOUNG PEOPLE PRACTICES

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Key words: young people, historical centre, culture and tourism

Abstract

It is commonly accepted that urban tourism cannot be treated any more as a simple consumption asset but, having the status of relational asset, has to be treated as a question of rethinking the very concept of urban quality, wellbeing of citizens and identity of places. The deep transformations the production and consumption of the touristic experience have been subject to, can represent useful instruments for the reduction of territorial unbalances (centre/periphery, urban/rural), as much as those, social and generational, which characterize the Mediterranean city. Therefore, the development of a network, relational, participated and visionary approach to territorial, cultural and touristic planning of the urban context becomes a necessary precondition to understand the specific importance of vertical and horizontal links that regulate this space of political intervention.

The present paper interprets the historical centre and young people of the city of Catania, respectively, as spatial and social symbols of the potentialities and contradictions of the touristic development of the Etnean metropolis. From the recognition of the symbolic and concrete importance that cultural and economic activities and impulses, coming from young people, have given to the social and touristic revitalization of the historical centre of Catania in the period between the 1980' and the 1990', the paper develops an analysis that will evaluate the relationships existing between revitalization processes of the historical centre and touristic development. In particular, the paper will focus its attention on that segment of the relational tourism supply and of the entertainment market, of loisir and cultural production that sees young people as agents of local touristic development. To reach this objective, the paper will report the results of an articulated survey that allows to define the scenario of the 'young people's city', with its entrepreneurial practices, relational tactics and modes of cultural production which, also, represent one of the most characterising expression of the processes of transformation of the contemporary city.

The paper will also report the results of an investigation, based on deep interviews with young operators of non-hotel accommodation structures (B&B, youth hostels and other accommodations) and the entertainment industry, which will investigate their entrepreneurial practices (difficulties, cognitive schemes, conflicts and participation patterns). This will be combined with a critical analysis of past and present local policies aimed at developing tourism, cultural entertainment, spatial planning within the historical centre of Catania.

The paper will be based on the idea that urban tourism and cultural planning has to be able to integrate, in a local sustainable development logic, both high and popular cultural expressions; respect values and roles of pre-existing local culture; embrace and enhance the contribution of difference in terms of widespread creativity. This way economic, territorial, mobility, security, social and generational urban policies can integrate and interact recognising culture and creativity as soft infrastructures which are functional to the social and spatial regeneration of the Mediterranean cities.

LANDSCAPE, ECOMUSEUM AND SUSTAINABLE TOURISM IN SICILY

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Key words: landscape, sustainable tourism, ethic, ecomuseum, cultural heritage

Abstract

Travel experience revolves on the landscape, as part of intense emotional attraction. Use the landscape as a tourist appeal reveals from the beginning, since the eighteenth century Great Tour heading for the Mediterranean, the link with the vision and the fascination exerted on tourists from the painting. Interesting will be therefore reconstructing the role played by the concept of the picturesque in forming the tastes and expectations of young aristocratic travellers. The artistic representation stimulates their curiosity, but inevitably tends to impoverish and to reduce stereotyped image of the territory. The risk is, now as in the past, degradation and reduction of local culture to a mere folkloric simulacrum undervaluing the complexity of the journey experience. On the problematic encounter between Us and the Other anthropological studies reflected denouncing ethnocentric attitudes also present in the most sensitive writers and travellers. Starting from the acknowledgement of the ethical value of tourism activity has come to develop codes of ethics of tourism aimed at defining the values that should animate the journey. Hence the search for sustainable forms of tourism, fair, supportive, responsible.

Therefore it is necessary to ensure that the needs of local people are well harmonized with tourism so that it promotes economic, social and cultural development. In this view the ecomuseums are an important experiment of cultural, ecological and sustainable tourism, aimed at integrating the knowledge and preservation of cultural heritage of the area with that of environment and landscape. The innovative features offered by ecomuseums include the involvement of local people and resident in the project, communication with the public, didactic function of the museum. They are a way to use the ethnographic baggage and promote awareness and protection of cultural heritage rooted in the territory. They choice to maintain in situ products of material culture and to include in it the testimonies of intangible culture, and finally to develop a branching structure.

This feature allows to areas burdened by delays in development, such as in South Italy, to promote such initiatives in order to integrate the traditional seaside tourist offer with cultural and naturalistic one. It is very relevant to create a network of relationships with other ecomuseums aimed at providing adequate response to the visitors led by curiosity to a cultural travel. Their contribution supports a new interpretation of the concept of cultural landscape in an anthropological, geographical and ecological point of view. In some cases, ecomuseum contributes revisiting also perceptual and aesthetic aspects of the landscape through artistic installation. Such initiatives promote a new aesthetic sensibility in travellers, not merely conservative, but innovative and allow to leave the stereotypical visions. After a brief historical introduction to the relationship between landscape and travel, the methodology will refer secondly to the mapping of eco-museums in the Sicilian territory.

The research tries to verify the effective diversification of supply routes, accessibility and usability of content related to material and immaterial culture.

INTEGRATED RELATIONAL TOURISM: NEW ISSUE AND OPERATIONAL NEEDS

Sebastiano Di Mauro

Gal Val d'Anapo

Key words: local development, IRT, tourism networks

Abstract

The Integrated Relational Tourism (IRT) methodology has evolved beyond the narrow limits of the scientific debate and, in line with the virtuous systemic integration between research, training and application, has been able to experience various operational models of Governance and instruments of management of the integrated relational offer. Since meticulously defined and verified, these applications proved their adequacy to guarantee various levels of sustainability, to adapt the operational and programmatic methodology to sectoral dimensions, in accordance with the environmental, historical and cultural, economic and social issues. Significantly, throughout the Pilot Project of Val d'Anapo (linked to the Ibleo mountains and the 17th Landscape and Territorial Regional Plan), various complex and integrated actions were realised, supported by different financial resources, without challenging the organic coherence of the integrated relational tourism approach. The final outcome could be linked to: a) various typologies (private and public) of products, goods and services congruent with the Integrated Relational Offer (IRO); b) rules of governance and evaluation of different qualitative levels, c) creation of instruments for management (Club, online booking, cards, etc); d) promotion of "new systems of representation" (both at a local and international level) able to promote a new type of marketing focused not on the traditional aspects of the demand but on the offer. Note should be taken that PRISMA (project funded under the INTERREG IIIA - Italy Malta Programme) identified that the territory is mature enough for this new approach and, thus, able to launch an Integrated Relational Offer gathering both South -East Sicily and Malta, but also to aim at a broader euro-Mediterranean offer (see page 5 of the Research).

Over the time, this methodology has been always more and more inquired, interpreted and applied by various subjects, in different territories; this enlargement hasn't been completely monitored by the Technical-Scientific Committee, specialised, throughout various researches and analyses, on the methodological issues. In addition, this enlargement hasn't always proceeded in accordance with the system of Governance established, although in an embryonic status, by the Technical Scientific Committee.

In particular, it is already common to see tourist organisations acting at the global market level; quite often, these organisations represent "economic and organisational strong powers" whose day do day management is linked to the concepts of "re-territorialisation of the economies, re-contextualisation of the cultural identities, re-composition of the social groups". These organisations use and apply within our territory, in forms more or less appropriate, the guidelines of the Integrated Relational Tourism.

ECONOMIC ASPECTS OF OLIVE-GROWING AND OIL PRODUCTION IN THE NEBRODI RURAL AREAS

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Key words: olive-growing, competitiveness, local development

Abstract

Olive trees have characterized the Mediterranean landscape for thousands of years. Their cultivation originated in eastern Mediterranean countries - known as 'fertile crescent' - where oil production and trade became one of the main economic resources for the regions and peoples of the time. In fact, thanks to the work of Myceneans, Phoenicians, Greeks and Romans, olives came to be one of the major agricultural crops in the Mediterranean.

With a value of 2,4 billion Euros (average of the years 2005-08), over 85% of Italian olive production is developed in the regions of southern Italy. In these regions, less encouraged by economic development, the olive and oil sector plays a fundamental social and economic role, generating a high demand for working days every year. In addition, olive-growing is an important source of income for many peasant families in several areas of Calabria, Apulia and Sicily, if not the only work opportunity for many farmers. Moreover, olive oil is a key healthy ingredient in the Mediterranean diet.

In addition to these significant economic and health aspects, olive-growing also performs irreplaceable functions of protection of the environment, landscape and agricultural ecosystem.

However, in spite of playing such a crucial role, Italian olive-growing has had to face stiffer competition over the last few years, especially in Sicily; this moment of crisis is mainly due to the higher competitiveness of the olive oil produced in other EU and non-EU countries.

In the era of globalisation, the problems related to the protection and development of rural areas are extremely relevant: to valorise and protect the agricultural landscape and promote eco-sustainable agriculture - encouraging local products at the same time - are not only economic and social needs but also cultural and environmental necessities.

The present investigation has been carried out within this context, in order to assess the competitiveness of olive growers and oil producers in the Nebrodi area, where the most part of the olive-growing of the province of Messina is located.

In particular, the research has analysed a sample of olive-growers, properly selected in order to measure their profitability and the strategies which they adopt to be competitive in an increasingly globalised market.

Finally, the investigation has made it possible to reveal the challenges and opportunities of olive-growing, which is particularly inclined to promote multifunctional agriculture in order to improve rural development in the Nebrodi area.

ECO-TOURISM A BLESSING OR A CURSE

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Key words: eco-tourism

Abstract

Eco-tourism is a new term appeared in the past few years, which deals with non-traditional type of tourism. It differs from the traditional customary. In the following paper we address the concept of eco-tourism in terms of definition and the current situation of eco-tourism in Egypt in terms of economics and the most important places in Egypt for eco-tourism, whether environmental or nature reserves, coastal or desert areas with some explanation for the valuable contents of these sites, as well as environmental opportunities available. Relations and interactions between the rights in general, whether visitors or settlers and the environmental resource. As we address the most significant threats and risks that could result from eco-tourism, whether it was on the environment in general and biodiversity in particular. Also address some of the recommendations that would reduce or mitigate the risks that may result from this type of tourism and encourage eco-tourism in Egypt.

THE ROLE OF VISION MEDIA IN DEVELOPING THE TOURISTIC AWARENESS AT THE ARCHAEOLOGICAL SITES

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Key words: archology, media, e-marketing, tourism, awareness, social effect

Abstract

Egypt was known throughout its history as a destination for tourists and travelers since it was visited by "Herodotus" during the ancient time, when he got surprised because of the vast difference between Egypt and his homeland. Egypt maintained this image throughout the middle and modern history. However, the discovery of the Pharaonic antiquities long time ago has added a special charm to Egypt, besides its unique religious and cultural monuments. On the other hand, Egypt enjoys a geographical location, and a moderate climate all the year-round, along with its smooth vast coastlines, and beaches with its unique treasures of coral reefs, providing Egypt with advantages of a competitive edge.

Egypt enjoys various fields of tourism attraction, the most important are archeological or cultural tourism as one of the oldest types of tourism in Egypt, where the landmarks of the ancient civilizations are visible to the naked eye, an incarnation of the nations that constructed these civilizations since the dawn of history. Despite the multiple types of tourism, and Egypt's cultural tourism remains the unrepeated, unique and non-competitive component of tourism as Egypt possesses one third of the world's known monuments.

Besides cultural and archaeological tourism, many tourism attraction types have come into existence and addressed broader segments of tourists across the world, including recreational tourism, beaches tourism, religious tourism, therapeutic tourism, eco-tourism, sports tourism, golf tourism, safari tourism, desert tourism, yacht tourism, and maritime tourism in addition to festivals tourism, and cultural events and finally conferences and exhibitions tourism.

Because of the significant role of tourism in the national economy, the Ministry of Tourism should develop a plan to increase the capacity of the Egyptian tourism to become globally competitive, increase its share in pushing forward the national economy and attract more tourists to the Egyptian market. The ministry also should diversify the tourist destinations to attract tourists from non-traditional markets as well as increasing the number of hotel rooms.

The modern technology in communication and media has a great effect on the process of attracting attention to cultural and archaeological features in Egypt. This research concentrates on the lack of cultural and archaeological awareness in Egypt, with special stress on the Suez Canal Zone. The objective of the research is to study the impact of visual media, represented by TV channel 4 in the Canal Zone, on developing citizens' awareness about cultural and archaeological sites in their surroundings.

The research covers the following :

- The importance of media in tourism industry, television.
- Depicting the cultural and archaeological distinctive of the Canal Zone.
- Sheds light upon the problems facing media in covering the cultural and archaeological sites and suggesting ways to solve them.

The research will conclude with an empirical and analytical study and a presentation of the most important results and recommendations.

**CLIMATE VARIABILITY ALONG THE MEDITERRANEAN COAST OF EGYPT IN RELATION TO
GENERAL ATMOSPHERIC CIRCULATIONS (1957-2006)**

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Key words: temperature, precipitation, Egypt, climate variability, teleconnections, trends

Abstract

The Mediterranean coasts were approved to have abrupt climatic changes over the last few decades. These changes may cause potential economic effects and human losses particularly in coasts with very high density of settlements such as the Egyptian coast. In this study, climate variability along the Mediterranean coast of Egypt was investigated. Five climatic variables were selected for this purpose (monthly maximum mean temperature T_{max} , monthly minimum mean temperature T_{min} , monthly mean temperature T_{mean} , diurnal temperature range and monthly total precipitation T_{prec}) for the given period (1957-2006). The analyses were based on a dataset of 10 observatories located along the Mediterranean coast of Egypt between Rafah and Sallum. Data was firstly quality controlled to finally obtain free-of-error dataset. Monthly and annual series of all variables were set for homogeneity test based on an iterative run of Standard Normal Homogeneity Test (SNHT) of Alexandersson. Monthly, seasonal and annual trends were computed for each observatory using a non-parametric test, Spearman Rho test. These trends were spatially distributed to show spatial patterns of each parameter. Additionally, a regional series was created to summarize the whole climatic characteristics of the Mediterranean coast of Egypt using the Thiessen polygon method. It was clearly found that the Mediterranean coast in Egypt exhibit a clear warming trend in minimum temperature and a general cooling trend in maximum temperature with some seasonal variability. These findings come in agreement with the results demonstrated across the Mediterranean. Also, a remarkable decreasing tendency in the monthly total precipitation was observed confirming more tendencies towards aridity especially in Marriut region. Spatial and temporal patterns of both temperature and precipitation were linked with the general atmospheric circulations predominate in the region including the North Atlantic Oscillation (NAO), East Atlantic Index (EAI), El Niño-southern oscillation (ENSO).

THE ROLE OF KEFTIU IN THE INTERRELATIONS BETWEEN THE LEVANT AND THE NEW KINGDOM EGYPT AS SHOWN IN THEBAN PRIVATE TOMBS

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Key words: keftiu

Abstract

The present topic deals with one of the Aegean elements; the Keftiu as such, according to their depiction in the Theban private tombs of the 18th. Dyn. (1540-1515 BC), which witnessed the success of the Egyptian empire in dominating a great part of the ancient world. The sporadic contacts between Egypt and Crete was evidently known since the Old Kingdom Egypt, whereas its people were identified in the Egyptian texts by three specific names; THE HAW-NEBW (the people of the far north), THE KEFTIU (the islanders in the midst of the Mediterranean-sea). In the New Kingdom the depiction of the Keftiu seems to be in ten of the Theban Tombs (TT 39, 71, 85, 86, 93, 100, 119, 120 ?, 131, 155), and mainly in three successive reigns of New Kingdom rulers: Hatshepsut, Thutmose III and Amenophis II. The investigation of the nature of the Keftiu appearance in the above mentioned tombs would give rise to various artistic and textual controversial views. It would also reveal the Egyptian view towards the Keftiu, whether they are considered as captives or merchants according to the historical and environmental circumstances of the area. If we accept the Keftiu as immigrants and their old acquaintance with the Phoenician coast may have oriented them to be dwellers rather than colonists in the Syrian cities. Therefore, the Egyptians may have likely considered them as part of the Syrian coastal vassals. But the present writer is apt to as transit traders between Egypt and Phoenicia, but never be considered as vassals of Egypt. Apart from their traditional inclusion in the toponym lists of the subdued countries. The paper ends with various controversial conclusions which refer to the ethnic nature of the Keftiu and their notable appearance within the LBA/ LMII-I. Moreover the reference to the specific type of the Egyptian-Keftiu relation comparing with the other northners, which is reflected in the presentation of their goods either in kind or poses. A discussion which may help in revealing their role and setting their dating properly.

SOCIAL RESPONSIBILITY IN TOURISM BUSINESS AS AN INNOVATIVE APPROACH FOR ENHANCING COMPETITIVENESS OF TOURISM IN EGYPT

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Key Words: Social Responsibility, Tourism, Competitiveness, Indicators, Measurements, Egypt

Abstract

The purpose of this paper is to improve the understanding of the manner in which tourism companies deal with key stakeholders in relation to corporate social responsibility in Egypt (CSR), focusing in particular on how tourism business sector companies can handle critical issues related to CSR and utilize these experiences in enforcing their regular social responsibility for gaining more competitive edges in the global tourism markets. The paper methodology is based on collecting data from the Egyptian tourism companies through questionnaire forms. Statistical Means, Z. test and analysis of variance (ANOVA) are used to measure the social responsibility criteria in the Egyptian tourism business sector and to interpret the research outcomes.

The research results explained that tourism business sector managers' attitudes towards CSR criteria are positive. They actually have defined policies regarding CSR and practice activities regarding CSR issues. However CSR should be managed by a combination of handling unexpected episodes that threaten existing social responsibility and the long-term reduction of gaps between stakeholder expectations and the tourism business sector performance. Furthermore, CSR implies building and maintaining relationships with society through interplay between actors, resources and activities for improving the competitiveness of tourism business sector companies in Egypt.

RELIGIOUS TOURISM AS OPPORTUNITY OF LOCAL DEVELOPMENT: THE CASE OF GANGI

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Key words: tourism, religion, local development, Sicily

Abstract

Religious feeling leads people toward an inner path, in order to retrieve a fully human dimension of their life. Furthermore, it increasingly leads people to take a real walk to places and destinations that may offer an optimum for individual spiritual growth, such as holy places in all the main religions. Such places are often full of meaning and beauty, so that men and women trying to get in contact with their transcendent dimension make a pilgrimage there. Such a phenomenon has become a real mass religious tourism with regards to the world's main holy places where apparitions or particular religious events occurred.

Millions of people move to rapidly visit a holy place, grouped together by specialized tour operators. Sometimes scaling up this phenomenon can lead up to distort the travel and holy places. Just like the great holiday villages that have devastated the most beautiful coastlines and landscapes in the Mediterranean area in the past - often leaving crumbs to local communities, such a religious "all inclusive" frequently implies that local people lose their identity and become mere souvenir sellers. Peregrine tourists and local people have few contacts and there's no real knowledge or cultural change.

However, there is also a different way to manage religious tourism, a method that keeps to traditions and cultural features of local people, who are still the main character of religious events. They profit by direct contact with peregrine tourists who thus can start to know more thoroughly the life and people of that place. That being the case of traditional processions or religious events and rites that still take place in many areas of the Mediterranean. Especially in Sicily there are some of them particularly ancient and charming, which sometimes have their roots in a mixture of religions and traditions that this island has received by the different peoples that have inhabited it: Greeks, Phoenicians, Romans, Carthaginians, Arabs, Normans, Swabians, Spaniards, French, English, Austrians, Piedmonteses: all of them have contributed to create that mix which is now called "sicilianità".

This paper aims at describing the case of Gangi, a village in the Sicilian hinterland, founded by the Mynoics. It is particularly inclined to attract this kind of tourism due to many holy places and participation of local people to an increasingly common religious feeling. A big temple was already situated there in the age of the Roman Empire; it was devoted to the Mother Goddesses - already mentioned in Cicero's *Verrines* - and is now being excavated by American archaeologists. It was not by chance that in Wim Wenders' last film presented at Cannes, "Palermo Shooting", the director made the protagonist's spiritual path come to an end just in Gangi, where spiritual knots leading him from Berlin to Palermo are finally undone.

The tourist model I would like to describe aims at a full development of this area and at creating a common entrepreneurship that may allow local people to find a way to keep on being economically active. A relational tourism whose centre of mass are people forming part of supply and demand rather than services. Such tourism is often based on personal acquaintances rather than structural components and is oriented toward human growth and, thus, toward this area's development.

THE “CULTURAL GATES” IN THE MEDITERRANEAN CITIES

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Key words: city, Mediterranean, trade, society, project

Abstract

The present contribution gives an account of the research line “Strategies of development in the Mediterranean cities” whose results have been published in two volumes edited by Concetta Fallanca De Blasio. The cosmopolitan character of a city can be read by the variety of faces and costumes animating it, by the wealth of cultural events promoted and by the availability of goods offered. The interest towards interculturality and exchange is expressed in the attention to spaces and architectures involved in these functions as well as the decline of these public places is an indicator of cultural stagnation.

The essence of the urban structure is mainly composed of spaces of relationship, and among these the places dedicated to exchange are the most significative elements of the urban fabric. In most of the Mediterranean cities the design tensions are focused on port areas and commercial districts that are next to the very central urban parts. The space for trade plays a key role in the urban reorganization processes and then exploring and realizing the particular category of the spaces of relationship devoted to trade, even through the historical events that have changed these both in their physical structure and importance, can be of use to define strategies of intervention targeted to maintain their vitality and role that together contribute to characterize the identity of each city. The 37 cities chosen as case-study belong to five cultural macro-areas, characterized by specific peculiarities and include other numerous levels of recognizability. The heart of this research is devoted to the architectural expressions of trade and to the analysis of their characteristics that are combined with the cultural area of reference: the Maghrebi and Middle Eastern souks, the bazars and the Turkish-Ottoman *çarşı*, the Genoese *ripa*, the domaine of Marseilles, the *zoco* and *alcaycerías* of the Andalusian Spain.

The closer examination of specific urban contexts ends up with the observation of the projects under way to seek for considerations on the future of the historical spaces of trade in the framework of general city planning. Examination of these urban contexts and their design tensions highlights the urban importance of trade reorganization processes and underlines how both in the past and nowadays, the maintenance or integration of trade can ensure levels of complexity, articulation and vitality in urban tissue important fragments, as well as the deterioration of local commercial networks can trigger or worsen the decline of entire urban areas. The starting consideration is that the study of spatial and organizational phenomena of the spaces devoted to trade, in particular the historical ones, can be considered a required step for understanding the specific reality of Mediterranean cities to conceive planning processes respecting their values and identities. To think and plan in and for the cities giving the right attention to the universe of neighbourhood exchange, interpreted not only for its economic role but especially for its social value to hold people together, can be of use to give back a full central position to the research of urban places quality in terms of expressed energy and vitality in order to keep to invest in the real and main leaven of our cities. At the same time it can help to emphasize ties between the study of the spaces of trade and the processes of transformation in line with a “high” tone of urban quality that is not directly targeted to please a certain tourism but it foresees effects aimed at strengthening the character of places and so their capacity to be authentic attractors for knowledge tourism.

ENHANCEMENT OF IDENTITY VALUES AND PRESERVATION OF NATURAL ENVIRONMENTS IN THE RECONSIDERATION OF ETNA PARK'S TOURISTIC ITINERARIES

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Key words: tourism, GIS, protected areas

Abstract

Mass tourism in a modern and postindustrial society has become a synonym of economic growth as it is an index of a high level well-being and quality of life. However this standard of living pays a high price. The wounds inflicted to territory and to the original characters of local communities could testify this situation. Often tourism is associated with a high pressure on natural areas, an higher soil degradation and a disruption of identity structures of a place. Today there is a great difficulty to combine mass tourism and sustainable development, but the aim to ensure a balance between touristic activities, ecosystems and various human activities has become imperative; therefore it is necessary to identify new instruments to understand new and disruptive socio-environmental dynamics produced by the new phase of tourism development. At the same time it is necessary to identify compatible strategies for touristic growth with the human and natural heritage avoiding to exceed the vulnerability limits of the ecosystem considered. Among the many areas at risk today (coastal areas, mountain areas, wetlands, inlands, etc.) the paper will consider the touristic itineraries which are attractive for several historical and local values but where at the same time entire ecosystems risk a partial or total disappearance. In particular the paper will concentrate on Tourist-natural itineraries in the natural park of Etna (Sicily). First an investigation on the current condition of the Etnean paths will be conducted, changes and touristic contribution after years of the establishment of the great Sicilian park will be evaluated. By focusing on the theme of paths it is important to consider some essential details: landscapes and ecosystems will be considered as the main attraction factors whose aim is to appreciate and study the environment in accordance with a conception that treats sustainable tourism under an ecological, social and economic point of view. The methodology will aim to draw specific itineraries using the Geographical Information Systems (GIS) considering some important key concepts that have to do with a sustainable tourism. Thanks to an analysis of landscape that allows to identify an established place, but as well ecosystem's elasticity and fragility, it is possible then to build a mathematical model that could develop these potential paths with their limits of use. This mathematical model will consider many other important factors such as: resources vulnerability, security need, climatic comfort need, physical space need for activities, visitors flow, load capacity, specific needs of some resources attributes etc.. This work, at the end, will try to provide some practical suggestions to realize sustainable itineraries in the specific field of study (Etna), but at the same time it aims at reaching a theoretical definition of a model, with a great capacity to be generalized, according to the concept of sustainable development and integrated relational tourism, which is the theme of the conference.

RURAL ARCHITECTURE IN WESTERN SICILY TRADITION, IDENTITY, SUSTAINABLE RESTORATION

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Key words: rural architecture, traditional construction, sustainable restoration, western Sicily

Abstract

In the rural landscape the architectures that support human activities often represent elements able to characterize the territory, furnishing to the more attentive traveller some indications that relate about the history, culture and economy of a context through the slow and prudent transformations of natural environment.

Often in the Mediterranean area, also in geographically neighbouring districts the anthropization process could be various by different historical events, heterogeneous geological and lithologic and agricultural conditions.

Particularly in Sicily, always a privileged place of exchanges and cultures contaminations, is evident the complex interaction between different agricultural and residential-constructive traditions, that produces a diffuse repertory of rural architectures, representative also of other areas of Mediterranean Basin.

Varieties, originality of typological solutions, essentiality and efficacy of constructive techniques - all expressions of a not rich culture, obliged to especially use the local resources - become a paradigm of quality for the most of rural buildings, contributing to define the characters of a regional architecture that purpose its identity like a leading element for the economic and cultural sustainable development of rural areas, particularly of the internal ones, often extraneous and unknown to the more hurried and less attentive tourist.

The rapid evolution of techniques of agricultural production, the crisis of traditional use of territory and the consequent urban migration have accelerated the transformations of many rural areas, with the correlated twisting of farms ("bagli" and "masserie"), sold and subdivided in different properties, adapted to modest exigencies in order to the new functions.

In other cases, we notice the abandonment and the decay of not more competitive structures, with the related partial loss of identity and learned characters. In these occasions many rural architectures have been transformed introducing functional, constructive and plant-engineering criteria referred to models extraneous to tradition, not integrated in the landscape for their characters, volumes and functions.

Starting by the actual consciousness that rural architectures - examples of those integrations that represent an equilibrium and dialogue between nature and artificial element - constitute elements able to characterize a place and its landscape, we derive the exigency to a safeguard of these architectures through a sustainable utilization.

This study puts in evidence as the interventions on historical buildings in natural environments has to purpose the material conservation and the architectures restoration, together with a compatible use; so it could be possible to restart an economic development able to safeguard the originality of local cultures.

Not only to repair the damaged architectures, recovering their history, quality and identity, but also to recognize the susceptibility to transformations for assign them economically valid functions, however able to subordinate the modifications to the maintenance of typological characters.

The appreciation of our rural architectures could therefore follow up an economic and functional survive, proposing an active and sustainable conservation based both on the revisiting of tradition and on real instances, integrating the agricultural vocation with a tourist fruition that from it takes benefit.

INTEGRATED RELATIONAL TOURISM (IRT) AND THE DEVELOPMENT OF THE COMMUNITIES COMPRISING POPULAR POTTERS IN EGYPT

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Key words: development, popular pottery, Integrated Relational Tourism (IRT), cultural identity

Abstract

The paper tackles the communities of the Popular Potters in several regions in the Arab Republic of Egypt (Fustat - Cairo governorate; an example of a mountainous area, Greese - Fayoum governorate; an example of an agricultural area and Al-Mahrousah - Qena governorate; an example of a mountainous area in Upper Egypt). Each of these regions has a different environmental nature which remains intact amid the negative aspects of the modern technology. Offering untraditional products, these communities are still living innately.

The paper is dealing with the characteristics and the potentials of the communities of the Popular Potters. It also deals with the intimate relationship between man, the multi-dimensional pottery products that have different shapes; each has its own meaning and significance on one hand; and traditions, beliefs (birth, marriage, death,...etc.), feasts, religious occasions, official days, the use of pottery either for decoration or for daily purposes in the different environments as well as the difficulties and the challenges facing the pottery manufacture and usage on the other.

The paper also discusses the suggested efforts to implement its objectives, including: - Re-assessment the Cultural Identity of the Popular Potters as a means of cultural communication between Egypt and the Mediterranean countries, together with its impact on the untraditional tourism .

- Determining the main characteristics of the communities of the Popular Potters in Egypt, which are strongly related to the attraction factors of the Integrated Relational Tourism (IRT).
- Thus the paper focuses on:
- Man and economic development of the Popular Potters. This will generate more profit, if compared to the other traditional tourist sectors, and thus leading to implementing the concept of the Sustainable Development through tourism as a means that affects the individual's behavior in the society.
- Maintaining the Popular Potters as a handicraft that represents a significant part of the popular cultural heritage as well as the Cultural Identity that did not attract the appropriate attention.
- Introducing and marketing a new untraditional tourist element through which the tourist will get acquainted with the nature as well as the essence of other communities as well as the human integration that characterizes them. This accordingly features an attraction factor for the Integrated Relational Tourism (IRT).
- Strengthening communication among the Mediterranean different cultures, on the condition of maintaining the essence of each of them.
- Improving the artistic sense for Popular Potters products, and thus expanding the infrastructure of these communities.

The paper defines a group of technological, economic and environmental pillars that set up these communities and further contribute to their sustainable development. The paper also stresses the role of these pillars as attraction factors for the Integrated Relational Tourism (IRT).

The paper also sets a plan for the future of these communities, on the social, cultural, media, tourist and developmental levels in order to be able overcome the challenges which these communities face amidst the drive to match the globalization spirit.

IRT AND REGIONAL TOURISM IN AUSTRALIA

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Key words: relational tourism, regional forecasting, BSM

Abstract

This paper takes a leaf off the Mediterranean experience to discuss the scope for relational tourism in the eight regions of Australia. Australia is the traditional home of aboriginal people whose ancient culture, art and craft are of interest to international tourists. The aboriginal way of life and their norms are unique and quite different to those of the western world. Since the early settlers of 200 years ago Australia has become a multi-cultural society with a mix of diverse cultures from both the east and the west. These cultures have contributed to the present life styles of the country. Australia's agricultural excellence, its farms and wineries and its fauna and flora and the unpopulated, quiet and beautiful country side and out-back are also catalysts for international tourism in the eight regions of the country. This paper pre-supposes that international regional tourism in Australia is mainly relational and is based on local history, culture, intangible heritage in art and craft, agriculture, and life style. National icons that attract tourists such as the Sydney Opera House are few and the promotion of such icons is not the main strategy that is pursued by the tourist industry of the country's states and territories. However, regional life styles and cultural attractions are well promoted.

Considerable research has been done on forecasting international tourist arrivals using various research models. However, very little research has been done on forecasting regional international tourism, especially for Australia. Since this study considers Australian regional tourism to be relational, univariate time series data are used to forecast arrivals in each region namely, NSW, Victoria, Queensland, South Australia, Western Australia, Tasmania, Northern Territory and the Australian Capital Territory, using international arrivals data at the major ports of entry to Australia over the research period from March 2000 to March 2009. For simplicity, forecasts are based on the Basic Structural Model and forecasts of international arrivals are made into the future for 2010-2013. As there is a demand among relational tourists for home stay accommodation as well as those with the traditional comforts and facilities international tourists require, the forecasts made in this paper will be useful to determine whether services and infrastructures in the regions are sufficient to further encourage and promote relational tourism in Australia.

SOME REMARKS ON THE ACTUALITY OF "TOURISM AREAS LIFE CYCLE" (TALC) THEORY. THE CASE OF ITALY

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Key words: tourism area life cycle (TALC), mobility, empowerment, governance, Italy

Abstract

The tourism area life cycle (TALC) theory, originally proposed by Butler in 1980, has been in the long run subjected to validations, revisions and confutations, anyhow conveying a certain fascination in many scholars. Conceived in a classic and fordistic economic environment, directly derived from Vernon's product life cycle theory, it suffers from a very marked determinism, which has been often put under discussion in the last years. Butler himself has recently (2009) pointed out on some limits of the TALC, denoting the swiftness of changes in progress and mobility as a crucial factor of the dynamism of places.

New concepts, closely linked together, are more and more applied to understand the present periods of development and, above all, of crisis: particularly, the regulation theory is useful for a combined approach with the power distribution theories and the concept of empowerment, in an age in which, even in tourism, the state power lowers, while globalist pushes and, in the same time, localist ones rise. So the result is a picture extremely fragmented of tourism policies, defined as "post-sovereignty", where a model of linear development like the TALC is going to be necessarily put under discussion.

Actually, it has still great correspondence above all in the small mono-product places, where the force of change of actual schemes of tourism output is very low. These become substantially "touristic colonies", with a marked opening to exogenous entrepreneurship; even considering the possibility of a "rejuvenation" phase, as hypothesized by some authors, the smallest localities, with a barely differentiated offer, are going however to be more and more marginalized in the very fast replacement of markets of last years.

In other places, where the local community is hale and hearty and can express a certain political power in planning the path of tourism development, there could be also a complete repositioning of these areas in the international tourism market, often changing the global image and suggesting a new and energetic one, beside the traditional one. There have been many attempts to change and enlarge the point of view of Butler's theory, mostly in the last years, introducing more sociological readings or hypothesizing a global restructuring, in which there are supposed some different cycles or waves interweaving and superimposing each other in the course of time. Italy is certainly an excellent case of study, where the debate on the future of tourism and the end of its spontaneous growth era raise crucial issues to scholars attention.

The competition with the other Mediterranean countries gives us the image of a country in great difficulty to keep leadership positions on tourism markets, notwithstanding the good performances in the last years. The crisis or, anyhow, the stagnation of some products is not uniform in all the country, but has some remarkable territorial differentiations. Trying to reconstruct a diachronic reading, even in the difficulty of gathering satisfactory statistical data, is a first step to observe the consistency of the Italian case with the TALC and to hypothesize new reading keys of this theory in the light of a contemporary world being more and more complex.

TRI STRUCTURAL DIFFERENCES AND PERSPECTIVES IN THE NORTHERN MEDITERRANEAN AND SOUTHERN MEDITERRANEAN. COMMERCE AND RURAL-URBAN INTERACTION

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Key words: national and environmental resources, northern-southern Mediterranean, commerce and the territorial framework

Abstract

The objective of this study is threefold: First, it will attempt to analyze the different environmental resources and their TRI sustainability in the northern and southern Mediterranean regions. Second, it will attempt to analyze urban/rural commercial behaviour in an evolving context and the current crisis. Finally, it will analyze three territorial frameworks depending on the methodology in question.

There are marked variations between both shores of the Mediterranean which are extremely obvious. In the north, rural settlements possess valuable historic centres facilitating TRI. This is enhanced if they are situated near mountainous areas, forests, or the sea, thus ensuring a variation of crops and the possibility of a population with economic means to purchase technology and value their natural surroundings. Tourism is well-established in such regions, attracting Northern Europeans and national clients. The rural settlements located in the south, in contrast, do not hold any intrinsic value and their dwellings are rarely renovated in comparison to similar ones in the north yet they possess the same wealth of natural resources in terms of mountains, forests, and desert landscapes which appeal to an adventure or archaeological type of tourism. Accessibility to these southern interior areas is generally poor in terms of roads and telecommunication when compared to that of rural settlements in the north. Morocco and Egypt both offer significant organizational differences between their urban and rural settlements that range from attractive urban settings to bleak rural ones despite these countries' natural and archaeological resources. Morocco is by far the most diversified in terms of tourism: its proximity to the coast is not such an important factor as it is in the northern region where urban/rural interaction and varied natural resources are important. Yet well-structured guided tourism with a diversity of itineraries already exists as an original means of penetrating the southern TRI of Morocco's interior region along with coastal or urban areas of greater importance than in the North. The urban setting possesses different functions in its interaction with rural tourism. Tourists from big and medium-sized cities that have varied services value the wealth of national resources and the healthiness of occasional visits to the rural north. Central Cairo, Agade and Marrakesh would be the likely urban poles for a tourism promoting interior sightseeing never really formally established except for that of personal or group visits on an established itinerary.

Morocco, which practically lacks TRI but possesses tremendous potential, (the Talassentame natural Park in the Rif mountains, or the Tanger-Tetuan region, for example) offers excellent possibilities for the creation of a medium to long-term research and promotional centre in any of the university campus grounds along with the previously cited naturally endowed cities. It appears that for a medium to long-term period of time rural resources can be used constructively once these means have been upgraded and renovated as already occurs in Egypt with the Master's degree program offered by this Conference in Helwan University. From what I understand the connection Egypt-Morocco could become a synergic means promoting TRI. The experiences registered by Tunes in guided tourism can also prove to be very interesting as a new form of relational travelling tourism open to the humanistic TRI profiles of the previously cited cities of northern Africa.

Business behaviour and the effects of the current global economic situation on urban, rural and TRI-related businesses can be observed to determine to what extent a hierarchy of commercial protocol dependant on size may influence final outcomes. Surveys conducted in Southern Spain and France seem to favour the basis of a hierarchy (these are called County Heads in Spain). In half of Egypt and Morocco this survey appears to confirm at the same time that business behaviour has not been affected by the crisis in those sectors of traditional commerce in historic centres. This indeed is a positive factor for the future implementation of TRI.

The variety of situations encountered in the seven cities situated in the north for study: Bilbao, Bordeaux, Valencia, Zaragoza and other regional cities has allowed us to observe different results. We have encountered continuity in the case of the French city but crisis in the historic centres of the other cities mentioned. In the case of smaller cities like Tudela and Agent (the mid to upper Ebro valley and the mid Gerona valley) these have evolved much better despite the crisis. In fact, in the Rioja region (upper Ebro) wine distilleries of great prestige have as a new means of TRI diversified their offer with crafted products, restaurants, leisure and architecture as a means of internal and external restructuring of the business. Such initiative confirms the diverse possibilities of TRI. Finally we will attempt to analyze the potential characteristics of TRI in a pre-coastal band of foothills and mountain ranges near the coastal axis of mass tourism; the region of Valencia, and a river axis; the mid-to-upper Ebro populated by small urban and rural settlements and surrounded by the Pyrenees and the Iberian mountain range. Initially, the crisis has affected the interior of the Mediterranean area much more with the subsequent stagnation of rural hostels. In the foothills of the Pyrenees and Iberian mountains there has been an increase in the use of rural hostels and small hotels whenever they are located near or surrounded by diverse environmental resources and that are easily accessible from nearby cities, especially in Navarre, the Basque country, Cantabria, and Asturias in the Cantabrian Sea area.

TARGETING A TOURISM GOVERNANCE STRATEGY BASED ON SUSTAINABILITY FOR ENHANCING LOCAL DEVELOPMENT OUTLETS IN MEDITERRANEAN DESTINATIONS (APPLIED STUDY ON EGYPT)

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Key words: sustainability, tourism, strategies, Mediterranean destinations

Abstract

Strategies and policies based on sustainability are often used to achieve certain aims and objectives, as integration and unionization to achieve completion, guarantee benefiting future generations, enhancing a destination's competitive situation, ecological conservation, social justice and poverty alleviation, improving the wellbeing of the local community, community participation in decision making process, environmental protection, deepening the feeling of place and identity and ensuring efficient and qualitative governance.

Since tourism has been most ideally suited to adopt sustainability, as tourism doesn't consume additional non-renewal resources, community resources (community's culture, traditions, shops, and leisure facilities...etc) represent the core base resources for tourism, it represents one of the few available economic tools to remote communities, reduce poverty and stimulate regional development, also tourism can revitalize cultures and traditions, conserve cultural and natural assets and foster greater understanding between peoples and greater global consciousness. Therefore Mediterranean basin destinations which are very rich by their tourist resources can depend on tourism industry to enhance their local development plans outlets. And implement sustainability and achieve its' goals.

This study will display tourist abilities of the Mediterranean destinations. As well as points of strength and weakness of tourism industry in the region, aiming to suggest an ideal strategy for tourism industry management in these destinations to achieve tourism sustainability depending on four axes:

1. Tourist economic policies
2. This part of the study will create a value chain for the tourism industry, as well as designing an ideal tourism industry cluster depending on the features of the tourism sector in the Mediterranean countries (this cluster could be modified due to the differences between countries). As a fundamental step for tourist co-operation and integration between these destinations.
3. Efficient and qualitative governance of the industry
4. This part will identify the role of every stakeholder (the government, private sector, social society, and local community) in the destination concerning tourist development process (planning and implementation).
5. Revitalizing Mediterranean destinations identity
6. This part will settle the procedures by which the Mediterranean destinations can revitalize their identity and cultures (traditions, local arts, handicrafts, and folklore...etc).
7. Ensuring positive social effects of tourism

This part will display the policies and procedures which a destination can implement to increase the benefits of tourism to the local community through poverty reduction and ensuring social equity, as well as developing channels of communication between the tourist and local community.

Finally, the study will apply this strategy on Egypt as one of the Mediterranean destination as a case study.

“ISLANDS’ INLANDS: A GOOD STARTING POINT”

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Key words: interior areas, islands, cultural heritage

Abstract

Urbanization and the economic concentration of services have undeniably contributed to the disharmonic growth of peripheral and suburban areas where, paradoxically, development and degradation proceed jointly. The unbalance is evident, as it penalizes most of all inlands (the countryside, the hills and the mountains) whose attractiveness has decreased dramatically both for the indigenous populations and for the tourism offer (and demand).

Nevertheless, such a situation presents at least one exception worth of mention: the interior areas of big and small islands of the Mediterranean Sea. Without generalizing, from Corsica to Cyprus passing from the Balears, Sardinia, Sicily, Malta, Crete and the dozens of minor Greek islands of the Ionian and the Aegean, most of the islands’ hinterland maintains almost unchanged its peculiar characteristics.

1. Society - the village still rotates around enlarged family nuclei and age-old traditions (gastronomy, music and dance, pagan and religious celebrations, dialects, reciprocal solidarity);
2. Economic activity - the primary source of revenue remains agriculture, whose continuity is guaranteed by immigrant labor substituting local new generations “attracted” by the city; tourism, of a seasonal kind, despite being often relevant both in terms of time dedicated to it and income, constitutes a complement.

The vigor of islands’ inland territories is sometimes so strong (in Crete perhaps more than elsewhere) that the city itself deeply depends on the interchange with the nearby rural areas.

From the viewpoint of Integrated Relational Tourism, the reality of the many interior areas which belong to the above-mentioned typology can and must be a reference. As a starting point, not as an endpoint. Ingredients are available; there is the need for suitable recipes and a suitable cooks.

The enhancement (“optimization”, in the word of economists) of the resource islands’ interior area calls for a triple-faceted investment:

1. Institutional - sustainable policies capable of overcoming the logic of occasional programs; functional competences decentralized at local and regional level; improvement of infrastructures and of the overall quality of life; incentives.
2. Tourism professional - creation of clusters; vocational training; territorial marketing; content individuation of the tourism offer; organization of the tourism offer; information and communication with home and foreign tourism professionals.
3. Cultural - acknowledgement on behalf of local authorities and populations of the need to safeguard cultural heritage, and of the possibility of its “economic exploitation” with an IRT approach.

With the firm belief that authenticity and identity need to be first rediscovered by the very territories that risk losing them, in order to be later offered to the tourist, the present paper aims at contributing to the success of the III IRT Conference by individuating a pathway which - starting from local populations - may be capable of representing a good practice for the enhancement islands’ interior territories for the sake of lagging behind interior areas of the Mediterranean Basin as a whole.

TOURISM THREATS IN THE MEDITERRANEAN SEA

Mona Garrahi

Key words: Mediterranean

Abstract

All the previously mentioned points involves the Tourism as a mean to improve the economy of the countries in the area. On the other hand my research is about a different kind of Tourism, it is the most a unique one, because it gives the human being an outstanding richness that cannot be obtained by money. In addition it concerns the youth who has no mean to travel and to discover the world. The normal tourist enjoys the beauty of the visited country but his journey usually adds nothing to his knowledge. Eventhough he visits the monuments which have been explained by the tourist guide, nothing remains in his mind because most of the tourists are old in age, and are not interested to know about the other , their interest is to have fun, to relax from work or from the boredom of their retired life.

The normal standard tourist luxury, quietness, good food, beautiful weather, nice atmosphere and that's all. On the other hand, we have to work hard in order to offer more to the tourist in terms of culture and knowledge and not focus on the material side only. Thus my research seeks to redefine tourism in a more cultural way. The following points are the main ideas of my research.

Tourism does not only enable you to discover the past of these countries but their present and their future too. In that way young students could help people who need help from the countries they visit. they can share their social and economical problems, by giving them ideas and opportunity of exchanging their experiences. This Institution is a kind of charity Association, which has to be sponsored by companies, universities, businessmen etc... People working in this institution have to be volunteers, and to receive only the expenses of their work. It is time to stop using tourism as a way of gaining money but to direct it for the benefit of the humanity.

Commercial tourism does not fulfill tourists' need in knowledge; it is only a way to make profit like any other business. In fact, tourism has to be considered from a different perspective which is an enrichment of minds. This kind of tourism will not compete with the tourism we have nowadays, but it is different, and it aims to realize love and peace allover the world. It has no material benefits but cultural, spiritual and human ones. I am not talking of the Tourism which increase the economy of the countries, but I am approaching and advocating a new kind of tourism which doesn't include any material profits but it realize what money cannot do.

My personal experience in the summer courses organized by the Catholic University of Milan in Italy that gave me the opportunity to study publicity in Italian language,(after attending the summer courses organized by the catholic University for three years) and to which I am grateful because it gave me a lot of knowledge about Italy that I ignored before. I became passionate about Italy, and I feel the deep desire to visit it every year as my native country, I love Italy and Italians and I feel that I am belonging to them as I am belonging to Egypt. This precious experience made me appreciate summer course exchange and its impact on tourism. Therefore I am very motivated to execute this project.

CROSS-CULTURAL POST-COLONIAL SYMBIOSES IN BERNARDINE EVARISTO'S NOVELS AND LITERARY TOURISM: TOWARDS A NON-EUROCENTRIC REDEFINITION OF LOCALITY

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Key words: Literary tourism, cultural studies, Englishness, hybrid identities, roman civilization, Euro-Mediterranean cultural interactions

Abstract

Informed by an interpretative framework where the theoretical paradigms of cultural studies, gender and postcolonial studies - together with tourism studies - converge and inextricably interweave, my paper aims at illustrating how fostering a peculiar kind of literary tourism centred on authors and works mainly imbued with post-colonial issues might reveal itself as a political/cultural practice able to reshape the self-fashioning of Western European cultural heritage in non-essentialized/esclusivist terms and, consequently, to help promote cross-cultural exchanges. In this respect, the first two novels of the Anglo-Nigerian writer Bernardine Evaristo appear to be relevant literary instances.

Although its roots can be traced back a long time ago, it is not until the last two decades that literary tourism has acquired certain a visibility as a vibrant academic field of study centred on the convergence of and the mutual influences between literature and tourism. Analyzed in the light of a cultural approach, both tourism and literature reveal themselves as socio-cultural practices able to produce and reproduce identity figurations as well as symbolic representations. Against this theoretical backdrop, it is imperative to underscore that until recently the hegemonic political/economic role played by Western countries has engendered Euro-American ethnocentric representational practices, of which gender as well as post-colonial studies have foregrounded the nature of socio-cultural constructs, so casting light on the possibility of their deconstruction.

Tourism, in its turn, has long contributed to replicate a hegemonic glance whereby people and places of the host countries have been exoticized with respect to a Western ethnocentric Self that has posited itself as normative.

In this context, contemporary literary production imbued with post-colonial issues, of which Evaristo's first two novels are relevant examples, help challenge any monolithic representation of the Self. In fact, from her perspective of a London-born author of mixed origins, Evaristo intervenes in the process of self-fashioning of the British as well as Western European national character in order to contest and recast - "from within" - its traditional symbolic assumptions and its representations of essentialized identities. Thus, the young mixed-race protagonist of her first novel, *Lara* (1997), lays claim to a citizenship which is English and, simultaneously, problematically complicated by further multilayered ethnic/cultural belongings inscribed in her Irish-Nigerian-Brazilian family past and recuperated through her multiple travels. The first of her voyages leads her to Turkey and here, on the Mediterranean coasts, in contact with the lively expressions of the local culture and benefiting from the symbiotic invigorating relationship she establishes with people and the environment, in a circle of sensuous experiences, she becomes 'less aware of race' and starts feeling relieved from the urgency of an obsessive as well as rigid racial positioning. In Turkey her process of identity self-fashioning restarts on the basis of renewed premises in that Lara starts remoulding her personal sense of self so that belonging is now experienced as in process as well as in hybrid relational terms.

Set in Roman Britannia, her subsequent *The Emperor's Babe* (2001), through the figure of Zuleika, a woman of Sudanese origins living in "Londinium", testifies to an English - and consequently European - past characterized by racial plurality and long obscured by official British/European history.

In conclusion, Evaristo's new representational strategies pave the way to alternative interrelational forms of transmission concerning European past and, acting as the literary premise for the delineation of projective cosmopolitan contexts where cultural boundaries are made permeable, they also hint at a possible (re)construction - that literary tourism might foster further - of a cultural fabric between Euro-Mediterranean peoples on the basis of the common awareness of a shared historical past and of mutual influences which have helped to build an international cultural tradition.

**FLEXIBLE MANUFACTURING SYSTEMS, CREATIVITY AND INNOVATION:
"AN APPROACH TO IMPROVE THE TRADITIONAL INDUSTRY OF TOURISM PRODUCTS"**

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Key words: tourism, flexible manufacturing systems, design, creativity

Abstract

Traditional industry of tourism products is a large income source in the Mediterranean area, especially in the southern area. There are a lot of small businesses which employ an enormous number of craftsmen. These industries depend basically on manual work. The resulting products seem to attract tourist much more than other types of products.

In this field, there are many design and manufacturing techniques and assumptions on how to operate and develop small scale business. There are many process improvement methodologies. Also, there are considerable challenges that face small scale businesses, competition and large companies that acquire already an advanced manufacturing system.

Can flexible manufacturing system help? Flexible manufacturing system (FMS) is a manufacturing system in which there is some amount of flexibility that allows for a system reaction in the case of rapid and sometimes unexpected changes, whether foreseen or not. This flexibility is generally considered to fall into three categories:

- Machine flexibility - implying the ease with which a machine can process various operations.
- Material handling flexibility - which is a measure of the ease with which different part types can be transported and properly positioned at the various machine tools in a system.
- Operation flexibility: a measure of the ease with which alternative operation sequences can be used for processing a part type.

Flexibility began in the middle of the 1960s, when market competition became more intense. Today flexibility means to produce reasonably priced customized products of high quality that can be delivered to customers. This still works with an industry depends on multi-national customers. However, according to market competition, a flexible manufacturing system is not enough, but creativity and innovation can play a role.

To survive in challenging economic conditions and stay ahead of overseas competition, Mediterranean businesses must add value - designing innovative products instead of cutting prices. Here creativity and innovation work together through design. Design is the process that links between creativity and innovation within the so called flexible system. It does this by shaping ideas into practical and attractive products for the customer - in this particular case for the tourist.

The basic role of creativity and innovation is to enhance capabilities and potentials of FMS to be able to amalgamate with the traditional industry especially if it uses old methods making goods. On the other hand, as FMS today employ to a large extent automation, the development of FMS will help small scale businesses in Mediterranean area to develop their traditional work.

FROM TOURISM TO TOURIST

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Key words: territory, work culture, reciprocity, fairness

Abstract

Today's landscape

Tourism has been for a very long time an economically strategical field, able to attract capitals and to develop true politics for the territory.

In the tourist euromediterranean landscape, Sicily (in spite of huge resources) has a secondary position and, in many regards, it can be defined as an underdeveloped area.

In 2001 Sicily launched some politics to increment facilities in order to face the insufficiency, in quantity and quality, of the island. But despite so many efforts, the last figures about Sicilian tourism don't show any major improvement.

In fact, the growth in the number of beds continued to involve sensitive territories like the coasts (increasing and encouraging a seasonal tourism) and even the construction of quality structures (see the politics of 5-star hotels), coming from the top without any integration with the territories, didn't prove successful. There are less arrivals even so the presences are increasing.

Another worrying data is the average occupation of structures, which is decreasing in this last years, also due to a greater offer. Besides, in spite of the huge inviting capacity, Sicilian tourism is made of 60% of internal tourism, very little foreign tourism and even less national tourism.

The tourist: promoting a reconversion of the development model.

In the 1950s, tourism began to develop, not only as a playful activity but also as a matter of research.

Those were the years where tourists became new social subjects. Territories got organized in order to offer themselves, to welcome this new temporary and ephemeral population made of tourists.

Years where the management of tourist streams became a priority in a world coming out from a devastating war but also enjoying the industrial growth and the economical boom.

The increasing tourist demand and the necessity of its organisation were answered by two important inventions: on one side the package tour conceived by Raitz, marking the passage from the idea of journey to the package product, and on the other side the Club Méditerranée by Blitz and Trigano that will elaborate the prototype of the tourist enclave. Those examples remain today a constant of the dominant tourist model. But it cannot be applied anymore because it is based upon a kind of "colonization" of the tourism-valuable areas by the wealthiest countries.

Such politics contributed to the economic territory imbalances which have forgotten, disregarded or maybe simply ignored the real world of these territories. If correctly directed, tourism can represent, thanks to its taking root in the territory, the occasion to promote a real local development.

In this context, why couldn't we consider the tourist as someone able, with its presence and activity, to promote and increase the value of the territories he visits?

Tourism could transform itself from a movement of streams into a movement of men, and make it an authentically human activity. The Mediterranean area is naturally a place of relationships. Those relationships can and must represent the basic resources for a new model of tourist development where the tourist is not only considered as a tourist in Sicily but as a guest of Sicilians.

The promotion of a tourism deeply-rooted in the territory, through the development of activities and goods connected to its productions, like agriculture (with rural tourism and agritourism) and fishing (fishing tourism) for exemple, would mean to increase the value of a whidespread legacy in the territory (see the internal areas or the marine villages) that could get lost due to the globalization effects. It could help young Sicilians consider agriculture and fishing as new occupations in their own land.

THE EDUCATIONAL AND CULTURAL VALUE OF THE SPORT TOURISM

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Key words: sport, tourism, open air, instruction

Abstract

The paper deals with sport role in Integrated Relational Tourism Theory. There are various types of sport, but we consider sport on open air, because of it is a category of sports tourism that can be interesting for IRT Theory purposes.

We start to consider the evident tie existing between sport and tourism. To travel in order to take part to sport activity or in order to assist to events of the field, sinks own roots in the antiquity.

Also today, the travel is associated to the taste for the nature, the life on open air and the sport.

The crescent interest for this new way to mean the relationship between tourism and sport is realized in a constant search from the specialists of the field (tour operator, innkeepers, agencies of promotion, society, sportive circles, etc.), for new products that are able to satisfying the needs of the tourists.

In this way, a form of sport, meant like a "search" is shaped: search of own possibilities and own limits, search of a contact with the others based on a healthy competition, search of a contact with environment, nature, history, culture, folklore, uses, customs, etc. Sports tourism is important to search a direct contact with the natural environment, to escape from the narrow spaces used for training, in order to practice echo-compatible sporting activities.

This conception allows us to consider the sport, using different point of view. For example the formative dimension of this sector.

Therefore, the paper puts in evidence the characters of sports tourism, to estimate the dimensions caught up and its possible future developments, specially in Italy.

Later on, it is considered school role. In fact, being the school, the main educational agency that takes care of the development of the person, it can find in the practical of the sport on open air, a valid way in order to catch up its institutional purposes.

Moreover, sport on open air is shaped like a didactic proposal that, leaving from the study of the environment, resolves the scope to promote the ecological defense of the same one, to stimulate the recreational and sport use of green arenas that still the nature offers to us.

In this way, it concurred to develop the personality of the student through an activity that implies independent spirit and enterprising.

We wish the end effect to change the tradition inherent the curricular programs of the School. In Italy, it evinces in the within of the formative system. Great attention, in fact, has been classified in the Italian School Formative Offer Plans, to the impact of the tourism on the environment. So, interesting didactic laboratories dedicated to orienteering are born.

ARCHAEOLOGICAL AREAS AND NATURAL RESERVATIONS IN SICILY: TERRITORY RESOURCES AND POSSIBILITIES OF A TOURISTIC SERVICE NETWORK

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Key words: territory resources, network

Abstract

My work wants to offer some starting points of reflection for operative proposals oriented to the touristic, cultural and environmental development of the Sicilian territory.

The idea of a "cultural district" should come from the callings directly expressed by the territory, then it should insist on them and on their strengthening. It is a good idea but it must be well understood: there are great potentialities and more than one is a negative example.

The idea of a touristic strengthening based only on massive financings to hotel buildings risks to see the clogging of those few free spaces left, with an antithetical effect to the territory exploitation.

A coast full of hotel structures, almost all similar, has as result an impoverishment instead of an enrichment. On the other side there is the policy of the natural reservations which has acquired, in the long run, the unpleasant common place of prohibition: a reservation is a place where the things that are allowed outside are strictly forbidden inside, a small natural lung to preserve as a shrine to balance the wild cementation made in other places.

Another main presence is given by archaeological parks which, owing to their certain value, are also considered as shrines to preserve inside a landscape which in this way appears as a "whole of fences" which cannot communicate.

The coast between Trapani and Agrigento can be taken as a clear example of this senseless management of the territory, with a juxtapositions sequence of hotels, natural reservations and archaeological parks, to which a strange sensation of service absence opposes, above all in the inland of the corresponding shelters.

It is clear that those who manage the territory must put its development theme in the first place of its operative policies; therefore it means an attack, in the best meaning of the term, and not an abandonment. The expressed wish is that this operation doesn't cancel the territory vocations but exploits them.

The leading criteria of researches has as its target the list of all potentialities which a network of resources can offer, considering as the development engine nets and knots of homogeneity able to bear the presence of a "cultural district". The area of Agrigento coastline has surely a great connotation in the "nature-culture" couple, clarified by the presence of natural reservations and archaeological areas, which are often close or even intersected.

For example the archaeological site is a moment of great touristic attraction directed not only to a selected public (lovers of ruins and antiquities) but, just for the presence of an ancient theatre, is available to a wider opening. A theatre is the best place to show events not only concerning old tragedies but also concerts, cultural happenings, etc. In this way the theme of use, misuse and usury is strongly felt.

Natural reservations and archaeological areas share the difficulty between the wardship of their heritage (which would like loneliness to crowd) and the possibility to represent those strong elements able to attract crowds, but in a plan that can be able to hand them out according to times, places and ways of fruition.

A museum has not only an auxiliary role but it is also the protagonist in the last episodes of planning and architectural setting inside archaeological areas. A museum project is becoming, above all thanks to new technologies of digital representation and visualization, not only a place for the exhibition of pieces and findings, but a service centre. Virtual theatres, which tell stories thanks to the use of "augmented reality", allow to archaeological findings a certain calm and to the visitors the possibility to amuse themselves and to enjoy the monument in alternative experiences. Inside these museums, which are high-tech-places but accessible enough on the economic point of view, we can find those elements that make the place a tourist outlet: restaurants, book-shops, "kinder-museums" where the entertainment becomes teaching, then cultural grow.

At last we must consider territory nets, not only from a theoretical point of view but also physical, that is of connection.

The territory offers a real possibility in the recover plan of the old railway line from Castelvetro to Porto Empedocle, abandoned since 1985, in order to transform it into a touristic connection line between the seaside resorts and as a surface city-train near the main towns and as a "green way" outside them.

We must underline two themes:

1. The possibility to weave real mutual relationships between similar places as Selinunte and Eraclea Minoa, in the seaside connection by train.
2. The potentialities offered by the same level-crossing keeper's houses, that are true relation system points in the landscape which need an architectural restoration not only as simple railway stations but as service structures.

ORGANIC FARMING AND RURAL TOURISM IN THE MEDITERRANEAN COUNTRIES

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Key words: Mediterranean, agriculture, tourism

Abstract

The Mediterranean is one of the major epicenters of the world for culture, tradition and history. In particular, the agriculture and food of the people who gravitate in this area have always been symbols of a single membership.

The Mediterranean area is on the eve of important changes that could make it one of the most prominent commercial and strategic spot all over the world. With the creation of a Free Trade Area (FTA) between the Mediterranean countries, the 2010 will be considered to be the start-up of an economic development for the entire basin, based on a more intense trade of goods, capital, human resources and services between North and South shores.

Inside the FTA, it will be necessary to characterize the agricultural production and food through a Mediterranean identity and a system of relationships which can ensure their worldwide competitiveness. The production model of organic farming, which is able to combine quality, safety and environmental and social sustainability, should increasingly join the Mediterranean food model in order to create a model of economic and rural development which is typical of the Mediterranean basin and can, not only, compete with the challenge of OGM, but also draw other economic activities such as tourism, crafts and fishing, which are already vital in the territory.

Italy, both for its geographical position, its socio-economic relationships with the other Mediterranean countries, the experience and the economic and commercial importance of the organic farming gained in the country as well, plays an important role in contributing to the process of spreading, harmonization and growth of organic farming in the Mediterranean area. Several factors make Italy the main protagonist in the development of the Mediterranean organic farming: the presence of Italian certification bodies already active in the southern countries; the dynamic and effective, bilateral cooperation undertaken, in the field of agriculture and organic farming, by the government and other institutions; the presence of players who already have economic relationships with business organizations in the countries of southern shore; the high technical abilities in organic farming.

It should be noted that the organic farming, based on common and simple techniques of production with a low environmental impact, may promote a new kind of ecological and rural tourism. The latter, if conducted according to the conservation of natural and cultural resources, can promote the sustainable economic development of the rural areas by opening a new market for the typical, agricultural and biological production, by conveying the local craft production and playing a function of territorial marketing.

In conclusion we can say that the development of the biological system based on rules and well defined standards could mitigate the economic and structural differences between the Mediterranean countries, facilitate the spatial and economic development in less favored areas, make trade relations more reliable and bring the agro-food enterprises of the two banks into a common path of growth and development of the Euro Mediterranean area.

SIWA OASIS, A NEGLECTED PARADISE

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Key words: Siwa Oasis, Oasis of Jupiter-Amun, the Santariya, the Field of Palm Trees

Abstract

Santariya by the ancient Arabs, the Oasis of Jupiter-Amun, Marmaricus Hammon, the Field of Palm Trees and Sekht-am by the ancient Egyptians are all names given to Siwa Oasis over the millenniums.,

Siwa is an oasis in Egypt, located between the Qattara Depression and the Egyptian Sand Sea in the Libyan Desert, nearly 50 km east of the Libyan border and 560 km from Cairo. It is a broad depression in the desert of western Egypt, 300 kilometers southwest of the Mediterranean port city of Mersa Matruh. This vast depression, that averages about 20 meters below sea level, is a sea of green palms, olive trees, mosaic of lakes and villages.

Siwa owes its existence to an abundance of permanent fresh-water springs that permit intensive cultivation even without human intervention, but not with crops. The land would be covered with coarse grasses and various salt-resistant desert plants, with palm groves only in favored places.

Siwa, is one of Egypt's isolated settlements with around 20,000 people, mostly ethnic Berbers who speak a distinct language of the Berber family known as Siwit. They once roamed the North African coast between Tunisia and Morocco. They inhabited the area as early as 10,000 BC, first moving towards the coast, but later inland as other conquering invaders arrived. Hence, Siwa is more North African sometimes than Egyptian and their language, traditions, rites, dress, decorations and tools differ from those of the other Western Oasis.

The area was occupied as early as Paleolithic and Neolithic times and its history dates back to the ancient Egyptians. However, There have been no monuments discovered dating from the Old, Middle nor New Kingdoms. It may have been colonized during the reign of Ramesses III, but evidence only exist beginning with the twenty sixth Dynasty that it was part of the Egyptian empire. It was then that the Gebel el Matwa Necropolis was established, which was in use through the Roman Empire. In fact, some sources claim that it remained an in depended Sheikhdom ruled by a Libyan tribal chief until the Roman times.

The importance of Siwa increased during the end of the ancient Egyptian empire due to the temple that was built to honor the ram-headed sun god Amon-Ra and which housed a divine oracle whose fame, by about 700 BC, was widespread in the eastern Mediterranean. After conquering the Persians, Alexander the great headed for Siwa to consult the famous Oracle of Amun and to legitimize his conquest of Egypt. confirmed him as both a divine personage and the legitimate Pharaoh of Egypt.

Despite its important historical background, that extended from Pharaonic Egypt till the Roman Empire, its important monuments, its cultural uniqueness, isolation, great natural beauty and authenticity, Siwa remained a neglected paradise.

This article will include an in depth study of the historical background of Siwa Oasis, that will evolve till the present day, shedding light on the socio-economic aspects that pertain to the Egyptian identity. It will also include an analytical view of its potential of becoming a major touristic attraction for its authenticity, genuineness, heritage and beauty.

SCOPE AND LIMITS TO BRANDING NEW HEALTH SERVICES IN SPA TOURISM: THE CASE OF ALPINE WELLNESS

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Key words: sustainable development, Alpine spa tourism, branding, intangibility, consumer decision making

Abstract

Throughout most of the post world war II period and until today tourism has played a major role throughout Europe's alpine regions such as parts of Mediterranean Italy and Spain, but notably Switzerland and parts of Southern Germany and Austria. Yet the positive economic impact of tourism has never been evenly distributed over time nor across all localities and regions. E.g. Alpine winter tourism has in most places fared better than Alpine summer tourism and there still exist a great many deserted mountain valleys where traditional forms of tourism have not taken a hold and where parts of the native population have been forced to leave "non productive" Alpine farming and their associated traditional life style. Almost identical arguments can be made with respect to the decline of traditional fishing and rural poverty in Mediterranean locations. Yet as of late this very Alpine life style and the associated resources in the form of a pure and unpolluted nature, a healthy climate and good (fresh) Alpine air as well as the existence of natural herbs fresh water and biologically enriched food products through traditional forms of farming are now forming an environment for the potential creation and development of new and innovative tourism products services and experiences encompassing various forms of health tourism in Alpine regions. Health tourism nowadays provides great market potential. For the German source market growth rates for health related vacations of nearly 90% until 2020 are estimated. In the context of sustainable development, health tourism can be seen as an opportunity for re-cultivating deserted areas such as Alpine mountain valleys or Mediterranean rural fishing villages by using their natural and cultural advantages together with the traditional health competence of the region.

Health tourism is nowadays characterised by a containing high percentage of intangible components. With regards to touristic health services, this can be seen as a resulting from two factors: on the one hand the technological progress and increasing complexity of hardware used in diagnostics (e.g. digital radiology) and treatments (e.g. hydro jet) and on the other hand from the increasing emotionality in the staging of services, supplemented by new and exotic forms of treatments (e.g. ayurveda, reiki, feng shui). Intangibility has some negative effects on consumer decision-making such as difficulty in pre-purchase evaluation and increased perceived risk. These effects can be moderated or compensated through the development of a strong brand. But how capable of carrying brands are health services in tourism after all? In order to establish a strong brand it is vital to implement strong and deeply rooted associations within the customer. In this context an important strategic question is to find out, on which level of association the brand identity is to be implemented.

A means-end-chain analysis for Alpine health services in Spa tourism has been conducted in order to analyze the respective association patterns. The database with 491 data sets was generated in a web based consumer survey in cooperation with two of the largest health insurance companies in Germany using hard laddering technique. The article discusses the scope and limitations for implementation of strong brand identity for health services in Spa tourism based on the cognitive structure resulting from a means-end-chain analysis using the example of Alpine health services. This discussion can be extended to other regional health services in Spa tourism, e.g. in Mediterranean areas where similar natural and cultural advantages and traditional health competences exist.

MULTIPLIER DIFFERENTIATION BETWEEN SMALL AND LARGE TOURISM AND HOSPITALITY BUSINESS; A CASE STUDY ON EGYPT

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Key words: Multiplier, Revenues, Employment, penetration, SME's, Integrated

Abstract

A lot of literature dealt with the economic impact of tourism , however trails to define tourism multipliers were limited. Bukart and Medlik (1976) referred to the amplitude that takes place in the national income as a result of tourism expenditures. Their work entailed the macro economic aspect of tourism in Great Britain so did Lickorish for the multipliers concerning Greece, Hawaii, Ireland, Lebanon , the pacific and Far East as well as Lebanon. Within the same token, Wahab (1980) estimated the multiplier for Egypt. However, no literature available dealt with the structure of the multiplier from a micro economic standing point, in other words, non of the studies aforementioned focused on the role of SME's in pushing forward the economic development of a tourist destination. In 1971 Archer and Owen created their own model of assessing tourism multipliers. The model was introduces to define the differences between income and employment multipliers for different groups of tourists. This very same model is adopted in this paper to differentiate between small and large tourism and hospitality businesses in Egypt.

When industrial factors a such as size and ownership are concerned, business analysis deems possible. The size and patterns of tourist expenditures as well as revenues generated together with employment as well as the pertinent information required and necessary for the analysis. These data were collected from governmental bodies in Egypt, i.e., Ministry of tourism, The Central Bank of Egypt, The central state for Accounts as well as the Egyptian tax Authority. Data collected concerns hand crafts, transport, accommodation, apparel, restaurants, tourism amusements, internal air , small shops and duty free where as equations concerning RIG (Regional Income Generation) taking into account payments for taxes and REG (Regional Employment Generation) which considers both direct and indirect job opportunities, the later being included in retail shop activities as well as RGRG (Regional (Region Governmental Ration Generation) that mixes both trading and non trading functions were adopted in this paper.

Results indicate that smaller, locally owned tourism and hotel businesses generate more income, employment and governmental revenues that their counterparts of large internationally owned operations. Therefore, the role of such SME's in overcoming such problems associated with global economy slowing down and decline becomes evident. From another perspective, this role enforces the redistribution of national income in a way that it filters down to the lower segments of the society hence it helps to create employment opportunities for locals. This works in co ordinance with the inflexible work allocation dictated by such agreements as the ASEAN and The NAFTA. Moreover, it helps retain profits from tourism within the borders of the hosting community.

This can be a new basis for tourism development in Egypt with dependence over SME's , local employment and better utilization of authentic resources within a new framework of integrated tourism in a way that better drives the Egyptian economy.

**A STRATEGIC PERSPECTIVE TO EURO-MEDITERRANEAN DESTINATION BRANDING:
POSITIONING THE NATION BRAND BASED ON TRAVELERS' EXPERIENCES**

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Key words: destination branding, travel experience, destination relationship

Abstract

The main objective of this paper is to link experiential consumption and brand relationship theories to the positioning of country brands. With their complex and multidimensional nature, as well as the plethora of other specifics that are already established in literature, destinations offer a thought-provoking opportunity to apply what we know about the customer-brand relationship and have successfully applied to other product and service sectors. A thorough literature review helps build a systematic list of specifics, which impact the way a destination brand is effectively developed and managed. Analysis shows that in the destination context travelers engage in a brand relationship at the pre-consumption stage. Effective management requires that the actual total experience evaluated at the post-consumption phase matches or surpasses the expectation for experience provoked by the destination brand promise at the pre-consumption phase.

“LOCAL DEVELOPMENT THROUGH RURAL TOURISM? MYTH OR REALITY”

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Key words: rural tourism, rural development, local dynamics

Abstract

The modern concept of integrated development of rural areas highlights the need to promote the multisectoral development and competitiveness of the local economy. This growth is accompanied by activities and initiatives, such as rural tourism, which will create maximum added value not only in products and services but also in the region as a whole.

Following this cause, the policies of the European Union tackle rural tourism in terms of a lever for rural development and provide effective support, through financial aid. Many programs such as Leader Initiative were implemented in order to create and sustain rural tourism enterprises in the Greek countryside. The objectives of these programs were clear: to keep the population in rural areas, to ensure better living standards for residents and to create new jobs. In Greece, the overwhelming majority of private investment in rural tourism was part of a funding program and received financial aid. The question that arises is whether these programs contribute to the development of rural areas. Since rural tourism enterprises are small in size, they have the ability, interest and spatial positioning to be more sensitive to community needs and objectives; however, they also have constraints in terms of their focus on short-term survival and a lack of resources. The aim of this paper is to investigate whether the strategy of these programs was translated into action in Greece. We studied a particular area of Central Macedonia, the settlement Lefkochori, which has all the characteristics of rural areas of Greece, is very close to the big city of Thessaloniki and has developed in recent years dynamic agro-tourism activities. We studied the use of local dynamics in the creation and operation of rural tourism investments made in the region, their contribution to maintaining and creating jobs in the targeted population of the settlement, the demographic recovery of the region and the development of the region in general as well as the attitude of residents towards agro-tourism investments created in the region. It seems that although rural tourism in the area is characterized by a high level of development due to the enterprises and the high demand by the tourists, the benefits to the community are restricted. The enterprises do not involve local labour, local goods and local services. The result of this was negative attitude from the local community towards rural tourism development in their region.

**FOOD CULTURE ACROSS THE MEDITERRANEAN REGIONS AND HERITAGE TOURISM:
DESCRIPTIVE ANALYTICAL APPROACH**

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Key words: cultural exchange, food culture, Heritage tourism, Intangible Cultural Heritage (ICH), Mediterranean

Abstract

The Mediterranean has been more than just a sea; it is the cradle of civilizations and cultures. It has been a pivotal route for travellers and tourists since ancient times that allowed trade and cultural exchange among the Mediterranean nations including Egyptian, Phoenician, Greek, Roman, Turkish and Mesopotamian cultures. Moreover, it provided basis and a way of life for numerous communities throughout the ages. At the most, Mediterranean has been the centre of ancient history of the world and the bridge of exchanging cultures and heritages among the major civilizations ever existed. This paper aims to investigate the role played by intangible cultural heritage (ICH) including food issues as catalysts to different types of tourism including heritage tourism across the Mediterranean. More specifically, it aims to explore the role of Mediterranean food and intangible heritages in increasing the intercultural dialogue between civilizations and reinforcing social unity. Owing to the massive amount of information needed, the cost required for case study and the limited time allowed, we decided to limit the research to the information available from literature, documents and books. Information also gathered through meeting with living-in personnel including diplomat, business and tourists from different Mediterranean countries. The descriptive analytical approach used to interpret the obtained information. Results clearly indicated that the role-played by food and intangible cultural heritage as bridges and motivators for exchanging, travelling and moving among the Mediterranean nations are multidimensional. This study shows that the issue of the current study is worthwhile and need further research.

THE CONTRADA SCALERI. AN EXAMPLE OF NATURALISTIC ITINERARY IN THE HEART OF SICILY

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Key words: globalization, identity, marginal areas, ecomuseum, IRT

Abstract

The consequences of globalization phenomena (like standardisation) carried to a reconfiguration of territory and of objects that composed it, in the so called network society. Everything moves with always growing speed, leading to an increasing reduction of distances and to the encounter/crash of different places and cultures, to a storage of concepts like identity, tradition, human relationships, inland areas and local communities.

Today, as a reaction to these changes, the tourist seems to be interested in the old signification of journey, in the rediscovery and revaluation of classical forms of tourism, searching the contact and the dialogue with nature, local cultures and inhabitants; besides, he's more interested in open spaces than in the four walls of a museum.

Therefore the territory becomes the first indispensable element of the integrated relational tourism, because it encloses, inside him, a priceless cultural and environmental heritage that needs to be known. The general strategy of the actors of local development should be built on the principles of growth, employment and sustainability, prosecuted through a balanced use and a greater valorisation of resources that aim to increase the attractiveness of rural, inland or marginal areas.

The purpose of this paper is to propose a revaluation of an internal area of Sicily, in the territory of the municipality of Santa Caterina Villarmosa (in the province of Caltanissetta) through the creation of an ecomuseum in the Integral Natural Geological Reserve of "Contrada Scaleri" (actually under the protection of the Regional Province of Caltanissetta).

The territory of Santa Caterina Villarmosa has a strategic and very favorable geographical position. It's at the center of the island and can become a strategic node in the communications and transfers between the city and the western and eastern localities. Consider, for example, to what we witness the archeological excavations of "Cozzo Scavo", the natural source of water of "Contrada Fiumara" or the excavation of the "Filo delle Rocche" and his morphological particularity, etc.

The importance of the Scaleri's Reserve (actually, and since its creation, in degrade and almost inaccessible) originates from the geomorphologic studies of the erosion process of waters on the gypseous rocks, along with the chemical, physical and structural features of a huge series of stones, which are still almost unknown to science. The most common rock fragments inside the reserve are the "scannellature" (grooves), between 2 and 20 mm large. Very rare are the deposits of stone fragments with a round surface and in gradual state of deterioration, representing karst phenomena in small scale.

INCOMING AND REPEATER: THE LONG “STAYER” FOR CONTEMPORARY “GRAN TOUR” - LOCAL TOURIST SYSTEMS OF CAMPANIA REGION

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Key words: Naples, Euromediterranean capital and integrated tourism

Abstract

In new economic conception of development and growth, tourism engaged a crucial role and function. That happens non only in Western countries; not limited to the cash flow that it moves, but - and perhaps mainly - thanks to the cultural movement and osmosis that it causes.

Nevertheless, there are two moments of stress in the relation (that is certainly a clash) between the presence of tourists and the ordinary life of the visited societies. The first aspect concerns with the cost-benefit balance, and it is connected with the additional effort that the host country has to make for services, adjustments, shadows-costs, and so on. The second risk lies in strong approval components, that involves (and somehow drags) in a tourism no longer in balance between elite stages (the “traveller”) and the presence of organized masses (the “tripper”), but ever more strongly directed in this direction. In the paper will be proposed a model of tourism development, structural and organizational, that aims to overcome this situation, in respect in particular for Campania region. Campania region represents an interesting testing field because it is characterized by singular systems landscape-environmental systems, and relative local communities, very different among them, for a set of condition of material, social and spiritual life elaborated throughout history (that makes their own “civilization”). Sannio and Irpinia, Cilento, Alto Casertano and the ground of Flegrei with volcanic system, represent the examples of plurality and diversity of Campania region. Naples and surroundings always represent the main attractive location of Grand Tour of foreign travellers towards Mediterranean destinations. Naples is still nowadays the centre of the entire basin and it is candidate for becoming the euromediterranean capital. But this strength is, at the same time, a weak point for territorial system and regional urban framework. The arranging model we propose, looks at the rebalancing of the forces in these territories, through the reorganization of the historical urban centres and the realization of a new mobility based on an integrated transport system, with the re-use of the so-called railway-“dry branches” used in the past and that can be used now to help the relations between local communities and travellers. All that can happen with the public-private cooperation. Only in this way we can have the integrated relational tourism finalized to the Grand Tour; to determine the symbiosis for the development and social integration between everyone who travels for knowledge and who waits to receive what need to improve his knowledge and sensibility, pointing on common values: forgiveness, non-violence, respect for the other, sharing and non-discrimination.

A SPATIAL MULTI-CRITERIA DECISION ANALYSIS MODEL FOR URBAN REVITALIZATION PROJECTS

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Key words: AHP, GIS, multi-criteria decision analysis, revitalization, cultural heritage

Abstract

With the majority of projects completed during the second half of the last century concentrating on equipping cities and their suburbs with new infrastructure facilities, a new trend of urban (re) development/civil engineering projects is emerging in the last decade. This trend aim primarily at revitalizing rundown the historic cores in cities that are characterized, in many cases, as poor densely populated areas suffering from under-equipped and decaying infrastructure, yet heaving with beautiful historical monuments and treasured cultural heritage.

Revitalizing historic cores projects must comprise many-sided interventions that deal with any essential urban element from infrastructure networks, to public facilities, or housing, public spaces and gardens, historical monuments, etc. With varied costs and spatial impacts for each type of intervention and often under limited budget and specific operational constraints, choosing project's interventions becomes complex and painstakingly difficult.

This paper introduces a decision support model for identifying the optimal combination of interventions that can constitute a comprehensive revitalization projects. The decision support model is founded on coupling two techniques; the first is spatial modelling using geographic information systems (GIS) and the second is multi-criteria decision analysis tool, the analytical hierarchal process (AHP). Implementing the AHP, the project's objective(s), specific goals, and proposed interventions are structured hierarchically at different levels. Pair wise comparison matrix is then applied to establish priorities of goals/criteria while the GIS spatial model of the city core with its related socioeconomic database is utilized to measure the performance of interventions against each criterion.

The resultant of applying the proposed model is a ranked list of interventions that assist the decision maker in identifying the specific interventions in his project considering the allocated budget and other constraints.

The paper begins with explaining the methodology of the developing the model, then presents how the model is applied to a real world case study for revitalizing the historic core of the city of Sidon in Lebanon. This Bible-cities city with its prominent history of six thousand years ago was earmarked in the poverty mapping of Lebanon recently as one of the severe pocket of poverty. Regaining its importance and making the quality of life in the city worthy of its heritage is a priority for the local decision-makers as well as the international development community.

The model presented in this paper is a guide for the realization of this priority based on an underlying construct that represents the local preference structure. The case study proved the model to be practical and beneficial to academic researchers as well as decision-makers in the urban development and pre-construction project planning phases.

DAILY LIFE PHARONIC PRODUCTS & CIVILIZATIONS DIALOGUE AND ITS ROLE IN THE DEVELOPMENT OF INTEGRATED RELATIONAL TOURISM

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Key words: negotiation & crash of civilization, Integrated Relational Tourism, daily life pharmonic products, industrial design

Abstract

In the few recent years globalization is trying to unify the style of consumption and the behaviour of individuals, that came always against the identities of nations, that also have its impact on the traditional values & original cultures in many of countries. With the beginning of the third millennium, also with the spreading of many contemporary concepts such as crash of civilizations, Integrated Relational Tourism (IRT), and Cultural heritage etc..

That leads to changes in ideas and new philosophical point of views to integrate civil communities throw establishing partnership in the human, culture and social affairs.

We are in agreeing with the idea that cultures and identities are considered the basic factor for integration and partnership among nations. The eye of the cultural heritage is on the sustainable development of the humanity, and protection of the common culture memory. That through field activities of people all over the world .also it aims at the commutation, cooperation & coordination among the Mediterranean Nations.

Deeping the common understanding came through supporting cultural heritages, which can offer new opportunities to nations to be aware of the importance of their cultural heritage, so many sustainable efforts have to be done to listen and to learn from others with respect and honor in one hand, and search for common backgrounds of dialogue on the other hand an, in this respect we find in the Holy Quran "You who believe! Keep your duty to Allah and fear Him, and speak (always) the truth" (Surah 33 Al-Ahzab 70).

We have to start participation in a positive way through the emphasizing role of ancient Egyptian outputs on the Mediterranean tourism and working hardly to support it through the Integrated Relational Tourism (IRT). That can give us as Egyptians the motives and opportunities to put great investments in the cultural & tourism sectors, but that is in need of the desire & willingness to put this new millstones. the Holy Quran says: "O mankind! Have We created you from a male and a female, and made you into nations and tribes that you may know one another." (Surah 49, Al-Hujurat)

The power of western societies has to encourage us to reactivate our original identity cultural heritage to explore its relation with the third millennium concepts.

Objective of the Research

This research discusses the necessity of looking at the Ancient Egyptian Civilization and its outcomes mainly the daily life products in a contemporary philosophical perspective to give the Mediterranean tourist the opportunities to insight the embodied features in the Ancient Egyptian day life product to prove for himself that it had been created & designed according to what he knows as modern Sciences & Technologies created and developed by the western culture. On the other hand it emphasizes on that idea of supporting the integration Mediterranean people to reduce possibility of the civilizations crash and supporting a new cultural dialogue through a group of Case Studies of the ancient Egyptian day life products analysis.

The participation in the civilization heritage for sure will lead to the participation & grate process of socio\economic development of the Mediterranean nations.

INTEGRATING SUSTAINABILITY IN TOUR OPERATOR BUSINESS: OPPORTUNITIES AND CHALLENGES

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Key words: tourism managing, responsibility, sustainable tourism, tour operator

Abstract

Tourism is a rapidly growing phenomenon and has become one of the largest industries in the world. This growth has led to an increase in negative and social impacts of tourism. Although, tourism contributes to employment and economic development, it also leads to negative environmental and social impacts such as: resource consumption, pollution and wastes generation and, disruption or destruction of local cultures. According to studies, mass tourism activities are considered responsible for generating the most severe negative impacts of tourism, and consequently large-scale tourism, by its very nature, is unable to fulfill the requirements of sustainability. In contrast, small-scale activities ('nature tourism', 'alternative tourism' or 'eco-tourism') are seen as beneficial and more responsible, thus they are able to incorporate sustainability principles. To address the negative impact of tourism, the industry needs new tools and methods that can prevent harms while developing and managing tourism activities in ways that contribute to sustainable development. Sustainable tourism is dependent on the effective cooperation of all the stakeholders in the industry. Considering mass tourism as a reality of our time, that will not disappear but continue to expand, the greatest challenge of sustainable tourism is to find ways of incorporating strong preventative approaches in all tourism activities. Tour operators, particularly large-scale ones with great economic power, are in an ideal position for facilitating the dissemination of these attitudes into the entire tourism industry. Tour operator is one of the most important connection which play significant roles in affecting changes in behavior and attitudes toward more responsible forms of tourism. This role may be appeared in: (a) greatly influence the volume and direction of tourism flows; (b) integrate and affect attitudes and practices of numerous tourism suppliers and stakeholders; and (c) lead to widespread benefits due to their large size. Tour operators also need to understand their role and responsibility. Today, tour operators are required to implement sustainable in their business. In recent years the attitude of tour operators towards the environment tourism destinations has been slowly changing. As consumers have put greater pressure toward sustainable tourism. Although there are just a few tour operators in Europe that take responsibility for sustainability and protecting the environmental and cultural resource this study aims to:(1) increase attention being paid to the responsibility of tour operator to the sustainable development (2)explore the role of tour operator in the long term sustainability of destination (3)examine barriers that deter the use of sustainability strategies in tour operators business.

TOURISTIC ZONE IN THE PRIMORSKO-GORANSKA COUNTY, CROATIA AN ATTEMPT TO CREATE NEW VALUE

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Key words: touristic zone, physical planning, Primorsko-goranska county, Croatia

Abstract

This paper seeks to show how area of touristic zone is potential for development and, on the other side, to warn that unplanned tourism can lead to devastation of space and reducing the value in every sense.

Tourism has the increasing development opportunities, on the global and local level. For the last few years on the global tourist market, the space, as a tourist resource base, are getting even more significance. Social processes of modernization are doing pressure on the space and we must looking for new forms in approaching to solve these problems. As a tourist resource base, space becomes an element for the development of different forms of tourism (urban tourism, rural tourism, etc.).

It is necessary to update the spatial plan of Primorsko-goranska county (extraordinarily tourism zone) for the whole area and also to create programs with content and border facilities on the basis of which will create projects for each location. These plans and programs should be designed in a way so as to achieve symbiosis of modern lifestyles and traditional cultural landscapes and all those who are interested in order to create new space values (economic, social, cultural, landscape, ecological etc.).

Based on the analysis and tourist evaluation of Primorsko-goranska county allocates several attraction, which also represent the eight separate large-scale projects for the future development. Planned programs (or projects) should be selected according to the criterion of adaptability to existing conditions and with minimum impact on the changing physical environment to preserve the natural state and at the same time enable the socio-economic development of the local community.

L'AVVENTURA ... (THE ADVENTURE.....)

Maria Lina La China

Unikore

Key words: Patrimoni culturali, beni testimoniali, borghi rurali, sviluppo locale, governance

Abstract

“Because they built it - there is another one - that is not a nation , it is a cemetery” that is what Michelangelo Antonioni make his actors say of the film “Avventura” on the location on Schisina village. The place, finely ended but humanityless in the 1960, shows a both internal and external desolate landscape, and just a bit after another sentence “Nice way to welcome tourists”. Fifty years have passed but tourists seem to be once again the goal of the insular economy, but what is happened on the villages similar to that of Schisina built during the reform, or previous anti-urban foundations, shows a complete desolation of the places and memories of transformation of insular landscape they represented: an identitarian negation.

That places have become the proof of the lack of integration between economies, development, and social cultural identity. The villages should have transformed the order of the agrarian territory of Sicily since the drainage of the 20's, restart to be built since 1939, and go on be built during all the 50's. The republic states the social moral values of these places and the post war crisis repropose the corn production remembering the mussolinian corn battle. What is changed? The statement, in a documentary of the archives “LUCE” that the new law, that of the 50's should have avoided illicit enrichments, wants to answer to a question that later nobody except the voyager will ask catching the emptiness of some interventions made with public money. Anyway that villages have represented the ganglions of a complex and yet forgotten net that structured the agrarian territory, and nowadays, after a long desolation have become matter of new interest for the Rural Development plan of Sicily, that is not aware neither of the real number nor of the general conditions of manufactures. The several plots that ties the villages are the structure of the nowadays insular road system; the “bonifica” and the Colonization before the agrarian reform, have been cultural events that have deeply modified the relationship between man and earth. In order to re-exploit this big patrimony and to establish relationships with real voyagers would be useful to re-examine the roots of the interior island territory ,its latifundistic order, where it still persists or is going to recompose, and its transformation. But it is obvious that if these places have been not yet catalogued if their stae is not known to his owner, it is pretty certain that these places will form part once again of a transformation process that adjust super-local demands of explotation of European funds to a local reality unknown and not investigated. The recent “TERRA” of S. Rubini and “TERRA MADRE” review today the relationships with earth and his economic cultural and identitarian value, as should do the insular burocracy with images and researches.

THE QUALITY OF THE PROPERTY OF THE HUMANITY RECOGNISED IN SICILY. THE HERITY MODEL

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Key words: management of the quality, cultural goods, Herity, maintenance, fruition

Abstract

In the last decades a deep interest in the cultural goods and the artistic heritage has modified their value, their role and their importance. Although in the past, cultural goods were only regarded as archaeological, artistic, monumental and historical testimonies to protect, today they also represent an active factor of development and socio-economic growth, as well as a "significant element generating values, memories and identifications" aimed at promoting the cultural tourism.

Actually, more and more often the expression "Heritage Tourism" indicates those forms of fruition that derive from the awareness of the value of the artistic heritage leading to know, to understand and to interact with the places by realizing their cultural value.

Therefore, the purpose of developing new trends of production and consumption of goods and services, has involved the valorization of such goods.

Several international documents confirm this interest in the artistic heritage, such as "The European Convention of the landscape", "The Convention of the European Council", the Cracovia's "Charter of the restauration" of 2000, "The guardianship of the cultural landscapes as patrimony of the humanity" promoted by the Unesco, etc.

The last one is an international document signed, till now, by 159 countries supporting financially and intellectually the protection of the world property.

Sicily, represents one of the principal regions of the South of Italy characterized by an high concentration of environmental and cultural goods of great value.

Between them are the five sites recognized property of the humanity and registered in the World Heritage List promoted by the Unesco, this fact points out the great environmental and cultural importance of these places. In order to valorize and to promote the great value assumed by the property of the humanity recognized in Sicily, it is necessary to focus the attention on the level of quality offered, as well as on the guardianship, maintenance and management of the cultural property.

A quality management of the cultural property, must respect material and immaterial values and all the shared rules for granting their best learning (Maurizio Quagliuolo).

Therefore, a quality management of the cultural property must pursue its maintenance within a compatible and sustainable development, involving measures planned for knowledge, maintenance, and fruition of cultural goods for the community. This study, beside the necessary theoretical reflections, proposes an attempt to evaluate the quality of the Sicilian cultural sites registered in the World Heritage List promoted by the Unesco (area archeologica di Agrigento, villa romana del Casale di Piazza Armerina, Siracusa e le necropoli rupestri di Pantalica, isole Eolie, le città tardo barocche del Val di Noto) through the application of the Herity model. The model evolves along four dimensions: perceived value, maintenance capacity, transferred information, provided services. For this reason, various techniques of surveys can be applied, such as surveys on customers' expectations and interviews to stakeholders. In particular, this study takes into account the points of strength and weakness of the structure considered, in order to provide managers with an useful tool to the improvement of the management of the cultural institutions and to provide a plurality of actors, such as visitors, partners, management and stakeholders with exhaustive and reliable information on the structure, the services, the management and the quality of the Sicilian cultural goods.

**LET'S GIVE CREDIT TO MOUNTAIN TOURISM:
THE IMILCHIL REGION CASE STUDY (HIGH ATLAS, MOROCCO)**

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Key words: Morocco, rural tourism, Pro-poor tourism, micro-credit instruments, geo-itineraries

Abstract

Tourism in Morocco can be a real economic and social development factor, mainly for rural areas. Rural tourism allows to ease off human pressure on costal areas, that is due to both a thriving economy, responsible for a local transition from rural to urban settlements, and a thoughtless mass tourism, especially localised in these areas. Moreover, rural tourism is really important for a local sustainable development according to economic, social and cultural peculiarity, at regional level, as many studies underlined.

The Imichil region, situated in northern High Atlas, seems to be particularly suitable for rural tourism through geo-itineraries closely related to local characteristics and traditions. As a matter of fact, that Moroccan region shows some peculiarities and attractions which make easier the making of a "tourist product", such as some special site of religious interest (marabouts), some others of naturalistic interest (Parc national du Haut Atlas Oriental, Akhiam's Cave and Agouni's Falls) and some particular celebration at national level (Music Festival and The Engagement Moussem).

Similar valorisation processes have already started for the exploitation of the heritage potentiality. As an example, a tour guide showing the peculiarities of the area, the sites of interest, the possible excursions and suitable accommodations has been carried out thanks to the creation of the NGO ADRAR, by the inhabitants themselves, just to develop both ecotourism and the cooperation with CGEM.

From this point of view rural tourism can certainly bring a considerable support to environmental protection and to local resources, both natural and anthropic ones. Moreover, it can efficiently overcome poverty and be considered a pro-poor tool for resident population. This activity would represent a real alternative to agriculture and handicraft, the unique and main local sources of profit which are not sufficient for livelihood.

Accommodations and infrastructures for tourism will be carried out thanks to a micro-credit fund which will let the inhabitants to have a start up capital for their new activity. There are already actions in progress with this aim through the intervention of some NGO, like Movimondo and CISS, which, among their goals, have the aim to cooperate with local associations (AMSSF/MC, ADRAR and APMM of Morocco).

Therefore this study has the aim to make up a development model for rural areas involving local inhabitants and helping them to get a tourist and sustainable business. The following step will concern the areas of some tourist interest, to be included in geo-itineraries. Finally, the research of specific micro-credit funds to create demand oriented accommodations will be carried out.

The use of destination management methods will be basic for the success of this tourist product that will allow the integration of the tourist product with local public and private actors (farmers, craftsmen, public and private associations and district councils). Moreover, it will be fundamental to follow Pro-Poor Tourism basics in such a way as to get an integrated product within the local features and in favour of poor people. For this reason the use of micro-credit instruments is important.

This kind of model could also be applied in other Moroccan areas presenting similar social and economic features, considering that Moroccan Government is aiming at ecotourism as a development strategy.

THE MARGINAL LAND AREAS

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Key words: economically self-sustainable

Abstract

The idea that areas with high urban and natural value are economically self-sustainable is a reality in the north shore of the Mediterranean and are becoming one on the south. If we would add some notes on the debate concerning the formation of urban areas and against inordinate abandonment extent depending on the degree of development of vast agricultural areas; we can state that:

1. In land management shows the need to plan a development of the areas that are progressively private young and economically active forces. In contemporary society, many planners are devoting themselves with the objective of preserving community territories. The urban planners in particular with reference to the ideas that first were of the Pre-Raphaelite, as Camillo Sitte, consider that the direct human contact and mutual support makes it valuable the urban environment. Prefigure and then design according to these concepts. From this it follows that the management of leisure that characterizes our society leaves space and resources that can flow to areas distant agglomerations modern forms of tourism through closer to the needs of the next recovery, is now necessary to think the design of new urban areas that recover these values and use the new technologies such as those on energy saving.
2. 2nd Recognized even today the old nineteenth-setting: - The employee is separated from his job, forced to sell it no longer has control. As the man is away from his work as it is by their fellows. To overcome this estrangement, it seeks to establish an intimacy of human experience, as a sacralised territory. - The territory unusual, non-family has a positive role in human life, people are accustomed to risk, people "grow" across the unknown. Starting from this vision is to demonstrate that the old urban area with rural far from the metropolis and the natural environment that surrounds him and that the urbanization gradually free today by human pressure, it becomes the occasion to break the isolation or separation requires that the metropolis and also becomes the occasion of human inner growth.
3. 3rd Become or may be incentive and opportunity to counter the economic imbalances between rich areas and less strong in the Mediterranean basin and contribute to the restoration of the rural economy. This is to provide sufficient economic instruments to ensure and enhance the harmonious development of areas marginal to modern agglomerations.

FACILITATING PUBLIC - PRIVATE PARTNERSHIP IN PLANNING LOCAL IRT DEVELOPMENT

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Key words: public private partnership, local development IRT planning, methodologies of facilitation

Abstract

IRT local development is strongly related to the capacities of local public and private key actors in designing a common shared vision and in establishing a solid partnership for governance. In the Mediterranean countries these capacities are often weak, due to political and cultural habits. Lessons from experience testify that local development planning capacities may be sharply enhanced by using goal oriented methodologies and facilitation procedures.

The choice of facilitation procedures in IRT local development planning is motivated by the following considerations:

- Relevance with IRT principles: public-private networking approach, multi-disciplinary and multi-sectorial schemes, balanced governance.
- Efficiency, since the use of the facilitation procedures enables a fast programming process at marginal cost.
- Sustainable, due to the common ownership in development and language that can be reached within the partnerships.

The paper will provide a brief presentation of the theoretical and methodological approach of the facilitation procedures, based upon the EU Goal Oriented Project Planning (GOPP). Some case studies and experiences in local planning designed by public-private partnerships in the Mediterranean area will be presented and discussed. Case studies will be selected from the EU Euromed Heritage II Programme (2000-2006) projects. The key results of the workshop "Developing interoperation capacities at local level" that has been held within the II edition of international Master (II level) in IRT and Territorial Development will be also presented.

A SWOT analysis concerning the implementation of the methodology will consider:

- Strengths and Weaknesses observed in the author's past experience in project planning facilitation;
- Opportunities specifically relevant to the IRT approach;
- Threats that may be incurred into.

Conclusions of the paper will include recommendation and suggestions for better endorse facilitation procedures in IRT local development planning. Key bibliography and website links will be annexed.

**“MEDITERRANEAN TERRITORIES AND THEIR DEVELOPMENT THROUGH CULTURAL TOURISM
BETWEEN LAND AND SEA”**

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Key words: Mediterranean, Museum Cultural Heritage, underwater, tourism

Abstract

Today's responsibility for the Institutions in charge of the maintenance of Cultural Heritage is to seek new forms of exploitation linked with a mature tourism development centered on common Mediterranean values. The central subject of this text is the relationship between Cultural Heritage, museums and regional development, starting with a reflection on the reality and the experience of a region such as Sicily and on the exploitation of its underwater cultural heritage through mainly two case of study: the D'Aumale Museum experience and that of the Soprintendenza del Mare with underwater in situ museum experiences. The D'Aumale Museum connects with local territory, spreading to the whole basin of the Mediterranean through the Museum Network, in order to valorize the museum collections beyond regional territory, contributing so to affirm a positive dynamic and cultured image of Sicily.

The D'Aumale Regional Museum in Terrasini has created, thanks to the Net, new exchanges strengthening the existing ones, maximizing its role as a constant reference for research and curiosity, innovation and creativeness, planning and organization, through reinforcement of cultural interchanges set up between the most accredited museum institutions, for the purpose of creating the biggest intercultural museum of the sea in the Mediterranean in the desire to explore, safeguard and protect a millennial culture.

In order to reach their objectives, museums have many instruments available to them, but certainly the most important and effective is cooperation, on a regional, national and international scale, between museums. A true example of such attitude is the itinerant exhibition *The Ways of the Sea*, a unitary reasoning on the Mediterranean, displayed and enjoyed in the 12 European museums, each of which has personalized the layouts through its own collections, all divulged in the dedicated portal of the Network, created on purpose to spread knowledge of and to valorize the cultural and scientific heritage of the Mediterranean. One of the main and common intention among Mediterranean Maritime Museums is to promote the advancement of scientific research, placing stress on the safeguarding and valorization of the marine and submarine heritage in collaboration with European institutions of tested experience that are able to offer adequate scientific supports to cultural, technical, and organizational exchanges, also choosing to create a common, modern and effective museological lexicon, regarding display and spread of knowledge on the interdisciplinary contents of the museum collections, aims at the boosting of enjoyment, and at recovery of the participation of citizens in the life of museums, operating in them a policy of integration of the territory and sensitization to respect for the marine environment and hence at tutelage of the cultural and scientific heritage. Recent years have seen more and more people approach with passion the world of underwater archaeology: the Soprintendenza del Mare is the first governmental reality in Italy to exclusively deal with underwater cultural heritage, pursuing the objective of sea culture under multidisciplinary aspects, embracing archaeology, but also all traditional and historical features of the relationship between man and the sea. At present more interactive forms, that are able to create constant collaboration with schools, youths, portsmen, are necessary to prevent negative exploitation and looting and create a sense of fondness toward underwater culture heritage as part of common roots; among these, underwater guided itineraries (the first step toward the creation of submerged archaeological parks), remote control monitoring systems or more traditionally: underwater archaeology school fields, local associations monitoring activities, basic courses for volunteers.

“REVITALIZATION AND MANAGEMENT INTEGRATED OF THE SYSTEM OF MIXED ACTIVITY OF THE HISTORICAL MARKETS”

European Cultural Routes in Sicily: Distances between the sites of the historical markets of Sicily

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Associazione Culturale Esther

Key words: markets

Abstract

1 - CULTURAL FOUNDATIONS HISTORICAL OF A PLAN OF EUROPEAN CULTURAL ROUTE OF THE HISTORICAL SICILIAN MARKETS

In the autumn of 2000, the Service Documentation of the Centre for the Catalogue of the Region of Sicily published a research about the old historical markets of Palermo, Catania, Caltanissetta, Siracusa, Trapani and Marsala.

From documents of the archives in possession of the Sicilian Regional until 1960, and from the comparison with the historical private public photos conserved in several archives, the traditional markets have turned out a phenomenon of long period, resistant to every attempt of change.

In fact the historical Sicilian Markets are still today a social reality, in which the mutual relations among the men established through the exchange of assets, do not invest economic aspects in tightened sense, but interrelation total and communication of founding elements a social organization that must not only survive, but also be protected and valued, in the respect of its exceptional peculiarity.

2 - THE “EUROPEAN CULTURAL ROUTES” LIKE THE ESSENTIAL ELEMENT POINT ELEMENT OF NEW PROCEDURES OF VALORIZATION

In order to activate new processes of acquaintance of the territory it is necessary to refer itself to models of other European experimentations that constitute examples of sure reference, such as “Compostela model” 52 kilometres of the European Tourist Route of “Camino de Santiago”.

The routes illustrate in real way the principal values of the Council of Europe: rights of the man, cultural democracy, identity and European cultural diversity, dialogue, exchange and mutual enrichment beyond the borders and the centuries. It is just in this context we hope the official acknowledgment of the European route of the Historical Sicilian Markets, recognized like integrating part of the European culture and history.

The study of the Center for the Catalogue demonstrates that the cultural property “Historical Market” is alive and active, in continuous evolution because it is tied to the law of the Market and the Economy.

3 - OBJECTIVES AND PURPOSES

- To reconstruct a renewed Mediterranean Koiné through the throwing of the several identities that has its centre in the Sicilian region;
- To rediscover social and cultural activities been that had origin from the millenarian symbiosis of Sicily with the other European and African cultures.
- to safeguard the tracing of the “Itinerarium Antonini”, to repair and to reorganize main monuments of the distance, to guarantee the fruition, to re-establish the landscape and to construct and to promote a tourist-cultural product that values within the European limits, Sicilians activity and places, on which we can go on foot, cycle and ride;
- To increase the fruition of the quarters from the citizens, either the increase of the competitiveness of the city systems or the strengthening of the social cohesion;
- to qualify again, to renew the city building woven of the quarters, in the respect of the cultural and historical traditions;

4 - PARTICIPATION FIELDS

The present study has characterized a series of actions:

- mapping of the sites: The making Municipalities part of the European Cultural Route of the Historical Markets of Sicily have been catalogued by the Centre for the Catalogue of the Sicilians Region in the study already cited.
- plans of recovery;
- plans of requalification of the image and improvement of the Historical Markets;
- plans of recovery of the public building patrimony;
- plans of recovery of the private building patrimony;
- plan of increase of the attractive abilities to the activities that make part of the Historical Markets;
- plans to improve the service offered to consumers and tourists;
- tourist promotion;
- professional formation;
- traditional foods;
- promotion of the contemporary art;
- promotion of systems for the production of renewable energy.

5 - PLAN EXPERIENCES FOR PALERMO

In the last years, the takeover of the great distribution of Palermo has been diffused quickly involving an enormous economic loss for the small and average business enterprises and handicraft operating in the historical center and, particularly, in the within of the historical markets that they have compressed their activities, to the point that some of them (as as an example the "Vucciria") threaten to disappear.

For this reason, it becomes priority to develop an instrument more adequate elevation and of throwing of the markets sites in the historical center, an organizational structure that can increase the offer economic, commercial, tourist, that analyzes and estimates the upgrad of the area attraction, that is in a position to promoting advertising campaigns, events, shows, that it can improve and plan accessibility to the markets, the practicability of the area in which they insist.

The Cultural Association "Esther" of Palermo has proposed itself as the promoter of the instrument of the Natural and Trades Centers in order to revitalize the four Historical Markets of Palermo (Capo, Vucciria, Ballarò, Borgo Vecchio) by means of the application of a defined legal institute from body legislation of the Sicilian Region within of the historical markets of Palermo. The Cultural Association "Esther" has involved as partner the associations of craftsmen and pedlars categories, in order to be involved directly the entrepreneurs as essential subjects in the development of the territorial marketing of their markets.

Scope of the promoters is to defend the identity of quarter nearly forgotten, recovering a communitarian dimension that can express independent ability to territorial marketing: through the recovery of traditionally tested city systems, we will try to throw these markets again, supporting and making stronger processes of institutional cooperation among the actors of the local development.

INTANGIBLE CULTURE HERITAGE AS A TOURIST RESOURCE FOR SUSTAINABLE TOURISM DEVELOPMENT IN THE MEDITERRANEAN AREA

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Key words: intangible cultural heritage, Mediterranean Area, traditional festive events, local community and tourist visitors

Abstract

Heritage is an important tourist resource capable to attract visitors, but when we refer to this term we usually have in mind monuments, historical and archeological sites, etc, that is to say the physical culture heritage. However, there are more heritage elements which have not been given the necessary attention in the tourism market. These elements belong to the Intangible Culture Heritage.

This type of cultural heritage has been recognised later than the physical one, given that the Convention for the Safeguarding of Intangible Cultural Heritage, was approved by the General Conference of the UNESCO in 2003. This Convention provides the possibility of including this type of culture heritage in the List of the Intangible Cultural Heritage of the Humanity and ensure more visibility as well as preserve it. Intangible Culture Heritage has been defined by the UNESCO Convention mentioned as: "the practices, representations, expressions, knowledge, skills - as well as the instruments, objects, artefacts and cultural spaces associated therewith - that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their history, and provides them with the sense of identity and continuity, thus promoting respect for cultural diversity and human creativity".

Following the UNESCO definition, the Intangible Cultural Heritage is manifested in various domains and one of them is "Social practices, rituals and festive events". The valuation of this domain and the conversion into tourism resources could be a new attraction to add to the existing tourism supply of the Mediterranean territories.

This aim could be achieved through the following methodology:

- Collect information about different elements of the intangible heritage in the Mediterranean Area;
- Implement an inventory and support it in a Geographical Information System;
- Create a network including the Intangible Culture Heritage elements as tourist resources, available for all the providers;
- Disseminate the network through various ways: publications, fairs, Internet, etc.;
- Integrate this network in some other actions carried out at the Mediterranean level.

The Intangible Culture Heritage first element to start with the project could be the traditional festive events. These are activities in which the visitors (tourists and same-day visitors) share the same space and practices with the local community, thus provide the highest integration of visitors with local community. This activity also refers to some others intangible culture heritage (folklore, performing arts, etc.) as well as tourist important activities such as gastronomy, handicraft, etc.

To have a point of reference, in Spain traditional festive events have been promoted by the tourist public bodies for a long time and there are rules at national, regional and local level to recognise their tourist interest. This kind of activity provides the sustainable tourist development in the rural areas.

Intangible Cultural Heritage elements as tourist resources could be one of the best possibilities for Integrate Relational Tourism in the Mediterranean Area.

UNIQUENESS OF TOURISM DESTINATIONS AROUND THE MEDITERRANEAN SEA AS A FUNCTION OF CONSUMER PREFERENCES - EMPIRICAL FINDINGS FROM GERMANY

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Key words: destination image, destinations preferences, consideration set, holiday behaviour

Abstract

Uniqueness of a destination can be an advantage as long as the customer perceives this uniqueness ("perceived uniqueness"). Uniqueness refers to the image of a country or region, the way it is perceived by potential tourists in a perhaps far away source market. Uniqueness can be positive ("must see") or negative ("avoid under all circumstances"). The evaluation is a result of consumer motivation and attitudes and will vary in different target groups.

Uniqueness should lead to a higher desire within a specific target group or even within larger parts of a source market to visit such a destination. Thus, the behavioural result of a destination's image (perceived uniqueness) is a better position in the ranking of possible holiday destinations (consideration set) which can be measured (a) with expressed preferences and (b) factual destination choice.

In this paper we look at uniqueness of Mediterranean destinations as a function of consumer preferences (expressed interest in visiting a certain destination within the next three years). A country has a unique position and hence less competition and a better position in tourism marketing, when its potential customers do not see a huge number of potential substitutes.

The paper focuses on two research questions: (1) is there a "need for the Mediterranean" or can other destinations around the world offer suitable alternatives? (2) to which degree can a specific destination in the Mediterranean area substitute another destination in the same area?

With respect to these questions we have (re)analysed the results of an annual German holiday survey, the "Reiseanalyse" (RA; www.reiseanalyse.de). This is a yearly (since 1970) representative survey, covering holiday travel behaviour, intentions and attitudes of Germans, conducted every year with a comparable set of questions and based on a random sample of 7,500 face-to-face interviews (Lohmann 2001a; Lohmann & Sonntag, 2006). The main focus here is on destination preferences and experiences, the analysis is based on data from January 2009.

With respect to our uniqueness-substitute approach we analyse the overlapping of destination preferences: (1) Do Germans with an expressed interest in visiting Mediterranean destinations also show an interest in destinations outside the Mediterranean area? Can other destinations thus be a substitute for a Mediterranean holiday destination? If so, to what extent? (2) How are the relations within the Mediterranean area? To which extent can single Mediterranean destinations be a substitute for others, e.g. do people with an interest for holidays in Turkey consider a holiday in Spain as well? Are there destinations which are more "substitutable" than others?

The results will be discussed with respect to psychological concepts (e.g. set theory; variety seeking; volatile consumers), to future trends in German outbound tourism (Lohmann & Aderhold, 2009; Lohmann, 2001b; Lohmann & Danielsson 2001) and with regard to implications for marketing strategies (Lohmann, 2009).

A MODEL FOR SUSTAINABLE TOURISM DEVELOPMENT: THE CASE OF THE NORTHERN REGION OF NICARAGUA

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Key words: sustainable development, integrated planning tourism, integral diagnosis

Abstract

Many Latin American countries are amongst the least developed, as is the case of Central America, where Honduras, Guatemala, El Salvador or Nicaragua form part of what is known as the geography of poverty and inequality.

Although the structural adjustment plans applied since the 1980s have made progress in correcting the major macro-economic imbalances such as inflation, public debt, etc., (IMF, 2000; Gwartney and Lawson, 2001), the social reality at a local and regional level is very different. Thus, the adjustment plans for the liberalisation of international markets, within the framework of the processes of globalisation of post-modern society at the beginning of the nineties, went beyond the power or capacity of governments to define and apply autochthonous economic and social policies, as is reflected in the case of Nicaragua (World Bank, 1991; Vargas, 2001; Avendaño, 2000 and 2002).

Thus, the processes of globalisation of post-modern society have left these countries clearly on the side of the "loser regions" with the very limited response capacity of traditional local societies, whose socio-economic structures face difficulties in accessing the instruments of the new knowledge society.

Nevertheless, faced with this situation, attempts have been made over recent years to take advantage of the new economic trends, which include those linked to the tourism industry as a significant system and instrument to encourage regional development (Mill and Morrison, 1992; Gunn, 1994; Sessa, 1998; Hall, 2000; López, 2005). This offer takes the form of environmental (the region contains 10% of the planet's biodiversity) and cultural tourism products (the pre-Columbian and colonial civilisations).

However, in regional tourism development we should not fall into the contradictions deriving from the "developmentalism" that has repercussions for both environmental and socio-cultural aspects. All of this has arisen from the application of strictly macro-economic and sectorial approaches, while tourism has a "polyhedral" and "transversal" character, especially in inland areas where the offer is represented by the territorial resources as a whole and the region's sectorial activities, normally dominated by small businesses.

Therefore tourism must represent a way of encouraging, by means of integrated and sustainable strategies, the global development, while putting the aim of the society's welfare before the strictly sectorial objectives of tourism.

In this sense, the integrated tourism analysis, in the same way as certain economic approaches, shares cultural, social and institutional valuations; in other words the so-called "cultural turn" echoed in the economic geography of recent years (Grang, 1997; Amin and Thrift, 2000; Hall, 2000; Moulaert and Sekia, 2003), that gives a more thorough view of what human development should be. In this respect, cultural values can be efficient from an economic perspective, as they encourage, through their tacit knowledge in the relational and organisational sense (Von Krogh et al, 2000), the transmission of the processes of innovation and management (Mariussen, 2001; Malmberg and Maskell, 2002), as well as bring values of solidarity (Throsby, 2001) that in the end dictate the degree of economic success or failure enjoyed by a society.

Finally, this paper expands on the conceptual aspects of an integrated tourism model and its application in the Central American scenario, the case of the Northern Region of Nicaragua (Las Segovias), and presents the results of the integrated tourism diagnosis.

EXPLORING HUMAN RESOURCES DEVELOPMENT IN THE EGYPTIAN SMALL AND MEDIUM HOSPITALITY ENTERPRISES

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Key words: human resources development, SMHE's, Egyptian SMHE's, main issues facing Egyptian SMHEs

Abstract

Human Resource Development (HRD) is the delivery system and processes which are used by organizations to develop individuals through training, career development and organizational development (Wasfy, 2005; Brooks et al., 2006). Human resources development includes various components such as: employee training; employee career development; performance management and development; coaching, succession planning; key employee identification; tuition assistance; enhance adult's work-based knowledge; increase employees productivity and satisfaction (Cunningham and hyman, 1995; Harris, 2002). All these components reflect the serious commitment which any organization should have to exploit successfully the human resources development. Small and medium hospitality enterprises (SMHEs) are recommended to fail in this commitment, since it suffers from lack of: financial resources and knowledge (Main, 2001; Murphey and Jones, 2004). Radiven and Lucas (1996), Gupta et al. (2004) and Sharma et al. (2007) researches' results support this by pointing to the existed fallen in pay rates and the financial constraints facing SMHEs. The research importance strives from the quantity of small and medium enterprises in Egypt which comprised almost 99% of the non-agricultural private sector (Kamel, 2004), in addition to the lack of published researches about human resources development in the Egyptian SMHEs. The research aims to explore the nature of human resources development in the Egyptian SMHEs. The research objectives are: critically review human resources development process and its applications in SMHEs; identify the existed issues facing the Egyptian SMHEs to have a successful human resources development; designing a model to reflect the nature of human resources development in the Egyptian SMHEs. A multiple evidence case study methodology (Yin, 2003) is used through conducting semi-structured interviews (Barbour and Schostak, 2005) with SMHEs' managers and owners, and distributing questionnaire forms (Bourque and Fielder, 1995) on their employees. Various strategies are used to ensure the research validity, e.g. triangulation (Cresswell, 2007). The results pointed to various issues facing Egyptian SMHEs' owners and managers to approach a successful human resources development. These issues are revealed in this research and an updated model is designed to reflect the nature of human resources development in the Egyptian SMHEs.

PRESENTING OUR ISLAMIC HERITAGE

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Key words: tangible heritage, intangible heritage, islamic heritage of Egypt, tourism

Abstract

Seven sites in Egypt have received World Heritage designation and have been listed in the World Heritage List; which includes cultural and natural properties of outstanding universal value. Moreover, hundreds of sites could also be considered as important sites representing the miscellaneous heritage of Egypt.

But unfortunately our Islamic heritage does not receive the care and publicity it deserves. We always focus on the Ancient Egyptian heritage and ignore or neglect the rich Greco-Roman, Christian and Islamic heritage of the country.

The Islamic heritage of Egypt in particular is very rich including a wide variety of religious, commercial, residential, military and service buildings in addition to a distinguished heritage of traditions, thoughts and even music.

In the recent years, some sites of Islamic monuments gained attention and were restored and renovated such as the site of Al-darb al-Ahmar, restored by Aghakhan Association, Al-Fustat, restored by the Ministry of Tourism and Al-Sayeda Zainab, restored by Cairo Governorate in association with France. The project of the open museum in Al-Mu'iz street is also one of the major projects to develop sites of Islamic monuments and the first phase of the project was completed.

That means, some sites of Islamic monuments were restored, renovated and developed and can successfully participate in tourism programs. But renovating buildings is not enough to present our Islamic heritage, because the heritage includes other aspects that are as important as buildings.

Therefore, the research aims at investigating how can we present our Islamic heritage.

The research will try to answer certain questions such as: what is the message we want to deliver about our Islamic heritage?

What aspects of political, social or economical life do we want to present? What are the events, persons, or sites that we want to highlight? What sort of engaging activities can we offer to tourists? How can we relate with different segments of tourist with different interests and needs?

The study will present some successful trials of presenting heritage and communicating with tourists and will suggest a proposal of presenting our Islamic heritage in two sites in Egypt.

TOWARDS A WELL-BEING CENTRED APPROACH FOR ENHANCED TOURISM SUSTAINABILITY

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Key words: Sustainable tourism, community development, well-being, multidisciplinary approach

Abstract

The sustainable development approach to tourism is based on the idea that the majority of the resources upon which the industry depends are regional and local in nature. Thus, recent approaches to tourism development put the community at the centre of the development process through a framework that advocates for community development and micro-entrepreneurial models, using approaches such as participation and consultation. At the heart of the process is an emphasis on self-sufficiency and local control over change with the aim of enhancing the well-being of the communities involved.

Despite an equity component supporting the integration of local people and broader communities into the development process, this model has been criticised since microenterprises development projects are being used to legitimate increasing tourism development by creating linkages between growing foreign investment of tourism multinationals and small-scale entrepreneurs. However, sustainability of community-based projects has been questioned if not linked to mainstream industry as market forces and government allocations determine where the costs and benefits of tourism are directed.

Ultimately, therefore, developing actions to remove barriers to market access and enhance governance is essential.

This article uses a combination of critical literature review and case studies to induce and contribute to the theory stressing the need for a multidisciplinary approach to tourism development. The article does not mean to criticise one approach or another but, it stresses on the idea that the implementation of participatory strategies can only be put into practice with a deep knowledge of economic, political and social structures of the destination under study, rejecting pre-conditioned models either them bottom-up or top-down.

Furthermore, although the industry appears to have made progress in coming to terms with the importance of preserving the beauty and viability of landscapes and ecosystems, it still lags behind in the reconciliation of these efforts with local people's needs and aspirations.

This derives from the fact that at the centre of the existing tourism system lies the happiness of the tourists and industry profitability, with little consideration being devoted to the long-term well-being of the host population.

It is argued that tourism development projects tend to focus on single aspects such as economic benefits or socio-cultural impacts, but more often than not, a broader picture on livelihood issues is missing. A holistic view of political structures, economic processes and anthropological dimensions can generate better policies and strategies to maximise gains for local people that would help to switching to a well-being perspective and create a win-win loop were the well-being of the guests and the hosts is enhanced.

TOURISM AND MEDITERRANEAN: FROM THE BIG SYSTEMS TO THE LOCAL TOURIST SYSTEMS. INTEGRATED TOURISM MANAGEMENT THROUGH SUSTAINABILITY INDICATORS

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Key words: sustainable tourism, Mediterranean, tourism policies, cultural attractions, development of local tourism

Abstract

This paper meant to offer a perspective view about the changes of the tourism policies - conceived as a big touristic system in the mediterranean area and in Italy. Transformations, in terms of contents and objectives, change the relations between the Northern and Southern European countries with the mediterranean area. It is therefore necessary to hold in due consideration, in the context of this sector, a displacement of economic factors not only for the Euro-mediterranean area but also for the Arab-mediterranean zone. In Italy, alongside the development of a big touristic system, we observe the attempt to plan an integrated project on a local touristic system. Organically, this system reorganises the destination of the regional and national resources and defines new perspectives of development.

An urgent need has been to create a sociology and an ambiental psicologia of Mediterranean tourism. The former of Mediterranean tourism should research into the future development of the region's touristic activities, while linking it to economic, political and social perspectives in the countries concerned.

Sustainable tourism and related policies have been an understudied topic within the Mediterranean context despite an increasing number of studies published during the last few years on Mediterranean tourism. This paper would explore also policies for sustainable tourism development and potential interrelationships. Such policies have been characterised as ad hoc and incremental, lacking a clear orientation towards sustainable development, and the complex relationships underpinning them have rarely been considered in decision-making for sustainable tourism.

The paper highlights the need to understand and improve tourism policies in the world's leading destinations.

The factors that individually and/or collectively determine the shape of change involving assts include:

- Government development policies
- Local politics
- Tourism
- Private initiatives. Economic change
- Postmodernism and news technologies

Tourism can be a threat to conservation; how and where it develops is of importance to biodiversity conservation: so tourism can bring investment and employment opportunities to a destination and it can also bring investment in public sector infrastructure and services.

Destination and local communities in a geographic area often have much in common: integrated tourism is an important economic base for many of the world's poorest nations, generating foreign exchange earnings, employment and funds for development. Many developed and less developed Mediterranean areas have a comparative advantage in tourism resources, considering their rich natural and cultural heritage that provides a good potential for tourism development and operations.

BETWEEN COAST AND INLAND: THE CINQUE TERRE NATIONAL PARK AND VAL DI VARA IN LIGURIA

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Key words: local development, complementarity, network policies, partnership, Integrated Relational Tourism (IRT)

Abstract

The forsake of some traditional and cultural values causes not only a loss for the local populations, but can determine complex implications on territories. Their distinguishing elements lose, as a consequence, social and economic value.

The catalysing theme for the territories' identity in the last years of local development plannings saw an increased interest towards the acknowledgement of those values that, whether characterising for the social aspect, have progressively given the territories an economic "value", tightly connected to appeal and competitiveness.

The first relation due to it is between coast regions and inland, sometimes adversarial, sometimes analysed because of its integrations and complementary characters.

The case of the Cinque Terre National Park and Val di Vara in Liguria is an example of two spheres characterised by strong identities, but with a different path of recognition and capability, regarding also the possible forms of tourism.

Through the analysis of both the contexts we will be able to understand how the anthropological and natural heritage has already made possible the development of new typologies of tourism: the National Park, particularly, has been able to turn its major weak point - accessibility - into an attraction, also by means of development policies referred to the valorisation of human and traditional resource: the Val di Vara, through the recognition of a strong and already characterised identity, however often "hidden" by the outstanding popularity of the coast region.

This contribution starts from the local development theme, prioritises the co-operative or adversarial relations among the members of a local community for the structure characters' interpretation and the valorisation of the local resources.

In a combined view of socio-economic relations - regarded as the social, cultural, environmental and production fabric - the integrated relational approach deals necessarily with a cross-analysis of the constitutive parts of a territory, to find out targets and strategies, management models, talents and capabilities. The specific orientation of the research is confirmed, more focused on the emerging local development themes: interpretation and intervention on the territory when is itself recognised as articulated in local systems connected with each other but having different features. This contribution deals with the analysis conducted on the study's cases to understand whether the co-operative relations between inland and coast, rather than the adversarial ones, tend to consolidate, in order to try to detect the possible economic imbalances, that is to say developing tendencies, stationary or revolutionary, for an integrated relation offer.

This contribution's aim is to give these two complex territories the right acknowledgement for their socio-economic composition, and for their need of relating with each other: the critical situations, the development chances and the identification of a pilot strategy give "sense" to the identity feature (environmental, social, cultural and economic identity) and to its preservation.

POLICIES FOR LOCAL DEVELOPMENT AND GOVERNANCE ACCORDING TO THE CRITERIA OF SUSTAINABILITY. CROSSED EXPERIENCE OF TOURISM LOCAL DEVELOPMENT STRATEGIES ACCORDING TO THE CRITERIA OF SUSTAINABILITY ON THE NORTHERN AND SOUTHERN COASTS OF THE MEDITERRANEAN INNOVATIONS AND GOOD PRACTICES

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Key words: innovating practices, strategies and tools, identity and sustainable tourism

Abstract

The change of perspective which is nowadays affecting a significant part of the tourism activity in the Mediterranean area, combining innovation, integration and identity, is characterized by the emergency and the diffusion of strategies and tools which are adequate both to the expectations of the clients and to the specificities of the territories and their inhabitants. These new practices of Integrated Relational Tourism (IRT), based on a exchange-oriented and discovery-oriented tourism, are increasingly being developed on both sides of the Mediterranean through a tourism governance of the territories which is combining a differentiated valorization of spaces, the promotion of a tourism which is exalting identity and local heritage, the generalization of practices of welcome and ways of behavior conciliating rights and obligations of local populations as well as of visitors. Several experiences carried out in the Provence Alpes Côte d'Azur Region (France), in Tanger, Tetouan and in Corse, show the successes as well as the difficulties of such policies and tourism-governance strategies, based on the convergences between the heavy tendencies of the demand and the contingencies of the tourism offer, for a knowledge-oriented and meaning-oriented tourism laying the basis for a new tourism marketing associating performance and value. It is also a way back to the sources of the "Grand Tour" and of the travel, a tourism aiming at experiences and real life, looking for the spirit of the place and the soul of people. Such an authenticity is also characterizing the internal zones and the rural areas of the great Mediterranean tourism destinations mainly characterized by their urban and seaside connotations. The analysis of the experiences carried out in these areas, which had been for a long time at the margins of tourism development, but where pilot experiences are currently being carried out in the fields of sustainable tourism management plans, of tourism management and marketing of spaces and territories, of integrated policies of establishment of tourism facilities and infrastructures, welcome and animation. On the other hand, in order to assist in the implementation of this new way of local tourism development, some innovating tools adequate to the needs of local public and private actors have been conceived and developed in the fields of training and awareness-raising, of evaluation and support, of cooperation and exchanges in the framework of a trans-disciplinary process of research and development. But a sustainable tourism configuration of these territories in this framework requires that a number of elements are taken into account, such as the synergies and the complementarities between spaces where dense or diffused tourism develops, the valorization of the multiplicity of potentials and opportunities, the maintenance or even the revitalization of other sectors of activity at the local and global scales of this gigantic cluster of world tourism represented by the Mediterranean basin, where internal and rural spaces represent key elements for competition and sustainability. These elements can contribute to the establishment of new models for tourism in the Mediterranean area, taking into account, in its unity and its diversity, tangible and intangible heritage, as well as its knowledge, its tastes, its flavors, its traditions, its values and its art of living.

QUALITATIVE AND QUANTITATIVE ASPECTS OF RELIGIOUS-CULTURAL TOURISM DESTINATION STAKEHOLDER MANAGEMENT

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Key words: destination stakeholder management, optimisation, qualitative-quantitative value conversion, multi-stakeholder approach

Abstract

Religious and cultural assets and values represent an important component of a community identity and a main factor of the tourist/visitor experience authenticity.

Preserving those values while trying to make a destination compatible with the tourist market service and infrastructure requirements and consumption behaviours constitutes a significant challenge, especially in view of the possibility that sub-optimisation phenomena can take place, triggering undesired dynamics within the local community and in the relationships it holds with its market segments.

As a matter of fact, different (and sometimes conflicting) approaches, motivations and expectations in terms of return on the investment very often make it difficult for the religious-cultural destination stakeholders to identify common policies and shared strategies intended to foster local tourism development as an economical and social growth factor.

Thus the desirable co-operative approach among the stakeholders is frequently replaced by a competitive one, hindering opportunities and making the destination planning and positioning processes slower and less productive than they could and should be.

This also applies to the management of individual events in the absence of specific medium to long term destination planning policies.

The aim of this paper is to analyse the causes and dynamics of disagreement and/or dissatisfaction as related to involvement, communication, negotiation capabilities, and discuss viable criteria and methods for harmonising the different stakeholders' positions and generating consensus on objectives and strategies through the conversion of qualitative elements characterising individual stakeholder psychological perceptions into logical quantitative factors.

Thus the identification of exquisitely quantitative objectives, and the values attached to them, is investigated as a possible means of reducing space for argument and therefore making the decision-making process more rationally consistent.

With reference to empirical situations, the possible adoption of other specific stakeholder management techniques and tools will also be addressed, including the stakeholder information file, the balanced scorecard and the Event ROI Calculation methods.

CAIRO'S HISTORIC CENTER - RESTORATION AND REHABILITATION: PRINCIPLES AND EXPERIENCES

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Key words: territorial rehabilitation, urban identity, training programs, restoration, historic center of Cairo

Abstract

The "Centro Regionale per la Progettazione e il Restauro", has started an investigation activity in the Historic Center of Cairo, within the scope of the Protocol of Agreement drawn up between The Sicilian Region and the Governorate of Cairo for the Preservation of its Cultural Heritage:

1) Rehabilitation of the historic built site of Cairo. The rehabilitation plan employs strategies to harmonize any territorial change within the requirements needed for the conservation and upgrading of Cairo's Cultural Heritage. The Plan, is reinterpreted according to its site - unique identification features; it regards "The clean alley (El Hara El-Nazipah)" and "The Prince Alley" which have been selected because of their unique, wide-spread historical and traditional residential typologies, whereas in "Abdeen Square" we have focused our attention on its architectonic and urban landscape . Through observations, using city maps and extensive photographic survey, we have analyzed all the typologic and construction features and materials, which have enabled us to make a conservation assessment of the historic built site. Based on this data, we came up with an abacus of typologic and morphologic features which identify the urban texture; we have also set general guidelines for the implementation of the Rehabilitation Plan, of the historic center of Cairo; these guidelines will later be employed on a representative building.

2) Urban rearrangement of "Midan et Ataba Square". The Nineteenth century Square has witnessed a transformation process which has altered its volumetric outline, its perceptive sights and relationships regarding pedestrian and vehicular routes; therefore we want to determine strategies of intervention to define our Rehabilitation Plan. We have analyzed and interpreted the socioeconomic identity of the area, detecting all the perceptive alterations, which have occurred over the years, do to improper annexes. We will work out our proposal for the re-establishment of its original perceptive and volumetric balance, by giving methodological directions and guidelines for the urbanistic rehabilitation of the area; while, indicating a road network revision.

3) Restoration of the Governor's Palace and the Historical Market of Ataba Square. The first site has been chosen for its symbolic value, the second one for the preservation of the historical markets in its original spaces, functions and craftsmanship identity. Through our project, we intend to improve the expertise of specialists and workers, enhancing the quality of the restoration work itself. As for the Governor's Palace, we are oriented towards a thorough cleaning work for its facade, using vegetable brushes with demineralized and atomized water; we also suggest to maintain a constant maintenance program. In the case of the meat Market, our intervention would concern its facilities and technological features, removing also all later annexes.

4) Training programs for the restoration and preservation of historical architectures. The training activity program provides the territory with an adequate number of experts, technicians and workers, completing the need of personnel to be employed for the restoration and rehabilitation work. The training activity will concern workshops, educational exchanges between Sicily and Egypt, specialization and graduate courses.

5) Center for the Knowledge, Upgrading and the Rehabilitation of the Historic Center in Cairo. This project calls for the establishment of a Center dealing with the Knowledge, Upgrading, and Rehabilitation of the Historic Center in Cairo, including also its tangible and intangible Cultural Heritage. This Institute, provided with scientific personnel, would focus on the issues of knowledge, study, training, research, preservation and monitoring of the territory; it will also have the authorization for interventions, rewarding those who will pursue good intervention standards; it will also play the role of awakening the public opinion on these issues, disseminating information and directions.

MINEO'S COUNTRYSIDE BETWEEN TRADITION AND MODERNITY

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Key words: sustainable tourism, landscape, agriculture, Sicily

Abstract

The use, in a tourist sense, of some traditional agricultural systems today could be a successful way for a new type of travel that takes into account the relationships between individuals, the recovery of traditions and the development of local products. These once very common but now rare realities should not be destinations for mass tourism because of the type of activities were and still are carried out there, activities which are strongly linked to past times and the silence of nature.

In this article we present a case study of the farmlands of Mineo, in the province of Catania. This is an ideal place for a research on Integrated Relational Tourism and in particular on the development of new types of tourism that are intended to enhance remote areas through the rediscovery of the authenticity, rhythms, values and production of past centuries. The aim is to go beyond the classic understanding of the supply/demand of tourism, in order to focus instead on interpersonal relations and environmental awareness and to stimulate cultural and historical imagination of the user, thus facilitating a tourism niche. In the small territory of Mineo there still exist systems of agriculture and farming that, except for some innovations such as the threshing machine, lead the visitor back in time. It is an area where there is the strength of traditional cultural practices: the value of one's word and the importance of gestures such as the handshake and the kiss. Modernity and technology have only marginally touched the farmlands of Mineo, which is so rich in humanity, generosity and purity.

The area deserves attention also as the home to some figures in the history of Italian literature: Luigi Capuana and Croce Zimbone. Here it is easy to understand the influence of the surrounding environment on the writings of one of the major theorists of realism: Luigi Capuana (Mineo 1839-Catania 1915), and you are likely to meet characters that are typical of realistic novels. We think about Don Angelo, who spend their days collecting wild oregano and other herbs which, through his extraordinary abilities, are gathered in bunches that have nothing to envy of the most romantic bouquet of flowers. Finally, Mineo is an area where you can come in contact with abandoned rural buildings that are of deep historical and architectural value and, unlike those of the city, of a beauty that complements the unique nature of the landscape. A second objective of the work is to identify the grouped guidelines necessary so as not to exceed the carrying capacity of these systems.

MOVIES AS IDENTITY BRINGERS AND BRAND EXTENDERS IN A GLOCALIZATION CONTEXT: THE POTENTIAL OF MOVIE INDUCED TOURISM FOR MEDITERRANEAN COUNTRIES

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BICT

Key words: movie induced tourism, location brand extension, experiential marketing, system, BICT

Abstract

As time passes by it is possible to note an evolution of the tourist profile and about its approach to the way of living tourism itself. As a matter of fact the tourist has evolved into a traveler who doesn't want to remain a passive spectator of what he faces during his journeys but really wants to get in touch with the new reality he is involved in.

That's why in a context of high global competition, Mediterranean destinations definitely have to develop strategies in order to seem to be somehow unique and above all not substituable.

This can happen even through an operation of brand extension that allow the destination to show a precise and recognizable Landmark.

Tourism can be considered an escape from the ordinariness of everyday life and nowadays it expresses more and more the quest for places in which not only it is possible simply to find a beautiful landscape, or an interesting monument or even a fascinating seaside, but also an emotion, something to experience and remain connotated as unrepeatable, somehow linked to the local culture or values.

In this context movies drawing power is totally coherent to this relatively new tendency and is able to fulfill this kind of traveler's request. In fact Movie induced tourism is a form of tourism just influenced by the power of a film which consists of sights able to make the spectator develop an inner desire to visit the foreign lands, set of the films they are watching at.

"Film is a successful medium for tourism if the storyline and site are closely interrelated and film involves the audience in the story giving them an emotional experience which they link with the location" (Tooke and Baker, 1996). According to the sociologist Franco Ferrarotti "there is a wish on the part of the audience to deepen their experience, to find a connection between fiction and reality and in short to feel themselves part of it all."

This paper first aim is to demonstrate how lots of films influenced the tourist's choice of its holiday destination giving a new attractive imagine of the place and provided benefits to screened locations (Riley and Van Doren), wandering around some excellence examples analyzed under a benchmarking point of view. After that the focus of such research moves to the importance of the concept of system, underlined during the last eight years by the International Movie Tourism Exchange (BICT) in Ischia, Italy, in order to allow tourist planners better to focus their experiential marketing efforts and avoid stakeholders involved in the tourism industry to act in ignorance of each other.

THE URBAN TOUR ALONG THE ANCIENT WALLS OF PALERMO'S CASSARO: A VIRTUAL REBUILDING AND A FORMULATION OF A NEW TOURISTIC CIRCUIT

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Key words: Cassaro, touristic circuit

Abstract

Our research focuses on the ancient Phoenician Palermo, which in the VI century was surrounded with a strong wall belt. In the urban structure there were an older core (the paleapolis) and a more recent quarter (the neapolis), which were sided with two rivers (the Papireto and the Kemonia). There have been a lot of changes in the course of history: new rebuildings were made with the Arabs and also with the Normans. In the Middle Ages the remains of the wall were absorbed by a lot of palaces which were built above them with a strong visual impact which changed the urban landscape.

Today a lot of such architectures are forgotten and would deserve more attention, such as protection and refunctionalization interventions in order to make them pregnant elements inside the urban texture.

Nowadays the history of these ancient fortifications is worth of being rediscovered through a "memory rebuilding" which aims at its revitalization for tourist purposes. It would allow the recover of archaeological remains and the making of sustainable tourism, which should be meant as a guided process permitting the preservation of cultural heritage and considering the global management of resources, in order to assure their surviving.

Thus the city would become a resource for tourism and tourism a resource for the city, with a contribution for a better environment quality and for the creation of a new local reality.

Nowadays such remains, which can't be seen any longer, could be qualified through the help of informatic systems, 3D-modeling techniques and virtual simulations. The results, which have a strong visual impact and can be clearly read by the users, can give birth to new guided courses which can rise the interest of viewers through the rediscovery of forgotten landscapes inside the historic urban texture.

In such a way information kiosks could be set along the course: it would be possible to find material concerning either the tour or each architecture. Such project would allow the "lighting" of buildings which are hidden today, giving origin to new services for the city and new occasions of social aggregation. The citizens, who would be more aware, would give a contribution to the preservation and the development of cultural heritage; they would become "tourists in their own town". Thus the city would become alive again not only for local tourism but also for foreigners and for webservers. In fact the use of new digital supports offers a new way of reading the historic urban landscape, resetting the space-temporal distances inside the endless cyber-space of "augmented-reality" systems. Thus the true journey experience is not only the real one, but also the virtual one.

IMPROVING PRODUCTIVITY AND QUALITY OF STRAWBERRY VIA ORGANIC FERTILIZATION AND APPLICATION OF SOME NATURAL GROWTH STIMULANTS

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Key words: strawberry, organic fertilization, mineral fertilization, salicylic acid, garlic extract, plant guard

Abstract

Two field experiments were conducted at the research farm of faculty of Agriculture, Moshtohor, Egypt. During the seasons of 2005/2006 and 2006/ 2007, to elucidate the effect of replacement of mineral nitrogen fertilizer at the recommended dose (200kg N/fed.) by using organic fertilizer in the form of compost at 100% , 75%, 50% or 25% of the recommended nitrogen dose and spraying the plants with plant guard, garlic extract and salicylic acid solution at 3 mill, 10% and 5 m M/l respectively, after 75 days from transplanting and every two weeks intervals along the growing season on vegetative growth, yield and its component , as well as fruit quality of strawberry (F. xananassa Duch) cv. camarosa. Results indicated that, application of nitrogen fertilizer at the recommended dose (200kg N/ fed) in the form of 50% compost and 50% as mineral nitrogen reflected the highest values of vegetative growth parameters (plant height, number of leaves and crown/ plant as well as fresh and dry weight/ plant), chemical constituents of plant foliage (photosynthetic pigments, N.P. and K content), marketable and total produced yield, physical and chemical fruit quality (fruit length, diameter, weight, T.S.S, vit C, total sugars, total acidity and anthocyanine content). spraying the plants with different tested natural growth stimulants positively increased all measured growth parameters, yield and fruit quality. In this respect, salicylic acid at 5 m M/l was the best treatment. Using nitrogen fertilizer 50% N as compost and 50% N as mineral fertilizer combined with spraying plants with 5 mM/L salicylic acid at 75 days from transplanting and every 15 days intervals along the growing season was the most effective treatment in this respect. Storability Of fruits was also studied.

THE SYMBOLIC INDICATION OF HERALDRY (THE RENOK) AS AN APPROACH TO ENRICH THE DESIGNS OF SOUVENIR METAL BROOCH

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Key words: souvenir metal brooch

Abstract

INTRODUCTION

The research is based on the benefit from the study of the symbolic indication of heraldry through well known civilizations on the Mediterranean Sea .the importance of the research comes from its offering of the study of an important part for the aim of the development of innovated designs for souvenir metal brooch with the aim of the awareness of the young of the importance of the artistic heritage which may link periods of times and nations together and arguing the young on necessity of keeping it.

THEORETICAL AND METHODOLOGICAL APPROACH

For this purpose the research follows the analytic experimental method through six steps the research first offered an idea about heraldry offering through it the definition of heraldry as well as an idea about its inception and colours and then it handled the historical development of heraldry and the pharoas civilization across the well known civilization of the Mediterranean sea starting by heraldry of the ancient Egyptian civilization which is marked by its simplicity in stripping and summarizing the symbol which serves the suggested input in the research then the Romanic and finally the study of the heraldry of the mamlokia much deeper than others Then thirdly it explains the kinds of heraldry whether it was official or private or others then it goes in four to the forms of heraldry with the simple or complex bodies showing in a table the forms. Then in five it deepened in the symbolic indication classifying it into symbols in six it offers an experimental approach to invest what the research reached on the study of the symbolic indication of heraldry and its enriching the designs of souvenir metal brooch depending on what the symbol of heraldry marked by from stripping summarizing and this is attached with the philosophy of the abstract school which is a base for the treatment of heraldry symbols with the aim of reaching new designs for souvenir metal brooch taking for this some constructional basis and others. Taking in concern the basis and ingredients forming metal jewels for preparing the best design as deletion and adding and exaggeration and zoom in and out and finally offering the results of the application of the suggested input and also offered many recommendations hoping that it will take its concern of study.

ETHNIC TOURISM AS A STIMULUS FOR INTEGRATED RELATIONAL TOURISM THE CASE OF NUBIAN PEOPLE

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Key words: ethnic tourism, heritage, authentic, nubian heritage

Abstract

Ethnic tourism is considered a unique and delicate type of tourism since it enables the tourist to experience and learn about other cultures through their traditions, customs lifestyle and practice. This may include performances, presentations and attractions presented by small, often isolated indigenous communities. Therefore Ethnic tourism is a type of tourism related to a group of people classified according to their common traits and customs. These large groups retain their customs, traditions, native language and social views. The population of Egypt is composed mainly from Egyptians and Arabs. There are also a few small linguistic minorities, of which the largest is the Nubians, who speak two Nubian languages (Kenuz and Mahas) related to the Nilo-Saharan languages of the Sudan. The Nubian Culture represents less than one percent of Egypt's population, and are concentrated around Aswan. The Nubian cultural heritage is one of the main aspects of the Egyptian culture as it goes back in history to the ancient Egyptian time. When the Egyptians built the Aswan high dam the old habitat of the Nubian people, where they had lived since the ancient days of the pharaohs, got flooded with water from the Nile. Therefore, the authorities moved the Nubians a bit downstream where they received land to build new villages. In these villages visitors can experience the unique primitive life of the Nubian society, the way they live, create their handcrafts and integrate with the environment. This study aims to shed light on an important part of the Egyptian culture and traditions represented in the Nubian culture and society. The goal of this research is to determine whether if the stereotype of the Egyptian Nubian heritage and traditions as discussed in this literature is still in existence. If this is proven, then it must be determined if it is a point of interest for tourists to see and to be in contact with and how to assure its sustainability. Field research was done through visiting a number of Nubian villages, interviewing some of the local people and observing their lifestyle. Questionnaires were distributed to tourists visiting these villages; the study finds out that most of the tourists were interested in seeing the culture, traditions and way of life of such people in their local area. Although a large number of the tourists knew nothing about the Nubian Culture before coming to Egypt. Tourists have different reasons for getting in contact with such people.

DESTINATION PROMOTION: COMMUNICATION FOR SUSTAINABLE DEVELOPMENT

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Key words: marketing, communication, tourism destination image, advertisement

Abstract

This article develops a multi-disciplinary approach to destination marketing, in particular to advertising campaigns destined for the promotion of the Mediterranean regions.

A new product launching starts with communication, i.e. with its advertising. Destination promotion is not an exception as destinations have become tangible goods sold on the tourism market. Nevertheless, tourism is a particular economic sector that requires special marketing techniques allowing to apprehend all the complexity of the tourism sector. If tourism becomes consumption, a consumer of tourism goods becomes an object of marketing studies. Therefore, it's possible and necessary to analyze the consumer and his/her motivations behind buying a tourism product as well as to study destination marketing.

The first theoretical part of this article aims at underlying the importance of the creation of the tourism destination image that should be positioned on the tourism market as a brand. The destination image is an essential element for its successful promotion. The study and the creation of the tourism destination image have to take into consideration not only the classical marketing strategies but also Human Sciences research. That's why it's necessary to integrate into destination communication the methods elaborated by Human Sciences (Semiotics, Anthropology of Communication, Psychology and Sociology).

The relation "image-destination-brand" is possible only through the consumer perception. Consequently, exploration of the tourist behavior concerning the choice of his/her holiday destination is a priority. We will develop several points on the profile of a modern tourist and his expectations (notably the importance of relational human dimension and the principle of authenticity sought by a post-modern consumer) in the article.

In the second part of the article we would like to analyze several advertising campaigns done for the Mediterranean destinations. In the period of globalization, when tourism is accessible for millions of people all over the world, the competitiveness between tourist destinations has grown fierce. The Mediterranean regions after having been "the must" for several decades due to their proximity and their tourism infrastructures are losing their attractiveness compared to some new destinations (exotic islands or developing countries). How to differentiate the Mediterranean destinations from others and how to promote sustainable tourism in each region? Communication is essential to make people aware (local inhabitants as well as visitors) of the fragility of natural resources and cultural heritage of each country, and tourism communication starts with destination advertising campaigns. With regard to eco tourism ads we'd like to attract your attention to several campaigns launched to promote Corsica in Italy. These campaigns are done by the Corsican Tourism Agency, responsible for the development and promotion of the island. After having analyzed these campaigns during our previous studies we've made a conclusion that while some campaigns are interesting others are highly controversial and raise questions of the ethical order that contradict the very definition of the sustainable tourism.

Is the existing destination image of our respective Mediterranean regions appropriate to promote sustainable tourism based on the respect for local traditions and environment? What kind of communication should be created to valorize new types of tourism (inland or mountainous regions) and to differentiate the Mediterranean area from other destinations?

TABOOS IN ANCIENT EGYPT

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Key words: taboos, cultural heritage, bwt, fish, circumcision

Abstract

Cultural Heritage can be one of the most important identity basics that can lead to the development of new types of tourism, which can re-launch the inland areas, through the re-discovery of their authenticity and identity. This will increase the economic and social benefits for the country and certain localities.

Tourists today are seeking for adventure, being a part of the daily life activities and aware of the cultural heritage of the places they visit, gathering between leisure and knowledge, while respecting the social and cultural equality of the population.

Today's tourists are anxious to know more about our cultural heritage, ancient Egyptian civilization and people who lived at this period, discovering their traditions, attitudes and social life. Egyptology should not be just a study of tombs, temples and pyramids, but a study of the people and civilization that achieved all these imposing constructions.

The Mediterranean area is experiencing this change and new interests, through the Integrated Relational Tourism (IRT), seeking for overcoming the traditional concept of tourist demand and decrease the merciless economic competition. This will need a network of activities and services to realize a satisfactory relationship with the local inhabitants and the areas visited.

Guides and tour guides will have an effective role in this network to realize(IRT), being an actual contact between their own cultural heritage and tourists.

This paper will discuss one of the cultural heritage topics of ancient Egyptian civilization, taboos in Ancient Egypt, which affected all aspects of life in ancient Egypt.

Taboo is a strong social prohibition or ban, relating to any area of human activity or social custom declared as sacred and forbidden. Breaking of taboo is usually considered objectionable by society. No taboo is known to be universal, but some occur in the majority of societies and. Taboos may reveal the historical and cultural heritage of societies and civilizations when other records are not available.

ILLEGAL TOUR GUIDANCE IN EGYPT...THE REASONS, EVALUATING THE PERFORMANCE AND THE SOLUTIONS

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Key words: tour guidance, illegal tour guide, tour guide's qualities, foreign tour leader, foreign languages, the Egyptian law, tourist experience, foreign travel agencies

Abstract

Tour guidance is considered as one of the complementary activities of the tourism industry, which requires high efficiency and sufficient scientific expertise in the field of familiarity with the historical, geographical, natural, cultural and foreign language proficiency. With regard to Egypt, the land of civilization and which has a great amount of monuments belonging to different historical eras, there is no doubt that a well-armed tour-guide with sufficient information about this long history is a necessity in order to build a good image about this destination.

The success of tourism industry depends very much on the performance of tour-guides in each destination. Tour-guides are the front line staff that provide "the moment of trust" for tourists, and can make or break the trip. Licensing is the final mechanism to be reviewed that may improve guide performance. Licensing is a mandatory legal requirement for some professions to practice. The intention of licensing is often to restrict a profession to those who are considered competent or delimit the scope of practice for a particular profession. The desire to protect the public from incompetent practitioners can extend to enforcement by governments in the form of fines and jail sentences. According to the Egyptian law, a tourist-guide (operating in Egypt) must be an Egyptian citizen and travel agencies are not allowed to deal with anyone who is not registered. The problem in Egypt first developed in the early 1990s as Red Sea towns became popular with Eastern European tourists, because the spoken languages in which Egyptian guides were not specialized, a tour-leader would a company each group to translate. Some of these tour-leaders settled in Egypt and started working as independent guides. The travel agencies would hire a licensed Egyptian guide to accompany tourists on the tour and even give them a salary. But the guide was just for show, what we call a "silent guide", which is something, hated in the business today as foreign tour leaders and in other cases people obtained a translation permits do the mission of explaining to tourists in the historical or archeological sites. The "silent guide" was necessary because, the Egyptian law prohibits anyone from guiding unless they have a license from the ministry of tourism.

Tour-guiding has received relatively little attention in the tourism literature and there is a dearth of empirical research in this field. The authors found that the subject of illegal tour-guiding was not enough treated by researchers. In order to fill this gap, this paper aims to explore this problem through trying to recognize its reasons, the efforts exerted to cope with it by concerned organizations (the Egyptian ministry of tourism, the syndicate of the Egyptian Tour guides, the educational tourism establishments, the legislative establishments...). On the other hand, this study tries also to assess the performance of these illegal tour guides according to the perception of foreign tourists themselves. In order to attain these goals, this study combined between different methods, as interviews were conducted with some individuals involved in this problem in addition to a self - administered questionnaire was conducted between a convenient sample of foreign tourists belonging to different nationalities. It was distributed at different places in Egypt (Luxor, Hurgada, and Cairo) during the period (February-May, 2009). Among received questionnaires, only questionnaires were valid and complete. Data extracted will be tabulated and analyzed using SPSS statistical package. Statistical tests of the package were applied.

COMMUNITY PARTICIPATION IN TOURISM DEVELOPMENT: EGYPT PERSPECTIVE

Emaad Muhanna

Key words: Egypt

Abstract

Over the past three decades, there has been a rapid expansion of new methods for community participation in tourism development, especially in the context of sustainable development. The idea of participation is not without a considerable history, and while contemporary concepts may have specific focus such as the poor and powerless, they all draw on a considerable legacy of ideas and practical agendas including action research and adult education. In the wider thrust of development programmes and initiatives, the primary aim of participatory strategies, whether popular, local or community is that local people become active participants in the development effort rather than passive recipients.

The motivation to research this topic derives from the belief in the importance of equitable involvement of local communities in sustainable tourism development in Egypt in order to create a sense of ownership amongst locals' to share the wealth of tourism and ensure their support for successful implementation. The research focuses on the development and implementation of a strategic model to enhance local communities' involvement in planning and implementation of tourism development strategies. In addition, this article discusses some of the proposed plans to enhance community participation in sustainable tourism development in order to maximise community benefit from tourism.

Furthermore, the study aims to assess the information needs of residents with respect to maximize tourism development projects in the community. The specific objectives are: to determine the issues at stake; to identify the concerned publics or interest groups within the community; to determine whether residents are adequately informed

on the issues at stake; and to gain insight into the influence of familiarity with development plans on residents' perceptions and opinions. The issues at stake were determined by identifying residents' perceptions of the potential benefits and costs of the different development projects for their community. To identify interest groups within the community, differences between certain socio-demographic subgroups were examined with respect to their perceptions of potential impacts and their general opinions on the projects. The adequacy of the information possessed by residents on the different issues at stake was examined first by a qualitative assessment of the information contained in the official development plans and, second, by an evaluation of residents' familiarity with these same plans. Finally, the study sought insights into the influence of exposure to development plans by examining residents' perceptions and general opinions in relation to their level of familiarity with the plans.

Methodology

Two major points underscore the development of the research methodology: the integration of participation methods and a sequential refining of the research focus. The assumption that the 'general public' knew little of tourism and its consequences, or their role in the tourism product, required a commitment to an understanding of residents' views on these matters. An interactive and participatory approach was also required to assist residents in defining their 'community tourism product'. Conversely, to gauge the breadth and salience of residents' wishes across the country and to generate data and statistical relationships necessitated a quantitative element within the methodology.

For this research it was held that an 'integration' of field and survey methods would greatly increase understanding of the research problem and the validity of data. The research process was therefore based on issues raised and interpreted by residents themselves. The three participation methods and analysis of resultant data have also allowed for a sequential refining of focus. With increasing knowledge of residents' views it has been possible to establish potential tourism development options as well as define constraints which might shape future tourism development.

THE EGYPTIAN INDIGENOUS CULTURE AND INTERNATIONAL TOURISTS' PERCEPTION

Emaad Muhanna

Key words: egyptian indigenous culture

Abstract

Tourists' perspectives of indigenous tourism are not fully understood. This paper explores the nature of demand for indigenous tourism with particular attention to the appreciation of indigenous culture gained by tourists. The latter is explored using in-depth interviews with international tourists visiting Egypt to examine tourists' motivations, perceptions and experiences of the Egyptian culture. Findings of the present study provide some evidence to support anecdotal conclusions about the similar demands tourists require from their encounters with indigenous peoples. Five central dimensions of experience from which tourists come to appreciate the cultures of indigenous peoples are reported, namely; gazing, lifestyle, authenticity, personal interaction and informal learning. Important issues of product development and options for the sustainable development of indigenous communities are considered.

In exploring tourists' appreciation of the Egyptian culture, the study had three objectives. Firstly, the study sought to explore tourists' perceptions and expectations of Egyptians culture before and after their visit to Egypt. Secondly, the study sought to examine the extent to which tourists visiting Egypt are culturally motivated. Thirdly, the study sought to gain insight into the extent of cultural appreciation sought and gained by tourists. Integral to this, the study sought to gain insight into how tourists prefer to experience Egyptian culture, and the extent to which participation and immersion as opposed to viewing indigenous culture is considered important.

To explore tourists' appreciation of Egyptian culture, semi-structured face-to-face in-depth interviews were held with a range of nationalities and different types (i.e. age, gender, group, free and independent travellers) of international tourists arriving and departing through Cairo International Airport, Egypt, in 2008. As such, visitors' perspectives on the Egyptian culture were attained by measuring tourists' perceptions and experiences both immediately before and after a visit to Egypt. The study also sought to focus on the value placed on experiencing Egyptian culture by the wider tourism market in contrast to the attraction based studies more readily reported in the literature.

Interviews were conducted in different languages (English, French, German, Japanese) using a team of four trained researchers on a range of days of the week and at various times of the day. Although the aim of the research presented here was to gain qualitative understanding of the value that tourists place on experiencing the Egyptian culture and compare the findings to conclusions drawn by other studies into the demand for indigenous tourism, it is hoped that the research will inform and guide the development of a subsequent quantitative phase to substantiate the present research findings. As such, the study should be considered in the context of a two-staged approach to data collection. Firstly, semi-structured in-depth interviews based on qualitative principles are used to gain insight and capture salient dimensions in tourist thinking. Secondly, these dimensions can be used to derive categories that form opinion measures that can be tested on a larger sample to validate findings. In this way, the insights gained from qualitative methods can be combined with the generality that quantitative methods provide.

THE SUSTAINABILITY OF THE TRADITIONAL SETTLEMENTS AND THE HERITAGE OF LOCAL KNOWLEDGE. THE NEED FOR THE MODELS OF LOCAL AND THE NEW FRONTIER OF INNOVATIVE TECHNOLOGY

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Key words: Environmental Sustainability, Traditional knowledge, Participation Process

Abstract

To promote this rather heated debate the Italian European Landscape Convention 2000 and the Cultural Heritage and Landscape Code 2004, exceeds the limits of previous landscaping laws promoting the recognition of its value as a resource not only aesthetical, but also cultural, historical, social and economical.

This implies a holistic vision of the territory which exceeds the traditional sector-based approach consolidated during the Age of Enlightenment in favor of a more complex and organic knowledge of the multidisciplinary problem.

It is not a case if the interest towards traditional techniques coincides with the attention towards the rural landscape.

In Italy there are various cases of minor settlements, often in a state of neglect, with strong historical, architectonic and landscaping value.

"Ecological and sustainable for their nature and vocation" they could become a remarkable resource to be converted and re-used, according to sustainable principles. This would also limit the anthropic pressure on urban settlements areas and along the coasts.

This premise, which is part of the research thesis, it introduces another one which wants to extend the attention towards the traditional knowledge of natural landscapes and built ones. Traditional techniques can therefore be a precious reference from which to draw on because they are ecological, economic, historically consolidated and culturally accepted.

The research proposes to analyze and make an inventory of the traditional construction techniques in relation to the local climatic requirements; for what concerns water resources management and production and waste of disposal and sewer waters.

Will be also object of study those settlements which apply for their autopoietic and self-sustainable features. Among those the city of Palermo during the X and XI centuries with its park system and its oasis as examples of manmade habitats built in extreme climatic conditions.

Those two examples, apparently so different, have a lot in common especially in the management of the water resources through the system of the draining tunnels (qanat).

The climatic region of reference is Sicily, and the constructive repertoire is the one under Muslim influence.

The local constructive techniques and typologies will be object of study. Those will be put in relation to the buildings thermal behavior, natural ventilation, cooling systems and to the water supply system. Inescapable will be the reference to the territories of origin and to the Mediterranean areas.

The final part of the thesis will look into some of the old and new settlements which are good examples of traditional use of old techniques; like the "Sassi di Matera" or the project for the New Gournia village by Hassan Fathy; or those examples with multidisciplinary integrated approach and finally those with participated planning. Another part of the research will study "ecological villages", because they are inspired by sustainable criteria. For what concerns building techniques and local climate characteristics, those villages could become an exportable reference model, for all those remote traditional settlements often in a state of neglect of which the Sicilian region abounds (see for instance the "Bagli" or some of the historical centers in minor villages) Those settlements can be renewed while becoming a field of experimentation through the use of the traditional techniques integrated by the more innovative ones.

**PLANNING, DESIGN AND THEMES OF LOCAL SUSTAINABLE DEVELOPMENT.
USERS RESPONSIBILITY IN THE FUTURE SCENES OF DEVELOPMENT.**

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Key words: Local sustainable development; Sustainability of IRT planning; Methodologies of facilitation.

Abstract

In the last decades, many Countries have had to compare themselves with the globalization phenomenon that without doubt has produced progress in productive, economic and technological fields; but - especially in geographical areas such as the Mediterranean - this improvement hadn't been followed by a cultural and social growth. Besides, the speed of similar changes has not allowed the necessary environmental adaptation, particularly in those communities more marginal, unable to receive such transformations. Actually this situation has created some very strong disequilibrium among the local economies and knowledge and, often, it has generated models of reference extraneous to the peculiar identities of these areas. This mechanism has brought to a progressive loss of the memory of traditions of many folks, to an impoverishment of more and more neglected resources, to a collective impotence feeling in front of a Market managed by own rules and unchained by a "physical" place, without calculating the enormous damage that brings such situations to the future generations that, a tomorrow, won't find a direct connection with their identity or at least will have a culture that actually doesn't belong to them. With the loss of the cultural heritage, are also lost the basics of all the activities for which and with which people has lived till now; if the handicraft tradition disappears, will be lost, on one side, skilled workers and bonds with the past that it won't be more possible to recover and, in the other side, will be lost the affiliation to the places; if the control and knowledge of the local resources fades away, there aren't any more working activities for the inhabitants: this means emigration and the opening of a regressive trial in which every involved micro-system suffers only losses.

This contribution aims to discuss a general concept or idea on which many authors worked for a long time (Latouche, Pallante and others) and wants to discuss, mainly, the activities and the role that has or may have the industrial design and, by the same, the designer.

The concept is focusing on the re-design of our way of life, on the search and discovery (or prospect) of our "real" needs and means to satisfy these needs.

This discussion appeals different disciplines focusing on the relationship between man and its environment (in its fullest sense-territory around human etc.) and objects / artifacts.

When the design began its first roots in the industrial and social mixing between the hedonistic and the traverse of rigid highway engineering, not just the crisis had very different connotations (rather than crisis for the excessive abundance of goods, the crisis was the lack of them), but above all you pose as the best tool to ever come into a situation.

MANAGEMENT AND BALANCE AS CONCEPTS AND THEIR APPLICATION IN THE RELATIONSHIP BETWEEN THE FAMILY AND THE FIRM. AN EMPHASIS ON THE CASE OF WOMEN

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Key words: management, authority, firm, family, balance

Abstract

The work consists in brief definitions of the concepts of management and balance within the context of the family and the firm with a focus on:

1. A housewife in the management of her home acquires skills that can be useful in the firm, not only for her (as she adopts them to her new situation), but also for the firm itself, at management as well as rank and file levels. Situations of cold and unjust competition sometimes need doses of humanism.
2. Different meanings of the term "balance" are studied to focus on a specific problem, that of distributing housework equally between men and women (e.g. paternity leaves). Reality is more complex. A better use of individual skills of adults is suggested to produce a more efficient and satisfactory performance for everyone.

RELATIONAL ETHNIC TOURISM AND THE ROLE OF LINGUISTIC MINORITIES FOR RURAL DEVELOPMENT

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Key words: ethnic tourism, linguistic minorities, relational tourism, economic development

Abstract

Mass tourism has contributed to the spread of English throughout the world, and to portrait local traditions and languages as archaic and folkloristic cultural traits, not a part of real life. Under globalization and the thrust to linguistic homogeneity, local minority language communities are going to weaken their cultural heritage, when conforming to English speaking mass tourists expectations. This is not, however, necessary nor unavoidable. Evidence of the contrary exists: in some cases tourism plays a fundamental role to preserve minority languages (Greathouse-Amador, 2005).

In the past, languages were not considered as attractors in tourist markets; they showed their potentialities to create economic added value only with respect to requested multilingualism in tourist services.

Over last years, the need for relational experiences, that forms what today we name "relational tourism", has been producing the rise of new tourist requests, both in "heritage" and "ethnic" terms.

In the paper, the role of linguistic minorities will be analyzed with reference to their role in giving answers to new customer relational needs, in the awareness that both the knowledge of an international global language (English) and the need to preserve minority languages are requested in order to differentiate the supply of new relational cultural goods.

Linguistic minorities and their lands today represent relevant attractors for relational tourists. Within the more developed Mediterranean countries, they seem more able to reduce the dangerous cultural impact of tourism than elsewhere, since they are the examples of the successful integration within the broader national community; pupils already study English (as well as Italian) at school, and know how more comfortable the staying is for tourists who can express in their own language.

Our aim is also to show that linguistic minorities can be considered resources to determine economic development especially within rural areas (Sproull, 1996; Donaldson, 1999). It has in fact been argued that linguistic specificity can be fully considered an asset together with the territory and the artistic and cultural heritage of destinations (Pujolar, 2008).

Ethnic tourism and the stimulating statistical challenge to construct valid measures for it will be discussed with particular reference to the case of the Arbëreshe language. It is actually spoken within some local communities in Sicily and in the Southern Italy by the descendants of ancient Albanian people who five centuries ago left their land to escape from the Ottoman invasion. Such local communities, today attracting just one-day travelers, need to recover much of their cultural heritage to attract international and domestic tourist flows.

THE ROLE OF TOURISM IN CHANGING IDEAS IN EUROPEAN COUNTRIES

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Key words: tourism

Abstract

Background

Tourism is one of the most flourishing sectors in the world. Between 1980- 2007 the worldwide international tourism receipts have risen impressively from \$105.3 billion to \$856 billion (WTO 2008). Furthermore, it is estimated that in 2008, world tourism has generated approximately \$7843.4 billion of economic activity, whereas forecasts predict that it will generate \$15447.7 billion (10.9% of world GDP) of economic activity (Total Demand) by the year 2020 (WTTC 2009).

During the past two decades, most researchers explore the dynamics of tourism evolution and the sector's impacts on destinations, and more recently, planning and policy as they relate to the need for sustainable development. Conversely, little has been written on the effects of socio-political tension, in spite of its importance (Burns, 1995:259-272). This gap in the literature reflects a broader reluctance by most political scientists, policy analysts, and researchers to examine tourism's political nature, because the subject of tourism is often viewed as frivolous (Hall, 1994:23-30).

Tourism is a key instrument for peace and democracy in today's world. There are few economic alternatives that can provide the same level of intercultural exchange and understanding between peoples and nations. If managed effectively, tourism has the potential to promote sustainable development, fostering peace and stability within and between nations, even in the most sensitive environments and fragile communities of our world.

Tourism is also one of the world's largest and fastest growing industries, creating one in eleven jobs, contributing to international and regional economic growth, bridging disparities between developed and developing countries, and bringing prosperity which fosters peace. Peace is an essential precondition for travel and tourism and all aspects of human growth and development.

The global reach of the tourist industry be utilized in promoting dialogues on peace and in bridging the have and have-not societies of the various regions of the world as it is said below by Mahatma Gandhi, 'I have watched the cultures of all lands blow around my house and other winds have blown the seeds of peace, for travel is the language of peace.' (Cited in Theobald, 1994).

In other words, development of tourism as a global vehicle for promoting understanding, trust and goodwill among peoples of the world requires an appropriate political and economic framework.

In addition to these, it is also suggested that using tourism as an engine for development in post-conflict peace (O'Neill, 1997).

Under the light of all the evaluations done up to that point, it is strongly possible to evaluate two neighbour countries Turkey and Greece various conflicts might arise between them where from time to time and having part between the important tourist destinations, from this aspect.

While, the share of 280 thousand Greek tourist visited Turkey during the year 2002 was barely 1,4% as compared with total foreign tourists visited Turkey, when the same evaluation was done for Greece this rate takes attraction by being hardly 1%.

Consequently, when it is evaluated the amounts above, the results obtained from a public survey realized over 4000 people at the same time in two countries in the year 1987 are not surprise. According to this study, it was disclosed that 93% of Turks have never known any Greek people and 70% of Greeks have never known any Turkish people. Furthermore, it is determined that only 25% of Greeks and 5% of Turks found each other trustworthy (Piar and Icap, 1987). In other words, the people who don't know each other don't trust each other.

Objective

The project aims that what does a European citizen who visited and did not Turkey think about Turkey, Turkish people and Turkey's membership to EU? As it is known apparently, European

countries will play a key role in EU about Turkey' membership to EU in next decade or decades. In this respect, like Austria, France and many countries are very important country for Turkey's road map in EU adventure. For example, does an Austrian who had been in Turkey really support and being in favor of Turkey's membership? If he/she does, we have to ensure more Austrian tourists visit Turkey. According to the recent public survey in Austria by Eurobarometer show that only 10% of Austrians support Turkey's membership to EU. What is the reason of this too low rate? Don't they know us and our country? By attracting more people from Austria, we can change their prejudiced ideas about Turkey and Turkish people, in the probable final referendum only for Turkey's membership in Austria in decades. Consequently, we can make use of this period effectively by finding ways of attracting these people to Turkey and ensuring them to meet to Turkish people. We believe that tourism can play a crucial role.

Methodology

It is planned a very detailed public opinion survey in Austria maybe in some countries such as France and Holland by asking to the people there, have you ever been in Turkey as a tourist or for a different aim. What do you think about Turkey, Turkish people and Turkey's membership to EU. Do you want to see Turkey in EU, if you don't why? In this meaning, we will create some question. I want to see that how much percent of Austrian people who visited Turkey support Turkey's membership to EU. In other words, we will see the reactions of Austrian people for Turkey. In this meaning, we can have enough time to make and create tourism policies on this issue. Questionnaire is being planed in some different cities in Austria. There some professors who study the enlargement of EU with Turkey. I am planning to collaborate with them in this project. I am also contacting to some professors who are expert of preparing professional public opinion surveys.

The Significance of Research

This project will ensure us to be aware of the role and power of tourism in changing the ideas and prejudice of the people for a country. Therefore, we will shape our target groups in this country and the others. Turkey has very important advantages in tourism. In 2004, 17 million tourists visited Turkey. The target is 60 million in ten years. We will reach this amount easily. Tourism revenues was US\$ 12,2 bn in same year. In 2016, it is expected to growing to US\$ 40 bn. The share of Austrian tourists visited Turkey is only 2,5% percent in all tourists visited our country in 2004. All the evaluations done so far, I strongly believe that this project will serve our needs too much. By the way, this research can be realized for some countries such as France and Holland as well. When it is considered the results of recent referendums in this countries.

TOURIST FORMS AND SOCIAL SUSTAINABILITY: AN EXAMPLE OF RELATIONAL TOURISM IN SARDINIA

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Key words: Relational tourism, social sustainability, alternative forms of tourism, services to the territory, tourist spaces

Abstract

The diachronic and synchronic analysis of the dynamics and the tourist typologies puts in evidence the problems and the elements of crisis of the contemporary tourist phenomena. The actual situation returns a picture particularly faceted both as it regards the choices of the tourist, both for the one who creates the offer and it manages the question, and for the local societies that entertain the tourist flows. In relation to this last aspect, the tourism is increasingly seen as an industry that creates economies rather than a tool to regenerate urban and regional planning and indeed, often, the tourism policies are proving more oriented to the practices related to receptivity and so to the structures whether to consume the vacations, rather than to create occasions, real and not symbolic, of comparison between tourist and local society. Besides, often the tourist forms that celebrate itself sustainable put in strong emphasis on the economic sustainability or that environmental, but is it enough to exclusively consider the economic and environmental processes to be able to affirm that a tourist form is sustainable? Can a sustainable tourism socially exist? Sardinia offers an interesting field of research to study the evolution of the tourist politics, above all in comparison to the relationships between tourist and local society, because it has been, and it is still, one of the destinations of trip more aspired both in the set of the international tourism and for the one who seeks niche forms, however the tourist politics, that have driven the development of the different forms, have been driven in meaningful way, during the years, from what that can be defined the tourist ideology. Tourist ideology is the whole politics and actions that conduct to superficial fruitions of the territories, to gentrification processes, to address only the tourists on some territories, to set attention only to the receptive practice. There are however some small but significant changes in tourism context in recent years, also remaining in the set driven by the tourist ideology, with the search of new forms directed mostly to the relationship between local society and tourist, through a diffusion of the tourist flows not only along the coastal areas but also toward to the more interior territories. The tourist knows that an authentic tourist experience doesn't exist, but there are only a series of games and scripts that can be interpreted, time for time, from who organizes and manages the tourist forms and even from the local societies. There is a need to go beyond the runs traced by the tourist ideology with the purpose to track new forms down where find again the principles of the "ontological tourism", "relational", new and unexpected forms which tourists and local society can enter in contact in a not programmed and not etero-organized way, in which the optimal conditions to the "mutual vulnerability" among guest and hosts are created. Sardinia's tourist territory, in reason for its complexity and the contemporary necessity to identify new touristic forms that don't pursue the principles of the tourist ideology, as optimal place offers itself to reason on the possibility to identify appropriate fields and cases of study for new relational forms that can support a social dialogue and that, through this, can support the perception of a new sense of the place. The case study presented is an example in this direction of sustainable integration between services and tourist forms, among tourists and local society.

ENVIRONMENTAL VALUES AND URBAN DESIGN. AN HISTORIC TRIP

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Key words: urban design

Abstract

It consists of a brief presentation of historical sense in the task of ecological urban design. The tour focuses on the period after the Modern Movement which was developed in the Nordic European countries and reaches till our days. Three stages can be distinguished. The first, which takes environmental values as a possible language that enriches the design, is extended from the 40s to the 60s of the twentieth century. The second, ranging from 60 to 80 years, is a process where environmental values (along with others included in them) are considered structurally necessary and essential in design, and became ideology. The third and current nowadays, as a result of what have been discussed above, explains two aspects of ecological meaning; in the end, two trends in urban design which would be represented by the extreme high density and extreme low density. The first stage, in the Nordic countries, is characterized, among other things, for four notes that form a diverse language of the Modern: the assessment of the nature and place, attention to materials and climate, attention to customers and new experiences with the building types. One can say that through the empirical method called for Architectural Review as "noempirismo", was attended mostly the secondary factors taken up according to categories of Modern, without abandoning modern technology or the social sense. The second stage is not a process that has the characteristics of urban convulsions of the 70 Europeans, but rather is limited to urban design experience, more and more daring, where emerges concepts of self-adaptation to the environment, cost savings and rejection of the indiscriminate mass industrialization. However, this model, followed closely by the rest of Europe, becomes the reason of discipline approach, since - in the ecologist logic- the city would have occurred regardless of the ecosystem and as such should be rejected. This approach to discipline would operate, from the beginning, with three outstanding features: a strong sense of social community, radical respect for the environment and the use of highly economical resources. In subsequent years, the meaning of social framework was overtaken by commonly accepted economic and political developments and, consequently, left the other two features. At first, respect the environment generates a radical model of low density, where the territory can be recovered without any further intervention. But in a second time, the criterion of cost savings is that it seems to have prevailed and with it the use of high density. However, this position is still debated.

BACKSTAGE, A NEW FORM TO INTRODUCE TOURISM IN ALEXANDRIA

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Key words: backstage, tourism, culture, integration, tourist sites

Abstract

The tourism industry has been affected, as well as many other activities owing to the recent culture and informational currents. It corresponded by revolutionary shifts in means and ways of information, communication and transportation; causing an un-preceded phenomenon known as "Globalization". This phenomena struck our modern civilization, provoking influential pressures and changes in the world's political, economic and social way of living. As (Salah Wahab and Chis Cooper, 2001) illustrated that we now live in a world of incredibly rapid and revolutionary change where many remarkable achievements have been reached. These remarkable achievements affected many ways in our lives and forced policy makers to change their attitudes and provisions to be able to keep their grip on basic socio-economic, cultural and political values and norms. This phenomenon raised a more competitive compulsive burdens among tourist destinations by bringing more needs, requirements, and demands into the consumer's list of demands. One of the main prevailing tendencies which dominated tourist demand is the Human relations and integration between cultures. The distinction between mass and alternative tourism has promoted many researches to study the cultural interactions between people. New forms of tourism has been developed to apply this concept and to understand its potential effects on both tourists and hosting community. These new prevailing tendencies of appreciation for the sustainable environment and culture quality has reshaped and dominated to reveal new types of tourism. The backstage tourism is an activity linked to every day life between tourists and locals. It is about stories told by the locals about the destination and its culture. Its theme is to bring people together, exchange cultures and attitudes. It is also associated with tourist behaviour in that they stay with the local people experience their life styles and learn their culture. Travelers travel through history by exhibiting and learning about famous characters. They feel the destination through stories told about the people who use to live in these historic places. Tourists cite cultural heritage as one of the major reasons they travel to specific locations. The (U.S. travel data center) WTO survived that 37% all international trips connected to culture. Therefore the backstage tourism is a new trend that allows visitors to immerse themselves in the local socio-cultural environment of the city they are visiting. Fortunately, Egyptian culture is a blend of many cultures specially the city of Alexandria, the beautiful city located by the Mediterranean Sea. Alexandria the model of a unique city created through cosmopolitanism. Different ethnic groups with different denominational backgrounds co-existed but did not actually assimilate. In this city the tourist can experience a bouquet of many citations of neighborly behaviour between families and friends of different backgrounds, of participations in feasts, religious events, funerals and weddings. The purpose of this research is to develop a distinctive character for the city of Alexandria. And offer the backstage tourism as a main option in our tour packages. The research will high light the opinion of tour guides and tour operators to evaluate the desire of the tourists to fetch behind the scenes in any tourist destination.

SAILING TROUGH THE MEDITERRANEAN HERITAGE

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Key words: harbour, rural territory, heritage, sustainable development

Abstract

The sea ways allowed the Mediterranean basin to become this essential historical space of the human exchanges, and gave rise to what Fernand Braudel regarded as the prototype of a “world economy”, in the diversity and the simultaneous unit of its nature and its heritages civilizing. The Mediterranean harbour cities are established since a long time and they have many historical centers of an exceptional architectural quality and all linked by the same destiny. The “ODYSSEA” program launched at the beginning of 2007 is an ambitious sustainable territorial development program baptized structured around a new territorial unit: Sea - Harbour city - rural territory. This innovating project, makes possible to take up again with the pillars of our civilization, federates the cultures, the identities and two essential economies for all the countries which have the Mediterranean in division: water sport-tourism with the agriculture and fishing. The Mediterranean Sea shores present a large variety of cultural and natural landscapes. “Popular savoir faire”, related to the traditional practices of the natural resources exploitation, constitutes another remarkable patrimony which we associate with this concept of sustainable territorial development. Carriers of a remarkable history, the Mediterranean territories did not capitalize sufficiently this fundamental historical fact in terms of co-operation and construction of a modern Mediterranean and peace. The ODYSSEA project consists in establishing in the Mediterranean basin a new concept of sustainable territorial development of the harbour cities, which integrates sea, territory and rural territories. These new project territories will have in common a mark, initials, a signature, which will be used as a basis for emergence of a European reference frame of quality and communication between the populations which will give the priority to the economic projects structuring around the ODYSSEA concept. He claims to develop equipment, new services, structuring poles which guarantee economy, attractively, competitiveness, innovation and environmental protection which make possible to register in the duration a true partnership. The action suggested by the ODYSSEA project makes possible to put in synergy the development of the harbour cities related to their rural territory, their cultural heritage and nautical tourism, in harmony with the principles of the free movement of people, goods and services in the maritime and terrestrial space of the Mediterranean coastline. The sustainable territorial development which will be used as support with ODYSSEA action, will develop actions which make possible to answer the stakes of life quality in the coastal regions and littoral tourism of the target region: sustainable tourism, diversification of the products and tourist services, taken into account of the back-country, common challenges for the development of tourism, of the agroalimentary sector, oleiculture, fishing and nautical activities in perfect coherence with the UNESCO world heritage convention, the suggested actions make possible to develop the material, immaterial and natural patrimony of the countries and territories of Mediterranean south and east shores as to reveal the links which link them around common Territory-Sea cultural itineraries making each harbour city a unique stopover within a euro-Mediterranean co-operation process. The main objectives will be to create a network qualified ODYSSEA of ports, cities and rural territories highlighting the quality of the stopovers and the advantage of the coastal traffic on the whole of the Mediterranean basin identified by a territorial quality stamp and the joint use of innovating tools TIC, and to define a European label in becoming “City & Territory ODYSSEA” applicable by each territory of project, on the basis of conditions common schedule, a methodology, innovating centered on the design and the diffusion of products and services of excellence, based on the éco-management of the territories committed.

THE RELATIONSHIP AS AN “ATOUT” IN BUILDING UP THE TERRITORIAL THEMATIC ITINERARY EVALUATION “THE KNIGHTS AND PILGRIMS PATH” IN SICILY

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Key words: tourism, thematic route, relationality, local economies

Abstract

“A real voyage of discovery is not looking for new lands but looking with new eyes”: Marcel Proust describes with extraordinary sensibility what today we could use as a precise definition for a tourism bearing strong relationship features. “Knowledge” and “Journey” have always been connected to the very deep nature of human being. The implementation of this connection can be and sometimes has been set up through what can be called the territorial thematic itinerary evaluation. This means a process aiming at integrating the building up of knowledge of the historical functional patterns of a territory that takes care of what has been known and unknown sites (at urban, regional or even over-regional level, built as we could think of a “a subsidiarity principle applied to the cultural territorial heritage); the activation of initiatives linked to the local economic background towards the different components of tourism industry; a communication/divulcation system able to link together the first two components in a synchronic osmotic exchange supporting the process through feedback cycles (fruition, management, development, evaluation, maintainance of the involved cultural heritage system).

Two are the main declared objects:

1. offer a qualified tourism through a thematic itinerary able to overcome the barriers of globalization and mass tourism, and to establish an immediate synergy between the voyager and the place visited which is full of different elements (the land, the inhabitants and local identity);
2. promote the evaluation of inland territories abolishing the clear economical discrepancy between the cost and the inland areas.

For a cultural association dealing with thematic itinerary, the Knights of the Holy Sepulchre and the Pilgrims are a “privileged” access key to put the above mentioned strategies into effect.

The journey to the Holy Land goes from Northern to Southern lands and seas, whose “piece of landscape” goes from the extreme Northern Europe to the Holy Land and Jerusalem, the capital of Christianity. It’s an itinerary involving cities (Palermo and Piazza Armerina in Sicily) as radiating and structured centres (hospitali, welcoming places, devoted to the cult and representativeness) while the territory gives the sense of passing-by. Slow tourism and, as a consequence, contemplative (in opposition to the increase of today speed, as well analyzed by Harvey), where the itinerary becomes integrating part of the emotion at leaving time. Having in mind these ideas, Itimed Association wants to suggest ancient parts of itinerary connected to those pilgrim’s paths, trying to give value to the walking dimension, halting-places and the enjoyment of the thematic cultural heritage. All this aims at focusing the attention towards Sicilian medieval time. From the point of view of TRI, ITIMED focuses its attention on places such as Piazza Armerina, inland town, (one of the destinations of an interesting urban itinerary involving “almost unknown sites”) “nest” of a cultural heritage of huge archeological-historical-antropological value, which is at the present enjoyed only by a kind of excursionist tourism whose main aim is just the visit to the “Villa del Casale”. Two experiments on the power of the relationship in the enjoyment of cultural heritage have been carried out during the year and have focused on the city of Palermo. The first one was organized as urban trekking following the path of the Knights and Pilgrim itinerary and the second one aimed at evaluating Piazza Bellini as a public area sustaining the cultural heritage system.

INNOVATION FOR SUSTAINABLE TOURISM ? THE MARATHON OF NICE AND ITS FUTURE “UMBRELLA” STRATEGY

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Key words: sustainable tourism, marathon experiment, umbrella strategy, authenticity, social and cultural otherness

Abstract

The Mediterranean basin, a center of world attraction (42% of global tourism) and the birthplace of Olympic sport is bound to become the area where the new tourism offerings will be tested. The experiments aim to restructure a tourist offer along the lines of “Sustainability” in order to cope with negative deviations from mass tourism, started in the 60 years and characterized by seasonal, spatial concentration of infrastructure, real estate sprawl coastal areas. These aberrations cause environmental impacts and destructive natural heritage, natural land and sea. These deviations are added systematically abuses illustrated by the economic strategies of tour operators who have established dominant market positions. They have led to the gradual disappearance of small tourism producers premises. From a tourism highly secure and standardized, which focuses on leisure as a sign of wealth, demand is changing, handling the rural or urban adventure, the exotic and social gap, a kind of rediscovery of the “true”, the authentic of nature, local cultures and identities. At the edge of a mass tourism, mainly resort is developing an offer aimed at an audience of more educated consumers in search of excitement and knowledge of emergency, based on imaginary recreation sports, active, and out of once’s element culturally and geographically. These practices suggest niche markets sports and cultural, combining discovery, relaxation and sporting activities to a discourse based on authenticity and sustainability. The population is being enhanced by the identification of local cultures. It participates actively in the success of the process, by volunteering as an essential part of the organization of mass sporting events. Faced with this, an innovative experiment was developed in Nice on the French Riviera in order to develop a new image of the iconic tourist destination for leisure tourism. This experience is based on fun sport offers. Nice and the Côte d’Azur host and organize many events regularly since the 90s. Before Marathon exist in Nice, other events like Prom’classic (10 km), Iron Man, Europétanque, Ice skating, Mountain and water trails, ski competitions, sailing races, etc. These offers have allowed the region to promote an image of youth, sports and eco-responsibility. The latest creation has opened the first marathon Nice-Cannes where the route takes place on the seafront, from the Promenade des Anglais in Nice to the Croisette in Cannes. A first study was conducted among 10000 “Tourists participating athletes”. The study help to understand the lines of innovative tourism development. This research provided a comprehensive monograph of the participants in this event tourism and sport. They are young, educated, in search of thrills and social and cultural otherness, all supported on an imaginary recreation assets. On this knowledge, an umbrella strategy appeared credible. Therefore policy makers and decision makers of tourism will have to meet this new demand for offbeat situations innovating by making products with high symbolic content. The design process should not take the interaction between the tourist athlete “interstitial” seeking truth and authenticity and its destination. Also tourism products developed will be increasingly oriented to symbolic exchange, the cross, and multi-activity. The intercultural leisure travel around sports events like the marathon, is an innovative construction of meaning, based on triangles “sport/culture/body” or “fun/free/wellness”.

RETRAINING THROUGHT TOURISM: THE REHABILITATION OF HISTORICAL BUILDING OF THE SICILIAN COUNTRY. STUDIED CASES

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Key words: rehabilitation, historical buildings, tourism, retraining

Abstract

Sicily is really abundant in buildings - the most of which leaved - which would be an useful economic resource for the area, besides be an historical, cultural and architectural heritage of unquestionable value. They lie in a decay state also for the difficulties in trying a correct destination, which must be compatible with the defined spaces of an existent building. The structure of these building are often masonry, so it is a limit for the spatial flexibility of the project. So a plan must be respectful of the existent areas and of the rules too, which is not so easy. Besides an historical building needs for its own restoration a multidisciplinary approach, different professionals which study the history, the materials, the constructive techniques of the building and at the same time the needs of the surrounding territory. This approach must carry out a project compatible with the existent structure and useful and usable for the inhabitants of the area. The proposed methodology starts with the study of the environmental, cultural, social, historical context of the building, then it continues with the survey and the remark of the conservation state. A feasibility study after remark if the chosen function is compatible or not, in order to the concerning rules. The real potentialities of Sicilian territory about tourism are not really utilized often for the inadequacy of the tourist organization, but a better planning and use of existent buildings would be a great tools for cultural and economic development. The studied cases are sited in areas of great interest for tourism, so the suitable function for these building are agrotourism or bed and breakfast. The first one is a compound in the province of Agrigento, constituted by a medieval tower and outbuildings, with a large country area surround, so the chosen function is agrotourism, which respects the building materials and the original structure as the concerning rules provide for. The second one is a mansion house close to Trapani, next to the midtown, so the suitable function is a tourist reception structure. These example are emblematic of a lot of historical building which are today in a total decay state and they are often destined in ruin whereas they would be an excellent economic resource. The aim of the proposed paper is to illustrate the followed planning methodology, based on the careful study of the history of the building, the surrounding area, the environmental context, the social context and last but not least the economic exigencies of the local population.

THE SICILIAN AGRICULTURAL PRODUCTION AND THE TOURISM LINKED TO RURAL AREAS: THE CASE OF A POD PRODUCT

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Key words: agriculture, tourism, history, local traditions

Abstract

The aim of this paper is to point out how the implementation of local governance instruments within a specific area is not often supported by the presence of provided development tools that should consider not only the economic effects but also the landscape related aspects. This lack reveals itself as an obstacle to the development of rural areas, whose landscapes could easily attract touristic flows. In particular, we chose to investigate the case of a POD product, "Pistacchio verde di Bronte", for its unique landscape characteristics, such as the social results, etc.. In detail to the governance instruments, we have done an analysis of both the statutory forms and their application through the projects accomplished on the territory. This would help to check their support capacity and their efficacy in order to protect the landscape and the related local identity. We also reconstructed the infrastructural characteristics performances, before it became a POD product but also during the transitory and the subsequent phases, then trying to point up the POD's attraction capacity which could interest everyone who is identifying himself in those strong and, after getting the POD, protected processes, in spite of not being directly involved in the economic development. We will also try to highlight how the landscape changes because of the erosive action of time, due to the soil competitive uses or the competition between this and other cultures on the same territory. The Sicilian territory, mainly in its inner areas, will probably maintain, in the long term, its agriculture vocation, in integrated form with other land function like tourism. This particular strong territorial characterization works like a call for the citizens coming from the most important urban areas, in terms of dimensions and functions. The area of our analysis is the South-Western Etna district. The object of our investigation is to offer a short time-line of the culture of the POD "Pistacchio verde di Bronte". In particular we will try to get a focus on the landscape element, in its relation with tourism and as part of the agriculture multi-functionality. Our choice is due to the high specificity of this culture which was already considered a special Sicilian culture, even from the economic point of view. This investigation will be supported by the analysis of some integration tools, such as sustainable vectors for the mobility of tourists, local population and commodities and the relationships between the same area and the bordering ones.

IDENTITY GROWS THROUGH DIFFERENCES

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Key words: local development, networks, history

Abstract

The author has a long time experience in the field of planning for a sustainable tourism. He participated in a number of national and international projects in the Mediterranean area, from the UNDP South Adriatic Regional Plan (1968-69) to Habitat SUP (1995-96) to more recent consultancy to Unesco for the Fès, Meknès and Damascus (2005-2007). All these and other similar projects involved a large consideration of tourism potential resources, but only a little part of them was actually implemented. The main point one should stress is that all these initiatives were actually dependent on public investment, usually oriented towards strong private initiatives, therefore far from the reach of the interested population. Experience shows that large private investments in the tourist sector is largely independent from public planning and more attached to the financial markets. However, the growing share of "individual" tourism in its various forms is putting new emphasis on less organised tourist activities: this is suggesting the need of a different planning approach, especially interested to support the construction of networks of small stakeholders. Art, archaeology, agricultural products, traditions, hospitality are all fields where a lot can and must be done, in the Mediterranean environment more than elsewhere, building networks, sharing goods and services, diffusing knowledge. This kind of tourism can offer a favourable ground to a better understanding of local values and life styles, but it cannot cancel widespread conditions of poverty and social and political conflicts. This should not be overlooked, but this is also the very meaning of a tourism which is, first of all, a path to a better knowledge. Poverty brings along environmental carelessness, conflicts often result in open wars or in the fear of it. A lot can be done through the development of local empowerment, from the search of reconciling paths to the recovery of shared traditions. Identities need not to be based on the exclusion of the other: history shows that they were built through hybridizing different subjects.

**WORK IN PROGRESS FOR THE CONSTRUCTION OF A NEW STRATEGIC SCENARIO FOR A MORE
BALANCED DEVELOPMENT OF THE SICILIAN TERRITORY. THE NEW VISION:
REGENERATION OF THE COASTAL AREAS IN RELATIONSHIP WITH THE NEBRODI PARK**

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Key words: development, Nebrodi park

Abstract

The consideration stated in these papers keep to the need of strategic territorial planning based on values that are often missing on the Nebrodi territory (situated in the provinces of Messina, Catania and Enna in Sicily) and that always, as in most of the Italian territories, it has been penalized by an exaggerated growth that has not paid attention to the local values. In fact it is not generated by a real planning of the territory (landscape and ecological planning). This has produced a phenomenon that today has no systematic relationship between ecology and society and economic system and settlements that show a certain fragmentary nature with forms of spatial disorder and excessive anthropological pressures, which bring aspects of environmental alterations. Such a sequence suggests an application of new strategic forms of planning that are directed towards new types of visiting tourism integrated with the cultural and natural heritage: a way with which today it could be possible to launch and give new life to the important role the Nebrodis have in Sicily.

**TRAVELLING WITH DISABILITY, WELCOMING DISABILITY.
A DESTINATION MARKETING PLAN FOR PROMOTING ACCESSIBLE TOURISM TO SICILY, ITALY**

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Key words: disabilities, accessible tourism, relational tourism, destination marketing plan

Abstract

Disability is the loss or limitation of opportunities to take part in the normal life of the community on an equal level with others, due to physical and social barriers (Hughes 1999). Such barriers show to have a strong impact also on the decision of travelling by people with disabilities, having more challenges to face before and during a trip than travellers without a disability and yet experimenting the same desire to travel. Since the number of people with disabilities is expected to increase all over the world as a result of increasing life-span, decreases in communicable diseases, improved medical technology and improved child mortality (Yau et al. 2004), a significant but often ignored tourist market niche is growing (McKercher et al. 2003; Murray and Sproats 1990; Ray and Ryder 2003). This is true for Italy, too, where an increasing number of destination managers, tour operators and single tourist businessmen have recently begun to pay attention to the needs of such travellers and, consequently, to the planning of services and strategies for the development of what can be defined "accessible tourism" (SL&A 2008). Starting from such considerations, this paper aims at analysing the demand and the supply for such kind of tourism within the Italian market, focusing on Sicily as a potential "accessible tourism destination". The first part of the paper represents an international literature review on the characteristics of the disabled travellers in term of a) their different pleasure travel constraints, especially to the "interpersonal" and "structural or environmental" ones (Crawford and Godbey 1987); b) their travel needs and motivations; c) their holiday decision making process. The second part discusses the preliminary results from a desk research on the demand and the supply of accessible tourism within the Italian market, finally focusing on Sicily, where some research has recently been conducted on the issue of the physical and social access to tourism (from the sole supply side, yet). Since human relations with local tourist operators and residents are one of the crucial holiday components for travellers with disabilities (Crawford and Godbey 1987; Smith 1987; Daniels et al. 2005; Grösch 2007), an integrated relational tourism approach aiming at considering the structural and interpersonal accessibility to tourism from both demand and supply sides is adopted in the paper and a subsequent destination marketing plan for the development and the promotion of accessible tourism in Sicily is proposed.

THE TOURISTIC COMPETITIVENESS OF THE MEDITERRANEAN AREA

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Key words: sustainable tourism, touristic competitiveness, Mediterranean area

Abstract

In the Mediterranean basin the tourism represents one of the main productive sectors around the economy of vast coastal areas revolves, but at the same time it configures itself as one of most powerful agent of territorial and environmental change, able to upset the coastal scenery, to compromise ecological balances and to set at the local level diffuse processes of de-territorialisation with negative repercussions on local dynamics of development. Touristic competitiveness of the Mediterranean Area resides in the capacity of promoting a sustainable tourism able to raise the present well-being of coastal people, preserving environmental, landscape and cultural qualities of the relative territorial contexts. Any valuation about the competitiveness of the Mediterranean tourism cannot apart from an in-dept analysis of bonds that the respect of these conditions puts to the development of the supply from local scale to transnational scale. As a consequence the sustainability and the competitiveness are indissolubly tied in a relationship of reciprocity that the touristic development, in the Mediterranean area as in the other areas of the world, has always undervalued or unheeded – further to the building aggression stood in the last years by our coasts. Regarding to the tourism the Mediterranean Area represents a geographical complex reality where divergent touristic configurations alternate in the same coast as in term of environmental sustainability as in term of competitiveness, making impossible every strategic or interpretative generalization. The unit analysis of a touristic and differentiate region may seem contradictory, however it is justified by to two different valuations: competitiveness and environment. On the one hand, the presence of a global competition, where the Mediterranean basin must match against other emergent and attractive touristic regions, suggests a strategic cooperation among Mediterranean countries; on the other hand environmental and territorial questions related to touristic development are a transversal reality in the Mediterranean area and they need strategic and conjoint answers by coastal countries. Analyzing deeply economical and occupational role of tourism in the Mediterranean basin and its environmental and territorial questions, the aim of the article is to individuate the strategies at the regional level able to promote a redistribution of touristic functions and a territorialisation of policies of interventions. This purpose can be reached focusing the touristic development on the local communities in order to promote endogenous developmental models which must be efficient interpreters of the territory and save it from speculation and homologation of globalization.

BOTTOM-UP PLANNING IN SICILY: A LEGACY FOR INTEGRATED RELATIONAL TOURISM

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Key words: sustainable development, bottom-up approach, local identity, community participation, regional planning

Abstract

During the sixties, Sicily had a lead role in bottom-up planning experiences born strongly linked to the territory as an alternative to a policy based on external and distant models. Between the most known experiences, the one led by Danilo Dolci and its Centre is emblematic of an approach that sees urban planning first of all as a means to educate society, to promote a sense of responsibility, to enforce local relationship. As a consequence, the recognition of the Belice Valley as a territorial unit is a clear sign of the need to make real a planning method that is a real answer to territorial issues and that is a real bearer of communities values. Even if part of what is called “unofficial Town and Regional Planning”, that experience assume a big response thanks to the network created with other community planning episodes that occurred in Sicily at that time (in Riesi and in Palma di Montechiaro), besides other minor cultural experiences as the magazine “Nuovo Sud”. This network, combined with analogous international experiences, with Town Planning debate and with the direct commitment of great cultural personalities, bring to the creation of a bold project: the institution of “Libera Assemblea”. The organ, aimed at renewing Sicily (to be created starting from its public life) affirms with conviction that “even the most disinherited zone and with the smallest possibilities of economic development must humanly be considered and not in operation of economic graphic solos”. Such principle shows as was in progress an intense research totally committed to re-found the politics of territory government, beginning from the inside areas of Sicily and from its inhabitants, through the exploitation of local resources and territorial identities. These experiences could even assume a greater meaning if revised inside an operation of “change of paradigm” that projects as IRT are trying to put into effect. As during the sixties (even if in different terms), nowadays we are crossing a moment of general reflection in subject of politics for the territory, also stimulated by the financial crisis in action. Nevertheless, if concepts like “sustainability, urban identity, community participation” have become basics prerequisites for any action on the territory, we are assisting too often to an improper use of such terms; this makes necessary to clarify the “premises” of such approach. In this regard, the bottom-up approach used in Sicily during the sixties want to be presented as an essential tool for the formulation of these believes, even in order to give historical legacy to the new integrated projects of local development in progress. The reading of these experiences that belong to the Town and Regional Planning history assumes more meaning if translated into concepts and tools able to face future challenges as that one submitted by the IRT. In this sense, this paper is placed inside a bigger reflection on planning theories that try to combine past and future experiences in order to find out common principles be used by all those people who intend to build the new Mediterranean space.

THE COHERENCE OF DEGRADATION IN MEDITERRANEAN LANDSCAPE: THE CHALLENGE TO CONVERT THE LANDSCAPE EMERGENCY IN OPPORTUNITY FOR NEW URBAN CONDITIONS

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Key words: degradation, abacus, reparation, regeneration, opportunity

Abstract

The Mediterranean landscape is uneven but coherent. This rich coherence made of same colors, same stones, same vegetation, same kind of beauty, in the last years has extended itself to a common condition of landscape and urbanscape degradation made by the new and illegal constructions. This coherence is so evident that has become a negative, but clearly recognizable, figure of a common idea of Mediterraneity. The conurbations of all the Mediterranean area with different features and gravity, perceptually seem to belong to a single large conurbation inspired by the same stylistic and morphological characters. It's possible to argue that a specific kind of "ugly" has become the most visible figure of the urban or peri-urban Mediterranean landscape. This contribute aims to underline the emergency of degradation as a specific figure of the Mediterranean landscape, trying to understand the reasons of the proliferation, suggesting, in reference to a specific case of study, an abacus of the more evident figurative character of urban and architectural degradation and finally assuming a codified and original methodology called "Architectural reparation" to change this degradation into an opportunity of regeneration of urbanscape.

TOURISM, INNOVATION AND DEVELOPMENT: RELATIONAL TOURISM AS SOCIAL INNOVATION

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Key words: social innovations, relational tourism, development, innovations

Abstract

In the framework of the relationships existing among Tourism, Development and Innovation, the present paper focus on the relationships between Social Innovations and Relational Tourism, considered itself as a social and territorial innovation.

It's a common place in tourism theory to concept Tourism as a great mechanism of economicals, socials and spatial changes due to its tremendous potential of transforming reality. In this sense, the social-economical impacts of tourist developments in the current life of territories, communities and people makes the tourism a great agent of social change and a big factor in national and regional development.

We think that social and spatial implications of tourist developments must be considered from the prospective of Innovation, but not only on the technological side of innovations. So we also include the social side of the innovation in our analysis, We considered the evolution of the innovation's concept and the last developments and recommendations of The Oslo Manual (OECD-Eurostat, the third edition, from July 5, 2005). Finally we explore the characteristics of social Innovation and its application to the Relational Tourism.

From our point of view, Relational Tourism means an enormous challenge (opportunities and threats) for places, people and institutions from underdeveloped areas that regards this kind of tourism developments as a way of social and economical development, but these expectations must be failed or dashed if they do not take into account the complexity of current Tourism, particularly its relational, organizational and social aspects. So their plans could be thwarted, if they don't consider the social innovation side of relational tourism.

To avoid this failure, from our point of view is quite important to reflect on tourism, thinking carefully about all the different sides of the whole tourist phenomenon, its links and its connections.

MEDITERRANEAN DIMENSION OF THE EUROPEAN UNION TOURISM POLICIES

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Key words: Mediterranean Tourism, Sustainable Tourism, European Policies, Integrated Relation Tourism

Abstract

The Mediterranean countries have natural, environmental and cultural factors, that are basic elements for the motivation of the tourists who's arriving there. In recent years, tourism flows in Mediterranean countries are characterized by a large increase of tourists choosing short to medium radii destinations for their holidays. The Mediterranean area represents, in fact, a safe harbour for European tourists who book these places for their vacations. Overall, the most relevant feature of the tourism sector remains the strong concentration of the tourism supply in seaside areas, and in the cities of arts, the persistent backwardness - qualitative as well as quantitative - of tourist services offered in the marginal areas and islands. The conflicting intertwine of demographic tensions, food deficit and environmental degradation pervade over a large part of the Mediterranean area: an area therefore particularly suited as a "laboratory" to analyze the gap between the North and South that increasingly characterizes international relationships. The "fragility" of the Mediterranean resources makes this region particularly sensitive to the imbalances and conflicts resulting from the phenomena of congestion caused by tourists, especially in coastal regions. The growth of tourism flows - together with other forms of mobility, of goods, services and capital - is an important factor in accelerating the integration of the different regions of the Mediterranean. Maximum results for integrating tourism development into the area are achieved, in fact, only with new targets and new tools of "governance" of the mobility of tourists - that is, with appropriate measures to encourage a better distribution of tourism with respect to time and space. Otherwise attempts to limit environmental degradation and to improve the living conditions of the local populations will be in vain. The tendency to severe and irreversible degradation of natural, cultural and environmental resources in several critical areas requires timely intervention of governance - from national authorities and international and local authorities - inspired to consolidated "subsidiarity principle". The European Union implements incentives and restraints for the efficient "governance" of sustainable tourism growth in the Mediterranean area. The interaction amongst socio-cultural transformations, migratory trends and technological innovations has shaped, over the centuries, Mediterranean civilizations: managing these phenomena, which are currently tend to have accelerated and chaotic rhythms, is the substance of the "Mediterranean challenge" from which Europe cannot draw back. With regard to the tourism industry on a global scale - but especially in that microcosm of religious, ideological, racial, economic and social conflicts that is the Mediterranean area - the choices of technology and environmental protection are also becoming crucial factor in outlining future scenarios. This process needs the application of integrated relation tourism approach and so the tourists are involved to solve the environmental, economic and social problems of local communities.

INFLUENCE OF ANCIENT EGYPTIAN STATUARY ON SCULPTURE OF THE MEDITERRANEAN BASIN

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Key words: statuary, sculpture, ancient Egypt, Mediterranean

Abstract

Sculpture in the round served the ancient Egyptians as a means of representing and expressing their religious ideas. Royal statues placed in mortuary temples and statues of private individuals had a particular function to fulfil in funerary rituals. Furthermore, the Egyptians believed that statues were the abode of the ka of the deceased thus it was necessary that the statue would be represented in an idealized manner, without any individual touches, of the sculptor, being added. Frontality was a fundamental feature from the beginning to the end of the pharaonic period, and its dominance together with the limited poses for formal statues may give the impression that little changed during this time. In fact, new types of statues were introduced from time to time, the context for elite statues moved from the tomb to the temple, and above all there were continual changes in style, proportions and attire. Outside Egypt, knowledge of ancient Egyptian monumental statues inspired the creation of life-size, and over-life-size, hard stone statuary by Greek artists. Psmatik I, the first king of the 26th dynasty, brought Ionian and Carian mercenaries to Egypt to help him consolidate his hold on the country, after which Greeks, although strictly controlled, were allowed to settle and trade in Egypt. There, they would have seen monumental hard-stone statues, in contrast to the much smaller limestone or sandstone produced until that time by Greek sculptors. Not long after, the first monumental Greek statues, made of marble, which is harder than either limestone or sandstone, appeared. The male Kouroi of the Greek Archaic period exhibit frontality and stand with the left leg advanced, the arms held at the sides of the body, and the fists clenched. Clearly the pose is based on that of a typical Egyptian male standing statue. A story told by the Greek author Diodorus recounted how two Greek sculptors of mid sixth century B.C., one in Samos and the other one at Ephesus, each made one half of the statue 'and when they were brought together they fitted so perfectly that the whole work had the appearance of having been done by one man'. The explanation given is that the sculptors got the proportions of the two halves to correspond so exactly by using the standard grid system employed by Egyptian sculptors at that time, suggesting that Greek artists were familiar not only with the form of the Egyptian statuary but also with the working methods of sculptors in Egypt. Thus, it seems that the long tradition of Egyptian statue-making helped shape the development of monumental Greek statuary, which in its turn was to have a profound influence on later western artistic traditions.

DEVELOPMENT OF INTEGRATED RELATIONAL TOURISM IN SICILY: THE CASE OF AGRIGENTO

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Key words: Agrigento, sustainable tourism, material culture

Abstract

If Integrated Relational Tourism (IRT) is the new frontier of cultural tourism, it is also a challenge that involves various levels of engagement with companies and institutions. IRT is designed to exploit sites in the hinterland that do not have a good tourist visibility. Because of their remote location, the lack of cultural motivation and local infrastructure makes its implementation problematic and limits its diffusion. In Sicily the development of IRT would help to diversify the supply which tends to attract primarily recreational tourism. In its conception, IRT is a form of cultural contact; as such it requires the modulation of this contact to control the social and cultural impact that it has on local rural communities. Additionally, the synergistic involvement of many sectors is necessary, but this must be conducted with respect for the elements which constitute the identities of both insiders and outsiders alike. Mainly local entities and institutions are supported by such a development which, given the situation of inland Sicily, may not be easily and quickly implemented. Different forms of material culture that are characteristic of a community can be used as a pull to tourism. However, it is not a simple task to make a hinterland region attractive, with its farming and pastoral activities in the background of the tangible and intangible wreckages of a rural civilization that is now all but extinct.

This is the case of the province of Agrigento, in Sicily, a territory dominated until a few decades ago by the logic of great estates, and with agrarian reform that has been gradually abandoned. Since the immediate postwar period, despite clumsy attempts, agriculture did not receive incentives for the modernization of techniques that would enable it to survive in an increasingly global market. Farmlands that are no longer sufficiently profitable have gradually depopulated and crops grown by artisans have given way to neglect and desolation. The cultivation of vines, olives and citrus has endured. The first has received considerable impetus in recent years resulting in the production of wine that is both of excellent quality and widely popular. The rural culture of past centuries has left its territorial remains, including farms and the stone and plaster remnants of houses and barns. In this frame a form of integrated and relational tourism was made through the so-called "agricultural tourism". For more than fifteen years restored rural buildings have performed simultaneously their ancient function (barn, stable, dairy) while adding tourist accommodation. In this context, tourists come into contact with a rural world and are able to observe most of the activities that are related to agriculture and the rearing of livestock. Unfortunately, supply has been impoverished as over time many of these structures have become restaurants where at the end of the meal you can visit the adjoining winery or adjoining mill. A complex of this kind, however, is an excellent starting point to achieve the aims that IRT is proposing and should be encouraged to extend itself throughout the territory. This is only part of a global project that is aimed at upgrading rural civilizations through cross-cutting projects. These projects may provide attention to environmental literature through, for example, the presentation of theater or ancient folk songs. Another key aspect is communication because culture is treated as a product for sale and therefore advertising campaigns targeted to a defined target cannot be considered just an accessory but an indispensable element of a modern tourism project that emphasizes the role of institutions and public administration in its implementation.

WINE TOURISM FOR THE DEVELOPMENT OF THE AMALFI COAST

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Key words: wine tourism, Amalfi coast

Abstract

Tourism and leisure worldwide goes through changes: alternative tourisms stand out, specialized destinations rise within territories. Main drivers of changing are: a new consumer behaviour, the ability of players in demand segmentation, and the global competition of destinations. Alternative but sustainable tourism, contrasting the effects of mass tourism, and so respectful of nature as well as ethnical, historical and anthropological distinctiveness of local population (Calvani A., 2004). Researches in Italy show a sudden increase of thematic tourisms and their trend to specialize further on. These tourisms are characterized by different development processes and territoriality distinct dissemination often due to intangible resources as entrepreneurial capabilities rather than an original tourist vocational of territories (ACI-CENSIS 2008). Among these niche tourism, wine tourism is nowadays a settled, but still increasing, phenomenon, particularly in Italy where it embodies local identity and its precious tangible and intangible resources.

This paper stems from the review of international literature on wine tourism aimed at describing the phenomenon and highlighting different approaches. The second phase of this research work is directed to analyse the current state of wine tourism in Italy in order to identify critical keys factor and its development pathway. This phase, based on the analysis of secondary data as well as theoretical and empirical literature, focuses on describing qualitative and quantitative aspects of supply system concerning wine tourism in Italy.

In order to test key factors emerged from the review of literature and the analysis of the current scenario of wine tourism in Italy, this paper presents a case study aimed at surveying the development process and the actual scenario within an area of exceptional value: the Amalfi coast. This phase will be undertaken by collecting and analyzing two main data sources: secondary data and interviews with representative stakeholders.

Expected results offer guidelines, suggestions, and recommendations useful for local actors, in order to increase the importance of wine tourism.

LOCAL COMMUNITIES AND TOURISM DEVELOPMENT. THE TRIM PROJECT

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Key words: Rural tourism, sustainability, Mediterranean, community involvement

Abstract

One of the fundamental principles of sustainable development in a local perspective is the regard for territorial vocations and cultural identity of places, a target reachable by the involvement of local community in a lead role in endogenous ways to development, so that the territory will be rescued from speculative and de-individualizing external forces or from marginalization caused by international competition. This paper illustrates the TRIM project, aimed to promote rural tourism in the inland areas of three Mediterranean islands: Sardinia, Cyprus and Malta. It was carried out by CTS (a major Italian tourist and environmental association) on behalf of a consortium of Sardinian LAGs in the framework of the EC initiative Leader+. It involved a multidisciplinary team of researchers and two operators dedicated to the promotion of sustainable tourist packages. The project aimed at safeguarding places identity while offering the local communities true opportunities for development, by designing and marketing a competitive tourist offer. These rural areas are close to well known seaside resorts; even though, they still hold prominent rural features, where traditional activities and products survive in a wonderful context with some point of excellence (eg. the Barumini Nuraghe, a World Heritage Site). From a tourist point of view, Sardinian inland areas shows some critical features which are common to most rural contexts:

- Inadequate infrastructures
- Enterprises unevenly distributed and faraway from each other
- Small size facilities with few beds
- Poor offer of leisure and sports activities
- Individualism/no practice in cooperation
- Poor tourist and enterprise culture

Nevertheless, starting from an in-depth analysis of the territories, the productive threads and the enterprises to be involved, through a network approach, it is possible to overcome the limits of such socio-economic fabric, thus:

- Increasing accommodation capacity and offering integrated tourism services
- Improving promotion and selling opportunities in a co-marketing perspective
- Exchanging experiences and know-how
- Offering a variety of products with common quality standards

The project aim is to ride parochialisms out and create a network between touristic operators looking at the market tendencies and respecting the environment and the local culture.

CONSERVATION OF HISTORICAL PROPERTY AS RELATED TO THE PROMOTION OF INTEGRATED RELATIONAL TOURISM

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Key words: restoration, conservation, constitutive materials, degradation, traditional building technologies

Abstract

The cultural heritage, including the cultural property, is the essence of the identity of a Nation. Furthermore, it can be also considered as a resource to promote new forms of tourism. The awareness of such a potential for economic and social development, respectful of environmental and historical requirements, yet exposes the cultural heritage itself to major risk because of unsuitable rehabilitation operations. This is not the case of the worldwide famous monumental sites or museums, as the attention of both the authorities and the scientific community assures, at least in principle, the use of proper conservation and maintenance procedures, whereas what is threatened is the private housing property, characterized by traditional building materials and techniques, which make the look of both historic centres and small villages. The guidelines now well settled in the field of conservation science can significantly contribute to pursue such development process through the proper paths, which cannot leave out of the due consideration the following steps: i) analysing and classifying the main typologies of constitutive materials; ii) identifying the different building techniques; iii) studying symptoms and mechanisms of degradation processes, as related to the environmental conditions. The in-depth study of such aspects, which is an essential prerequisite at the planning stage, can also help to preserve and to promote allied activities, run by craftsmen and small entrepreneurs (binders, bricks, wood manufactured products etc.) repositories of the local traditions. In this paper two case studies are reported, one concerning the historic centre of Palermo, among the most extended in the whole Mediterranean basin, the other one related to Sutura, a small village in the Sicilian hinterland. In the first case the choice of both building materials and techniques was primarily affected by the financial budget of the client, whereas in the second case interesting significant efforts were made for an optimal, and sometimes uncommon, use of the only raw material available on site, i.e. gypsum. The study is focused on both natural and artificial (mortars, plasters and stuccoes) building stones, which were characterized by means of physical chemical and mineralogical petrographic analyses. Results are collected in files suitable for producing a data base easy to refer to. The two different case studies give an effective description of the scientific approach to the investigation of the most significant characteristics of the local cultural property, which is a prerequisite for a correct development of the relational integrated tourism based on cultural heritage.

DESIGNS & CRAFTS

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Key words: design, identity, culture

Abstract

In these days design is considered a factor of development, capable of stimulating virtuous processes in the areas that can strategically adapt to it. In the last century design has represented “a formidable tool to improve human life through the production of industrial artefacts that show a synthesis between technique and aesthetics”. If we take this definition into account, we see that design, along with economic development, stimulates social and cultural improvements, and democratic processes that are poured on most of the population. In recent years, however, there has been a separation between design and industry; terms which have long been intimately associated. In phase III of the Industrial Revolution, dominated by electronics, the so-called post-industrial society was born, which produces not just products, but information, services, images, communication. In brief, the flow of information is economically more important than the production of physical artefacts. It is interesting to see that, for example, the prestigious Academy of Design Eindhoven has recently eliminated the term “Industrial” from its logo - to repeat once more design is more a matter of concept than of industrial practicability. Another example is self-made: the designer is involved not only in the design process, but also in the realization of an artefact, which is done using computerized machines and ways that can be traced back to a kind of high-tech craft. It is no longer as in the eighties, there was exception or avant-garde experimentation (thinking of Alchymia and Memphis). We are talking of a practice which is currently widespread among the young designers (and not only) who thus manage to create a small (self-)production and (hence) high visibility. As Andrea Branzi often said, self-made (craft sophisticated) is not opposite to industry, but rather integrates it, considering that you can test the “self-made” product and, eventually, realize it in an industrial way. It is interesting to note that Italian designers has distinguished itself by its unique capability to manifest artefacts that incorporate both industry and crafts in the best possible way. They were often industrial semi-finished, technically impeccable, finalised with a craft approach and cure. The result often is a formidable mix of tradition and innovation. This is the case with the “Superleggera” chair by Gio’ Ponti designed for Cassina in the fifties along the lines of the so-called “Chiavarina” (chair widespread in Chiavari); an excellent product, well resolved technically and consolidated into the imaginary. The Ponti’s version is somewhat lighter than the classic “Chiavarina”, due to tapering of some pieces and putting in place some ingenuity taken from the aviation industry. All of this results into one of the most emblematic product of Italian design, which has not disowned traditional craftsmanship, but has mixed it in synergy with industrial procedures.

Taking this as a basic case reference, the Department of Design (University of Palermo) has initiated a project to re-design the classic chair of Bivona. This solid and functional chair, a Spartan beauty, is widely distributed in Sicily, but unfortunately it is disappearing little by little, because it is linked to the (unique) craftsman who keeps the valuable know-how. In accordance with the wishes of the mayor of the City of Bivona, which has posed as entrepreneur, the Department of Design is proposed had taken the responsibility to revitalize the chair of Bivona through a series of operations, which part from the craft tradition but was solved by the use of innovative methods, procedures and materials. The responsibility is high: it is not only the (re)definition of a good chair, but it intends to stimulate the economy of a City. From the designer to the technical performer, from the entrepreneur to the advertiser were to benefit, but in any case with the objective for Bivona to maintain its manufacturing and culture in that specific context.

TOURIST SATISFACTION WITH CULTURAL/HERITAGE SITES IN EGYPT

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Key words: tourist, satisfaction, heritage

Abstract

Cultural/heritage tourism is the fastest growing segment of the tourism industry because there is a trend toward an increased specialization among tourists. This trend is evident in the rise in the volume of tourists who seek adventure, culture, history, archaeology and interaction with local people. The recent studies about cultural and heritage tourism focused on the characteristics of tourists who visited cultural and heritage destinations. This study attempts to investigate the relationship between cultural/heritage destination attributes and tourist satisfaction, and to identify the relationship between cultural and heritage destination attributes and tourist satisfaction in terms of selected tourists' demographic characteristics and travel behavior characteristics. SERVQUAL technique provides a tool for this study; it holds that consumers first form expectations of products or service performance prior to purchasing or use. Subsequently, purchasing and use convey to the consumer beliefs about the actual or perceived performance of the product(s) or service(s). The consumer then compares the perceived performance to prior expectations. Consumer satisfaction is seen as the outcome of this comparison. The study areas for this study are cultural/heritage sites in Egypt, The survey will be conducted at four different sites (Abu Mena, Islamic Cairo, St. Catherine Area and Wadi Al-Hitan or Whale Valley). The data of this study will be collected from the on-site survey method. The sample population for this study composes of tourists who visit these sites between June and July in 2009.

ESTABLISHMENT AND REHABILITATION OF A SPECIALIZED ZONE THAT ACCOMMODATES THE LOCAL GLASS INDUSTRY AS ONE OF THE CRITICAL HERITAGE INDUSTRIES IN EGYPT

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Key words: glass industry

Abstract

Under the decline of many heritage industries that are by nature the main tourist constituents in many of the world countries, it was necessary to pay attention to one of the most important and critical heritage industries in Egypt; namely, the local glass industry, which is one of the main constituents of the civilization heritage that the ancient Egyptian civilization left to us, and tourist is one of the most prominent speakers of the Egyptian civilization, with the attention of integrated Relation Tourism to show the elements of civil heritage as one of the modern tourism constituents in its distinction. As a result, the research paid attention to the study of rehabilitating and establishing a specialized area that accommodates this industry as one of the main heritage industries in Egypt.

Problem of the research:

1. Closure of many factories of local glass and deportation of many of its workers and technicians as a result of the lack of support to this ancient heritage industry.
2. Spread of the residential areas around these factories reduced the opportunities of their existence and development as a result of having the population.
3. The tourist areas lack single patterns of tourism and some small industries like the local glass.

Importance of the Research:

1. To maintain the identity of the region while optimally using the real resources in creating the relation between man, industry and place.
2. developing the local glass industry as one of the main heritage and tourist industries in Egypt.

Objective of the Research: contribution to prepare a study to establish and rehabilitate an area that accommodates the glass local glass industry as one of the main heritage industries as a contribution to establish a distinguished tourism pattern (through the tourist survival of these small industries), while preserving the pattern of the region and population, and exploiting its resources. Hypotheses of the Research: the scholar supposes that by establishing a specialized area to accommodate the local glass industry, this will contribute to maintain the identity of the region and contribute to develop the local glass industry as one of the main heritage and tourist industries in Egypt.

THE IMPACT OF INTANGIBLE CULTURAL HERITAGE ON THE EVOLUTION OF TOURISM IN EGYPT

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Key words: intangible heritage, cultural diversity, world heritage, alternative tourism, sustainable development, modern tourists, folklore, language, food, clothing

Abstract

Intangible cultural heritage is globally credited as a mainspring of cultural diversity which has become a driving force of sustainable development not only in terms of economic growth, but also as a means of leading a more fulfilling intellectual, emotional, moral and spiritual life. Such living heritage is passed on from a generation to another and constantly recreated by world communities and indigenous people in response to their surrounding environment, their interaction with nature and their historical background. Hence, it provides them with a sense of identity and continuity that promotes respect for cultural diversity and human creativity which are perceived by modern tourists as integral constituents of any travel experience. For several years however, the world community has been mainly concerned with safeguarding tangible cultural heritage assets through the identification and preservation of World Heritage Sites. It is only recently that international agreement has been approached to initiate collaborative efforts for the protection and promotion of the world's intangible cultural heritage which includes the practices, representations, expressions, knowledge, skills - as well as the instruments, objects, artifacts and cultural spaces associated therewith - that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. Nevertheless, due to the shortage in safeguarding resources - particularly in developing territories - the processes of globalization and social transformation along with the consequences of mass tourism practices, have strongly threatened the world's assets of living heritage leading in some tourism destinations to the deterioration, disappearance and destruction of authentic human traits, genuine artifacts and local identities upon which the global tourism industry has evolved and flourished over the time. Egypt, like other tourism destinations worldwide is experiencing a shift in the needs and wants of modern tourists from the traditional tangible sites of mass tourism to the less known sites and inland areas where external influences of globalization and social change have had little influence on the culture, dignity and identity of inhabitants and local people. Such change in the perceptions of modern tourists regarding the competence of tourism destinations and the quality of travel experiences has consequently lead to a remarkable change in the parameters of tourist demand on the Egyptian tourism product. This implies the establishment of satisfactory demand-supply relationships between the key players of local development and the tourism stakeholders under the notion of alternative tourism which is characterized by its consistency with the natural, social and community values to the extent that allows the existence of positive relationship between the indigenous people and the tourists, initiates links with other sectors of the local economy, permits retention of earnings for the welfare of local communities and guarantees the sustainability of the Egyptian assets of both tangible and intangible cultural heritage. Based on an interdisciplinary methodological approach between the domains of tourism studies and tourist guidance, the current paper demonstrates the extent to which folklore (i.e. tales, music, dance, legends, oral history, customs, etc.) has contributed to the evolution of the Egyptian tourism industry. The paper further demonstrates the contribution of other aspects of intangible cultural heritage such as language, food and clothing to the development of tourism in Egypt. The paper concludes with a number of suggestions for the innovation of the Egyptian tourism product in accordance with the needs and wants of modern tourists on one hand and the requirements of sustainable tourism development on the other hand.

BUDGET TOURISM: EMPOWERING LOCAL COMMUNITIES FROM A SOCIOECONOMIC PERSPECTIVE

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Key words: Budget tourism, low-cost, NGO, Integrated Relational Tourism, socioeconomic aspects

Abstract

Today, the negative outcomes of globalization and the free market economy are apparent in many nations of the world especially in Third-World societies. The globe is suffering from an economic crisis that will no doubt alter the way the tourism industry is managed for years to come. Government authorities and industry leaders must cope with this dramatic environment by adopting new approaches to confront the declining level of travel demand worldwide. Nowadays, the term "budget" is associated with numerous service products (e.g. budget hotel - budget airline - budget tour packages) as a strategic marketing initiative during time of recession. Dealing with price conscious consumers is inevitable. During this period of uncertainty, the positive side will lie in the need to change cultural values and to take full advantage of this new environment. The sustainability concept will be enforced in an unprecedented manner in every public policy with an aim to achieve higher earnings on the longer term. Budget travel can currently be seen as a form of tourism that can support community development and contribute to the realization of the Integrated Relational Tourism (IRT) concept in numerous tourist destinations. Budget tourism is a controversial theme due to mixed opinions regarding its concept and socioeconomic benefits.

Although there is a debate among academics and practitioners over this growing form of tourism, still its significance is evident in many destinations, namely Australia for example. No doubt that this travel pattern will support many social aspects correlated with relational tourism which surpasses the one-sided limitations of the economic criterions. The budget tourist (also known as backpacker) which is a price conscious consumer is also eager to interact with authentic societies by experiencing their daily living patterns. Countries of the Mediterranean have an interesting and unique cultural heritage that must be exploited by intensifying positive interactions with people of the world. This type of tourism, if properly managed, can generate numerous socioeconomic benefits to the Mediterranean communities. Budgets tourists mainly deal with local commodities and public suppliers which will no doubt support sustainable development especially in Third World Countries and indigenous areas. Budget tourism if not heavily promoted to attract international tourism in certain countries; still it can boost domestic tourism for the local community especially in underdeveloped nations.

This paper investigates numerous variables associated with the budget travel phenomenon such as domestic tourism, the international backpacker, the role of government authorities in promoting budget tourism and the significance of low-cost services in the tourism supply chain. The study mainly explores how National Government Organizations (NGOs) perceive budget tourism in Egypt as a leading tourist destination in the Mediterranean from a socioeconomic perspective.

SUSTAINABLE TOURISM AND CARRYING CAPACITY IN THE MEDITERRANEAN AREA: FOCUS ON SICILY

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Key words: tourism, sustainability, Sicily, Mediterranean area

Abstract

Tourism plays more and more an important role in a Country's general economy, in some cases it significantly contributes to local development representing the main source of income for residents. The importance of this sector has been widely recognized and in recent years we assisted as well to a new interpretation of the tourist phenomenon in a sustainable key. This study offers the theoretical basis on this topic, following the most important milestones of the development and evolution of this concept, describing the initiatives taking place in the Mediterranean area, finally focusing on Sicily because of its insularity. Tourism carrying capacity is defined as "the maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment and an unacceptable decrease in the quality of visitors' satisfaction" (WTO, 1981). Even if this concept seems to be quite clear, at least from theoretical point of view, its practical application is not that easy. In fact this is not a defined instrument, a neutral and independent one, able to give defined rules of behaviour to tourist operators. Therefore this concept should be used with care, always bearing in mind that it deals with an hard balance between variables expressed in quantitative terms (like demographic analysis or stocks evaluations) and qualitative indicators (such as the individual self-realization or the theoretical definition of "landscape"). The measurement of tourist pressure on the environment using these factors is a quite complex task. Our research uses simpler indicators, which assess the impact exerted by tourism on environment by considering both the receptive structures existing in a defined area (supply approach) and the tourist fluxes converging on it (demand approach). These indices provide an objective measurement of pressure and tourist density, because they use real data: presences, beds, population, territorial extension. Namely we apply two specific indices of tourist pressure: the first one is expressed in terms of tourist presences per sq km, the second one is the Defert's tourist function index. The analysis has been referred to the Mediterranean area, which is quite relevant because of its strong tourist connotation and its political implications that in recent years have been reflected on european policies as well as on regional policies of Sicily region. The research demonstrates that the areas mostly interested by tourist pressure are the coastal zones. This is the case for Sicily as well. Despite the richness and variety of its tourist offer, the region is mainly perceived as "sun, sand and sea". In order to change this perception, the tourist system should encourage the local "talents" (intended as landscape and human resources) in all their variety and specificity, in order to distribute tourist fluxes in every seasons of the year, involving internal areas of the island. This would avoid concentration in the coastal areas. A new cultural and managerial model should be created: an innovative one, able to break with the traditional logic oriented to incremental development, turning towards a qualitative improvement of the offer. The most adequate solution could be the adoption of an environmental marketing strategy aimed to protect the most vulnerable sites and to re-qualifying the tourism orientating tourist fluxes towards "eco-touristic" structures, such as agri-tourism and bed and breakfast.

**ORNAMENTAL PLANTS FOR MEDITERRANEAN CLIMATES: ARCHONTOPHOENIX
CUNNINGHAMIANA (H.A. WENDL. & DRUDE). INFLUENCE OF DIFFERENT
PLANT BREEDINGS ON GROWTH RATE**

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Key words: palm, container, full light, shaded light

Abstract

Archontophoenix cunninghamiana (H. A. Wendl. e Drude) is a specie of the Arecaceae family, indigenous from North-East Australia (AA.VV., 92) between latitudes 35.5° S and 21° S (Waterhouse & Quinn, 1978). The species is also known under other synonyms: Seaforthia elegans (R. Br) and Ptychosperma cunninghamii (Wendl.) and it's commonly named King palm or Banglalow Palm (AA. VV., 96). Many authors proposed this palm as an ornamental plant for apartments or for gardens. In Palermo, in the "Conca d'Oro" area, a couple of researches were carried out in the order to taste its attitude on our climate. The first research was based on Archontophoenix cunninghamiana propagation. It started with a seeding in a shaded cold greenhouse, using seeds coming from adult specimens from a Sicilian private garden. An easiness of multiplication, a good increasing index, a simplistic cultivation and a high phytopathy resistance were pointed out from the experiment. These good results encouraged to continue the studies on this species, therefore a second experiment, object of this work, was carried out on the use of different plant breeding techniques. Two different lightness conditions were tested (under full light and under shaded light). Shaded plant grew in a wooden greenhouse covered by 50% white shade cloth. Each lot was divided into two parts one of whom was covered by a black polypropylene mat where containers were placed. The other containers were filled in the second part of each lot. Plants have been bred in 22 cm diameter plastic containers. All plants were three years old, 80 cm tall approximately and they had three leaves each on average when the experiment started. The same plants were used in the previous research. A distance of 1.00 x 0.80 m has been adopted between the containers. A 6.5 pH substratum was used with the following composition: red Mediterranean soil (50%), blond peat with a 3.5 pH (15%), amended peat with a 6.0 pH (15%), equine and bovine manure (20%). During the three years of research on A. cunninghamiana a good growth rhythm was observed on these palm trees when bred in right light and thermal conditions. The climate of "Conca d'Oro" had not represented a limitant factor for the biological activity of the species. The King Palm grew easily when shaded, direct solar radiation slowed down its development or it caused palms death if the other conditions were not optimal. Burial of containers advantaged palms once its were acclimatated to the new condition. Filled plants of A.cunninghamiana grew with a faster rhythm than not filled in the second period of the experiment. Burial and shading resulted the best combination for obtaining good-looking plants in a relatively short time.

TOURISM DEVELOPMENT BY COOPERATION BETWEEN TOURIST FIRMS AND BANKS

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Key words: tourist cooperation, certificate of deposit, tourist programs, banks

Abstract

International tourism is considered one of the important aspects which has a great effect upon the economy of the nation. Tourism industry played a great role to develop the national Income. Tourism Sector is highly affected by the political, social and economical situations of the counties, as well as the high competition between the different nations to achieve the aim of attracting more tourists. Therefore, Tourism Sector requests new ideas to help the Tourist cooperation to find new systems to ensure the increase of its selling services and profit, which assist in providing a stable situation in the market. The study mainly aims that the tourist invest a "Certificate of Deposit" in any bank and the interest of that "Certificate of Deposit" will be given for the benefit of the "Tourist cooperation" in return of obtaining different services such as Tourist Programs, Air-tickets, Sea-tickets, Trains, Busses, Boats...etc. Tourist cooperation include travel agencies, airlines companies, transport companies ..etc. The study discusses the value of that "Certificate of Deposit", maturity, interest rate and the different services which one can obtain in return of the interest of that "Certificate of Deposit". This provides the "Tourist cooperation" with a new system for selling its services, as well as having long term planning to ensure the great benefit for both the tourist and the "Tourist cooperation". Furthermore, it provides the banks with more chances to increase its Certificate of Deposit which means more investment in the nation economy. This new system can be applied nation wide, as well as overseas among the different countries. On the other hand the study is concerned with having a deal between the Tourist firms and the banks for issuing a special type of "Credit Cards" with the name of the company to allow the clients to pay for their services by installments (monthly payment). Moreover, this will increase the profit of the firms and at the same time allows the tourist to pay in a long term rather than paying cash. Consequently, the Conclusion of this study will provide us with the great increase in the tourists number. In addition to the regulation of the profitable returns and the great planning to ensure the development of the Tourism Industry.

WHAT PERSPECTIVES FOR LOCAL TOURISM DEVELOPMENT? TWO CASE STUDIES IN THE MEDITERRANEAN REGION

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Key words: local tourism development, system approach, community involvement, Esterel Côte d'Azur, STL Sulcis Iglesiente

Abstract

Purpose

Integrated relational tourism is the subject of growing interest among local development studies and territorial policies. This paper presents two case studies that can be considered potential experiences of integrated relational tourism. The aim of this paper is to argue about territorial advantage of an integrated approach to tourism, starting by an accurate analysis and a report of case studies. The final purpose is to provide new information on practices, activities, forms supporting the framework. This information allows to come up with a model able to explain a system approach to tourist offer configuration in the Mediterranean region.

Materia and Method

The framework of integrated relational tourism is considered as a capability of tourism offer to organize its activities and services around network configurations, based on community involvement processes. The idea is that a collaboration among local actors and players represents a best condition to generate a consequent integration of tourist offer. In this way, local actors are considered as the real protagonists of production and management of local resources. In fact, complex issues of participation and inclusion remain central to the creation of a sustainable and integrated tourism. This involves a different relationship between tourism demand and supply, in terms of a direct contact that, by an active involvement of local actors, is based on local tradition and territorial identity. This assumption gains more value if applied to tourism region of the Mediterranean area, where coastal areas are characterized by consolidated tourist products and, in addition, suffer for a strong human pressure. Therefore, deseasonalization strategies supporting the inland areas and promoting creation and development of new types of tourism are required. The methodology used to analyze management experiences in tourism offer, include not only tourist aspects but also all territorial components, such as national law and socio-economical context.

Results

The paper reports two different experiences of management tourist offer represented by Esterel Côte d'Azur, in French Mediterranean Riviera, and Sulcis-Iglesiente STL, in Sardinia, the Italian island. Esterel Côte d'Azur is a tourist agency for promotion and commercialization of tourist offer of Var Region, a territory includes 14 villages on coastal and inland areas among Cannes and St. Tropez. It is a public organization that handles over 140 accommodation possibilities and 72 leisure activity offered by local communities. It has involved internal areas in tourism processes and generated a diversification of local offer, targeted on common values such as hospitality, quality of life, handicraft, agriculture production, in order to obtain territorial added value.

Sulcis Iglesiente STL is a formal association provided for national law and composed by actors operating in the South West Sardinia, including 23 villages both coastal and inland area. It's a public and private partnership that promotes different forms of tourism and increases the value of attractive potential of territory through a strategic planning of territories concerned.

Conclusions

The aim is not to carry out a comparative analysis between the case studies, but use the information collected to develop a new interpretation model of territorialization of tourism policies, based on framework of integrated relational tourism. The evidences will be employed to define best practices formula for realizing an integrated relational tourism, able to respect Mediterranean identity and promote, among other things, sustainability actions, local development, interaction between coastal and inland area policies, collaboration and participation of local actors.

FARM SUSTAINABILITY AND ITS CONTRIBUTION TO THE DEVELOPMENT OF RURAL-TOURISTIC TERRITORIES

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Key words: tourism, agriculture, rural territory, systems, sustainability, indicators

Abstract

For a few decades, the Mediterranean agriculture has been weakened. Symptoms are various. A loss of Utile Agricultural Area because of a growing urbanisation, a decreasing number of farmers, an increasing land uncertainty, a land rent more and more expensive, a drastic competition for production among farmers, water scarcity, and soils pollution have occurred. Especially, rural-touristic areas have experienced this phenomenon even faster and deeply, as the (depressed) primary sector had to face a rapid touristic development. Nevertheless, farming produces services and amenities such as tourists' accommodations, identity products, landscapes promotion, biodiversity conservation, etc. These services are expected by citizens in general and by tourists in particular. As a consequence, agriculture sustainability has been questioned, while the concept of multifunctional agriculture has risen, bringing out the links between farming and the surrounding society demand. Thus, many definitions of sustainability have been set, stating several scales and different priorities: we decided in this report only to focus on the "strong" sustainability references, taking into account together social, economic and environmental dimensions. Therefore agriculture sustainability is either considered through the farm production and the farmers' practices (usually at the farm level), or through the farming amenities approach (at the territory level), but never the both at the same time. However, farming systems are included in a wider system: the territorial one. And so, on one hand farming systems contribute to the development of their territorial system through services and amenities they provide. On the other hand, they depend on it through societal demands, geographical constraints, and land-use planning. That means that both systems cannot be dissociated, and sustainability of one pertains to the sustainable development of the other. Therefore, we decided to analyse the contribution of farm sustainability to the development of its surrounding territory, in the case of rural-touristic areas. What is at stake here is indeed important for both systems: to maintain (and develop) the farming activity and to prevent a whole-tourism development and its well-known negative consequences. In fact, the method consists of determining a crossing sustainability grid giving the farming sustainability objectives in lines and the territorial sustainability objectives in column. Indicators are built for the farm sustainability on the basis of the existing methods. A first assessment is lead with this method in a rural-touristic coastal system of the French island of Corsica.

SOME ARCHEOLOGICAL EVIDENCES OF THE CULTURAL RELATIONS BETWEEN EGYPT AND THE MEDITERRANEAN BASIN IN THE FIRST MILLENNIUM B.C.

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Key words: first millennium B.C., mixed artistic conventions, Greek art, Asian culture, Libyan people

Abstract

This study aims to collect some archeological evidences that refer to the cultural effect of other Mediterranean civilizations in Egypt from the end of the second millennium and during the first millennium B.C. a period which was characterized by the interrelation cultural and social influence in the area, when many political powers appeared in the Mediterranean basin, like the Libyan, Persian and Greek powers.

Egypt occupied a very special political and cultural position in the ancient world at this time, centralized on the Mediterranean basin., very important archeological evidences refer to the relation between Egypt and the Mediterranean basin cultures could be gathered, as a fruit of those successive cultural effects, and foreign rules. The study will include some special examples of Egyptian monuments, where this foreign influence would clearly appear. This effect could be witnessed in some foreign artistic conventions attested on Egyptian monuments dates before and during the millennium B.C.. The foreign effects began with the Asian culture came in close contact with the culture of the Nile valley; this effect appeared in art, and other aspects of civilization. Scenes of the Asian people on the Egyptian monuments from the New kingdom period and until the Late period are the evidences of the relations between these people and Egypt.

Discussing other examples of the effect of Libyan civilization on Egyptian monuments would strengthen the idea, where these examples are existed on the Egyptian monuments from the predynastic until the end of the dynastic period. The Libyan succeeded finally to rule the Egypt along the Libyan dynasties during the Late period, this of coarse will produce more evidences of the relation between Libyan and Egypt. The Greeks of course have special relation with the Nile valley, and this was clear in the form of the social and cultural relations which began before the Greco-Roman rule in Egypt. In some cases a very clear Greek artistic effect could easily be noted in the scenes of some monuments before the coming of the Macedonians to rule Egypt. The scenes of the Greeks on the Egyptian monuments could be divided in two stages; the scenes in the tombs of the nobles during the New kingdom in which appeared the Greek trade missions to Egypt at those days. The second stage of relation was after the 26th dynasty from this time the Greeks were in close contact to Egypt, from this time some archaeological evidences were found refer to the relation between Egypt and The Greek people. The scenes of the tomb of Petosiris at the End of the pharaonic period and beginning of the Ptolemaic period, in which appear clearly the Greek artistic influence on the Egyptian art. Because these countries have an interlocked history linked to each other, a common cultural ground between them could be grasped. Gathering such evidences of intercultural effect between Egypt and other Mediterranean countries especially appeared on monuments, could help in understanding the cultural links of the region in this period, also the main cultural roots gathering these civilizations will be documented. The study will avoid dealing with references during the Ptolemaic period, because these references belong to a different culture, which is a mix of the Greek and Egyptian cultures and produce such different cultural product. The scope of the study will be the evidences on the Egyptian monuments, in which appear the relations and influence of the Mediterranean cultures and not the influence of Egypt on these cultures, because this need other studies apart from the Egyptian monuments in the these countries o the Mediterranean.

MARKETING TOOLS AND TERRITORIAL PROCESS: THE COLLECTIVE QUALITY MARK "RURALITÀ MEDITERRANEA"

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Key words: identity, exploitation of local products, territorial marketing, know-how and new technologies

Abstract

The local development policies and the governance question himself about strategies and dynamics that drive the processes of territory government. In the landscape of real territorial economies, tourism sector implicates strategic choices of exploitation and promotion. In this domain, the Integrated Relational Tourism looks with interest at the product organized according to shared qualitative criteria, for the exploitation and the creation of synergy among territory's real resources, and establish a satisfactory relationship with inhabitants and places. Is common belief that own territory must have a prominent role in the market and, while they try to rationalize the resources and to get the maximum output from the potentialities, the course which, from the recognition of the existence of unique resources and unquotable, strengthens and also confers to the territories market value. In a contest of territorial appeal and competitiveness, the present contribution wants underline one of the themes connected to the territorial marketing, namely the importance of the marks area. It will be possible to trace which are the primary elements of the territorial marketing and which are the communication's strategies for promoting an area in his complexity. Besides we can show the benefits of the use of a collective mark, especially through the experience of the collective quality mark Ruralità Mediterranea.

Reference theme: the local development, exploitation's and promotion's systems for integrated management of territorial resources in circle of the rural Mediterranean areas.

Prevailing approach: methodological

Best practices in the tools of territorial marketing

In the rural world the information to the consumer - in terms of products and services pawn offered - is tied up to collective tools. Quality and peculiarity are elements appreciated and researched by the final consumers. Exploitation and promotion of the quality through marks or certification tools is a practice spreads to every sector of economic activity, also in tourist area. Marks symbolizes a instrument to identify standard and/or qualitative criteria, in the agro products as in the tourist services, in a collective plan which valorizes territorial identity and warrants the consumer about the quality. So the mark assumes triple nature of sign of identity, discernibility and origin from a stated and warranted territory. In this area, starts the collective mark "Ruralità Mediterranea", been born for admitting operators of rural Mediterranean areas. The mark allows to the local entrepreneurs to organize an integrated offer, it warrants the quality of the services and it becomes tool of exploitation and promotion of the different sectors: hospitality, food farming and wine and food, handicraft productions.

'FROM FISHERIES-RESOURCE TO SEA-RESOURCE', FISHING-TOURISM AND TOURISM RELATED FISHERIES ACTIVITIES AS A DRIVING FORCE FOR THE RE-CONSTRUCTION OF GENERATIONAL CHAIN OF SEA-VILLAGES IN THE MEDITERRANEAN SEA

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Key words: sea, fishing-tourism, sea villages, generational chain

Abstract

The Mediterranean Sea instead of unifying has contributed for centuries to the division of peoples living on its shores. But long lasting wars and fighting have forced these people to transfer habits, customs, traditions, and arts that have been transformed into a cultural background of material and immaterial knowledge that have become factories, monuments, works of art and of human ingeniousness, typical of the Mediterranean sea and its identity. Emporium, markets, places of trade have characterised the countries on the Mediterranean Sea. Sea routes and land routes were witnesses of transit of people sharing the same 'Mediterranean genetic code' thus exchanging their knowledge. Which is today the state of identity they have in common? Can we still talk about identity as a new 'value' that can unify instead of dividing, and as a consequence contribute to the re-positioning of marginal areas? We come from the sea and we go back to it in a moment of 'homologated tourism'. This leads us to the old 'shoreline' re-considered as a generator of a new tourism segment that is central to our approach that is 'integrated relational tourism'. The shoreline, inside maritime villages becomes the core of a system between sea and land. It means a pivot that can develop new relationships on the territory as a whole, where human beings and their old activities generate attention to native places and their growth. Inhabitants can have new roles and functions to heal old wounds and old political and social incrustations which have stopped development. I would like to point out statistics of the last twenty years about people working in the fishing sector in Sicily. They have passed from 20,000 to just 13,000. They are an extraordinary and unique example of vanishing anthropological abacus, to whom we want to re-assign a strategic and central role. They are real 'ambassadors of Mediterranean relationships'. Maritime villages and sea-people have the task to contribute with their material heritage and immaterial knowledge (craft and fishing techniques) to the creation of a relational network.

Museums, sea-libraries, documentation centres, anthropological studies are all activities that can be done by this new social group, for their own cultural interests. Fishing-tourism and tourism related fisheries activities represent in Italy two growing tourism segments, a countertrend in 2007 and 2008. Lead roles in sea-tourism are men and women that, in a one-to-one relationship, are witnesses of a vanishing culture. In fishing-tourism there is interaction between hosts and guests and often duties are exchanged in wise game of roles. We believe this kind of tourism can re-generate the 'generational chain', which is the ability to focus on the old age, patrimoine vivant, that can give their sons (fishermen) the proper trust to continue with fishing activities, staying in the territory, that as a consequence is nourished by its inhabitants. Any tourism activity has the aim of reaching potential users, without which the system cannot become virtuous, producing revenue, social growth, and local development. Fishing-tourism can produce a higher cultural value of maritime villages as an expression of a cultural heritage.

DEVELOPING IRT APPROACH IN THE AREA OF CENTRAL SOUTHERN SICILY THROUGH GOVERNANCE AND STRATEGIC PLANNING

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Key words: IRT, Integrated Relational Tourism, governance, strategic planning, Sicily

Abstract

The paper presents a case study concerning the development of IRT approach in the area of central southern Sicily, the ample portion of territory surrounding Agrigento and its Archeological Area known as "The Valley of Temples". This has been inscribed in the Unesco List of World Heritage in 1997, due to the fact that Agrigento was one of the greatest cities of the ancient Mediterranean world, and it has been preserved in an exceptionally intact condition. Its great row of Doric temples is one of the most outstanding monuments of Greek art and culture. Despite this uncommon characteristic, touristic development in the area is still latent and the "Valley" has become somehow a bulky presence, more than a resource for development. Any hypotheses of touristic development in this area has been mortified by the bulky presence of the "Valley of the temples", that has assembled on itself every attention of the operators, who seem to found every hypothesis of tourism development in the area upon the wrong idea that the "Valley", more than an unique resource, is the only resource of the area. Coherently, the rest of the territory and the same city of Agrigento have little appeal for tourists, who perceive the Valley as the only motive for visiting Agrigento, "a pearl" set in a non suitable context, while a lot of deserving areas of great interest are nearly unknown. Instead, the wide area surrounding Agrigento - which on the coast goes from Sciacca to Gela and can include the minor islands Linosa and Lampedusa, and in the inside goes up to Grammichele, Caltagirone, Armerina Plaza, Enna, Caltanissetta, S. Angel Muxaro, Caltabellotta, Racalmuto, while - own a cultural and natural heritage rich of tangible and untangible assets potentially functional to the development of new types of tourism, which can re-launch these inland areas, through the re-discovery of their authenticity and local identity:

1. small prehistoric archaeological areas and Hellenistic-Roman ruins, Palaces and Castels, abandoned sulphur mines which constitute today forms of industrial archaeology, fascinating landscapes and farms in the rural territory, sites of naturalistic interest, and other testimonies of merit;
2. unique local productions;
3. a tradition of quality in arts such as literature, theatre, music, singing, picture, sculpture.
4. This area of Sicily is historically identified with the cultivation of wheat and the extraction of sulphur. By the mid of last century, with the decline of the former and the abandonment of the latter, these territories have been experiencing a progressive but constant loss of value and economic wealth, with the consequent loss of identity. As it often happens to areas experiencing such a decline, the loss of values, practices and customs has led to the abandonment of an important number of buildings - both in the historical centre of small villages and in rural areas -, some of which are of undeniable historical and architectural value. The Integrated Relational Tourism (IRT) Model can contribute to activate those micro-centralities in close connection to agriculture, craftsmanship, small industrial enterprises and family businesses and all the existing activities in the area founding on the principles of the capillarity and subsidiarity.

Public and private actors are working out a strategic planning aiming at the creation of synergies among:

1. Integrated projects of agricultural development, together to the expansion and the retraining of the tourist offer of the rural territories.
2. Politics of development and search in the sectors: energy, refusals, water for civil and industrial and agricultural use, together to the politics of guardianship of the local naturalistic resources and the preventive management of the risk idrogeologico and seismic.
3. Politics of guardianship and exploitation of the cultural goods intending complementarizzare such actions with those that will be implemented by the Valley of the Temples. The paper describes the process followed for the strategic plan and its contents.

BOOMING EMOTIONS. NEW MEDIA AND TECHNOLOGIES FOR THE DEVELOPMENT OF RELATIONAL TOURISM

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Key words: Tourism, culture, audiovisual, new technologies, impact

Abstract

Both natural and cultural heritage, in their broadest sense, have a consistent and widespread presence across the Mediterranean, with international recognition for their value as a “heritage for humanity”. Social, cultural and economic development policies can stimulate natural and cultural heritage, with campaigns to transform “territorial qualities” into “territorial attractions”. This means exploiting economic opportunities in the territories, while respecting the constraints of the various systems governing resources for this work. Starting from the idea that the 21st century tourist is hugely interested in local culture and inhabitants’ customs and habits, wanting a full-immersion experience of places visited, this means priority must be given to the most efficient strategies and policies for a modern and sustainable territorial development. This should be elaborated only after careful analysis of the latest cutting-edge techniques and the most significant international know-how, paying particular attention to the virtuous relationship between relational tourism and natural/cultural heritage, and the primary role new technology and new media play in this relationship. So, the aim of our research is to reconstruct the value chain of cultural tourism so as to understand the elements and players that are truly strategic to generating value for the sector and within the territory, and to re-draw the system of cultural-tourism production/management/distribution/promotion. We start from a wider concept of culture: an expression of the various socio-cultural and geographical identities, not merely artistic-historic heritage but also the heritage of folklore traditions, fine dining and above all, within the human dimension. These are things that the tourist - no longer merely a consumer - would now like to understand and possibly enrich as a result of their presence and the network of relationships they create. The introduction and increasingly widespread use of new technologies represents – at least potentially – a revolutionary tool enabling cultural societies and public administrations to improve their production and management activities. Examples include territorial cards integrating tourism and culture in a location, or downloadable guides for multifunction mobile devices (with user tracking systems and georeferencing). Technological innovation provides many different tools; internet, multimedia guides and audiovisual products are crucial to developing experiential tourism. They offer: a multi-disciplinary approach, easily adapted to different targets; user interaction, whether in concrete form or on an emotional level; innovative languages to spread cultural content to a wider audience – especially youngsters – as well as stimulating tourist and cultural consumer alike. In this sense, the research will examine the use of audiovisual products, which seem fundamental for encouraging the development of relational tourism. Audiovisual works infuse the location where they are filmed or the territorial products featured with a significance, imbuing them with a passion and an atmosphere that reflects a precise socio-cultural context and condition, enriching and sometimes transforming a destination’s brand, conjuring up an image of a potential experience in a territory. Cinema and TV drama can alter reality, leading the viewer on a journey through a different world; a world of places, events and emotions that can sometimes also be re-created in real life. Indeed, cinetourism is the realisation of the filmic dream because it allows tourists to personally experience the locations, atmosphere and culture that paint a film’s backdrop. So, locations can and must assume an active



role in cinema, moving from merely providing a backdrop to actively disseminating a territory's environmental, cultural and human resources, at home and abroad. Furthermore, audiovisual production incentives have a real economic impact on the territory, as proved by the work of the European and Italian Film Commissions, breathing new life and dynamism into poverty-stricken areas or those that are fossilized in the splendours of the past.

TOURISM AND CULTURE: ALEXANDRIA AND CULTURE INSTITUTIONS TO IMPLEMENT TOURISM AND ECONOMIC DEVELOPMENT

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Key words: cultural tourism

Abstract

In recent years, the cultural tourism industry has faced many changes due to the evolution of the economic, political and legislative systems. Once tourism was considered a simple trade sector, now has turned into a complex global market.

This study aims at investigate what is considered one of the most remarkable traits of development since the mid 20th century, which is to say the mobilisation of tourism as a preferred form of economic development at local, regional and national level. Indeed, many multilateral and governmental organisations have integrated tourism firmly into economic development strategies in recognition of its potential and as a response to particular moments of crisis. Tourism is in fact foremost a form of economic development which has cultural resources at its foundations. However, it is also a form of development that although bound to economic realities is nonetheless a mean by which individuals and societies can access to and gain insight of one another's places and pasts and enhance economic growth. Tourism should be therefore prioritised as an important driver for economic development. Specifically is increasingly of interest in this study the urban context given that cities are full of history, art, culture and traditions. This huge heritage has always been a main attraction for tourists: this study will move then to investigate institutions, and cultural industries.

Tourism has a critical role to play in facilitating and shaping intercultural dialogue. At a basic level it provides for direct encounters between peoples from different cultures. Culture-oriented tourists are a new, emerging, category of travellers. They live a vacation as a learning experience - an opportunity to discover unexploited resources of an area.

In the Mediterranean basin the cultural heritage is enormous and therefore there is a huge potential market. The Mediterranean culture is permeating artefacts, traditions, and ways of life of several countries in this basin, creating a wonderful background for mutual understanding and cooperation. Egypt, for example, has traditionally positioned himself at the elite market by exploiting its cultural heritage, and according to World Tourism Organization, WTO, it will be able to maintain this leadership among MENA countries (Middle East and North Africa). The specific city chosen in Egypt is Alexandria, that has an atmosphere that is multicultural and its ambience and cultural heritage distance it from the rest of the country. There are many research centres and cultural institutions that make the city a dynamic environment. The new library of Alexandria is a connection link of Egypt heritage and the heritage of the world able to attract researchers from all over the world. The aim of this study is to offer the institutions some practical suggestions for boosting cultural tourism. We therefore investigate this environment to better understand how the tourism sector - and the cultural tourism in particular - can help boost economic growth. Cultural tourism in fact can play a locomotive role for a number of other important industrial sectors: boost GDP, job creation and well-being in general.

AWARENESS OF ISLAMIC TOURISM IN A NON-MUSLIM SOCIETY

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Key words: Mediterranean; Islamic tourism; Marketing strategies; destination management

Abstract

According to the 2007 CIA World Factbook, the estimated world population has risen from 2.5 billion in 1950 to 6.7 billion. Among them, the number of Muslim people is around 1.4 billion, roughly one-fifth of the world population. Given this enormous market segment, from a business perspective, it is most critical for tourism developers in Mediterranean area to integrate Islamic tourism into their strategies and seek different “modus operandi” grounded in destination management. The purpose of this study is to examine, through the case of Taiwan, the development of a new type of tourism, Islamic tourism in a non-Muslim society, allowing the establishment of integrated tourism that builds on synergies of the resources and relationship with the inhabitants of the areas visited. The awareness of tour associates for Islamic tourism in Taiwan will be addressed, particularly concentrating on international Muslim travelers for recreational, leisure, or business purposes, not pilgrimages and thus identifying the nature of the Islamic tourism market. After the attacks of September 11, 2001, a growing number of visitors from North America, Europe, and Japan declined tourism destinations in the Arab world, whereas Arab tourists spent their holidays mainly in Arab and other Muslim countries (Dabrowska, 2004). Muslim countries such as Lebanon, UAE, Egypt, and Malaysia benefited from the shift in the Muslim tourist flows because these countries tend to more easily satisfy their specific needs in customs and religious practice (Dabrowska, 2004). In recent years, researchers have identified the emergence of a literature characterized as Islamic economics. Many financial institutions have proven profitable, and some are expanding rapidly by adopting business strategies that meet the needs of Muslim customers in most parts of the world (Kuran, 1995). Consequently, service industries in Islamic and non-Islamic countries are increasingly aware of the commercial need to offer services which are specifically tailored to meet this sector of the interactional market (Chuah, 2006).

A number of initiatives to support Islamic tourism took place over the past years in Taiwan, allowing the country to promote international tourism and business travel between Islamic countries and the Taiwan respecting ethics, and Islamic religious values (CHN Foreign Desk, 2007). Based on the case of Taiwan’s market entry of the Islamic tourism, tour associates in the Euro-Mediterranean region, with the advantage of geographic locations close to the home of a vast number of Muslim inhabitants in the Eastern and Southern Mediterranean areas, could develop a new business strategy for the region’s tourism industry by integrating Islamic tourism, thus allowing to offer a large variety of Muslim travel options in the Mediterranean area.

THE “FOOD EXPERIENCE” OF TOURISTS IN SICILY; STEROTYPES, EXPECTATIONS AND SATISFACTION/DISSATISFACTION FACTORS IN THE ONLINE TRAVEL BLOGS

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Key words: Internet, food experience, blogs and hotel reviews on line, web communication, customer-generated, destination image

Abstract

The Internet is immensely popular with travellers and widely used by the tourism industry. Travel sites have become the most widely utilized online channels for booking and purchase travel, lodging, and complete vacation packages for millions of travellers around the world. The role of an Internet website has changed from a simple indication of presence on the World Wide Web into a vital marketing and customer communication tool. Today, a website represents a new platform for customer interaction. The Web offers spaces for spontaneous communication that represent a strong enhancing of the traditional word-of-mouth, with valuable “customer generated” information and comments, regarding both the tourist services and the destination in the broadest sense with his specific characteristics. The establishment of those factors which contribute to the overall life satisfaction of a travel experience, obtained through a spontaneous information source, could be used periodically by industry experts to gauge the “health” of the industry in its contribution to the overall life satisfaction of tourism consumers. Among the factors above mentioned, the so-called “food experience” is of course important for a lot of different destinations, but this is especially true for Italy. The importance of food in Italy (and in the Mediterranean area in general) is well-known around the world, very often through stereotypes, and this cannot avoid to have an influence both on the expectations before the vacation and on the final level of satisfaction of tourists. This paper is part of a wider research in progress about the word of mouth on the web, seen as a public image of a region, a town or a specific lodging service, becoming another crucial parameter in consumer decision-making. The research intend to understand the significance of the Internet as a communication medium and e-commerce market for the tourism industry and vacation consumption, and to describe the contents of travel blogs, tourism forum, travel reports and hotel reviews regarding a single region of Italy (Sicily). This article is dedicated to the contents of the hotel reviews and travel blogs in Sicily, considering causes of satisfaction/dissatisfaction food - related. After a website selection made through the page rank of Google, the comments contained in travel reports of tourists in Sicily after the travel experience in a given period (2004 - 2008) were analysed and selected considering the presence of mentions, positive or negative, of any kind of experience regarding food in Sicily, and their frequency. The satisfaction/dissatisfaction factors regarding various aspects (time and logistic, prices, variety and quality of food, the existence of a language barrier) have been divided into related to a service (meals in a specific restaurant/hotel) and general about the destination (especially in comparison with the rest of Italy).

THE ROUTE OF FOLK GROUPS OF LEIRIA'S REGION (PORTUGAL): LINKING TOURISM, IMMATERIAL HERITAGE AND CULTURE. HERITAGE VOYAGING: LINKING TOURISM, IMMATERIAL HERITAGE AND CULTURE THROUGH A ROUTE OF FOLK DANCE GROUPS IN PORTUGAL

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Key words: traditional dances, leisure, tourism, culture, immaterial heritage

Abstract

Culture and heritage are the joint on the destinations' search by visitors. The existence of touristic itineraries previously traced is determinative to offer to the international culture and the tourist a small sample of some traces of the region or county's individuality that help fixing the context of our identity. Cultural heritage and cultural diversity are important factors for planning the history and the future in a perspective of supported development. A world based on the values that folklore transmits is a world walking towards fraternity between the peoples, translated in a universal language expressed by friendship, knowledge, respect and acceptance of others. Visiting other destinations and respecting them is a way to peace and union between the peoples, to tolerance and opening, sharing the common obligation which is to defend and protect heritage. Dance is a universal activity, a language of all the peoples which, nowadays, is getting a new meaning in people's lives. Folklore is a fundamental part of the human life and an integrant part of all the peoples and folkloric dances are a living phenomenon which must and can contribute for the society's development. This is a way of showing the historical and cultural roots founded in our people. Each dance helps telling a story through the music, the verses, the costumes, the crafts, the fashions and the ways of being, that give it its own expression. Following the idea that also the immaterial culture must be in the heart of the destinations and in the visitor's experience, our work consists of the construction of a touristic tracing of the folkloric groups of Leiria's region. This tracing includes only the groups that have estate and pieces with patrimonial value that can be shown to the visitors. These pieces are treated, preserved and exposed with the help of an anthropologist (costumes, ceramic, working or musical instruments, etc.). On the other hand, the visit is complemented with videos and projections that include the traditional songs and dances of each locality. This product is spread out by the local Tourism, complemented with a flyer (unfoldable) about this route, and its inclusion on the website of Leiria/Fátima's Tourism region. Includes immaterial heritage in touristic tracings is a way to learn with customs and folklore of other countries and is a mission about protecting the tradition of the whole world communities and a right and duty of each one of us.

USER CENTRED DESIGN FOR THE BIVONA CHAIR

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Key words: user centred design, ergonomics, target group, styling, usability

Abstract

User Centred Design is very sustainable! A statement that might not go down easily and that is why I want to elaborate on it. Sustainable products are oftentimes durable products. Durability is not just colligated with hard core engineering, like material-usage and construction for example, but also with the design; lets say styling, and usability.

The styling part refers to the taste of the consumer and the user, two entities that are not necessarily one and the same. In design we call these two entities 'target groups'. The 'taste' for certain style-characteristics differs greatly between individuals and changes with the era, the area and our changing age. It is the designer's job to research the target group's common likings, which can be done with the aid of methods from divers disciplines, and then try to visualise, concretise, a desirable product for the specified target group(s), choosing form, material, colour and texture. Usability depends on ergonomics; physical, sensory and cognitive ergonomics; a complex matter, which goes beyond the simple sum of adding one and one together. Developing a vision on the usage, creating lets say a storyboard, is usually a strong starting point. This so called 'usage scenario' offers to the design-team both inspiration and insight in the limitations and restrictions in usage and of 'the user'. This scenario is the backbone for formulating criteria from fields like ergonomics, anthropometry and psychology. The ultimate challenge is to design for the 'latent desires' of the potential consumer and use; User Centred Innovation and not make something existing fit into a new coat. When the designer is able to check in on that level, and with styling and/or features is able to design a desirable product that is new to the world, it is well worth the risk. The way of presenting these fundamental steps in today's product development will be by presenting the steps and results of a weeks workshop in which students of the faculty of Design at Palermo University worked through a series of methods and mindsets in order to come up with new ideas for the Bivona chair. This "Sedia di Bivona" is a chair with a rich history, but, as it seems, without future if business doesn't change; the designing of a new product is crucial to the future existence of this local industry. Thus sustainability in this case had also to do with the pre-existence of the arts- and craftsmanship in the village of Bivona. The needs and wishes of the mayor and the manufacturers revolved around the art of working the natural materials, preserving if possible old techniques and the labour places in the village, which 'sustain' their society. Many of today's design guru's note that considering the consumer's and user's needs and desires is fundamental for design in this day and age. Not technical innovation but User Centred Design will make the sale. Also for "La Sedia di Bivona"!

GOVERNANCE MODELS FOR AN INTEGRATED AND SUSTAINABLE TOURISM SYSTEM FOR MEDITERRANEAN COUNTRIES: THE CASE STUDY OF SPAIN AND MOROCCO

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Key words: governance, tourism management, partnership public-private, cultural heritage, sustainable tourism

Abstract

Traditions and cultural identities of small villages, rural town and fishing communities, in the second half of last century, has been upset by an abnormal growth of hosting infrastructure along the coastline. That growth, encouraged by the governments and their politics propelling the tourist industry, has been focused in maximize the accommodation capacity and the financial cash flows. Direct consequence is a widening of the gap, either at national than regional scale, in terms of wealth between 'centre and periphery'. Changes in demand have called back into question the old model based on heliotropism and long beach vacation. Nowadays touristic offer is more and more customized and tailor made for visitor that pay closer attention to environment protection and conservation of the cultural heritage.

That led to the application of marketing and management approach holding up the safeguard of the public interest and cultural heritage. That governance, borrowed from the corporate area, needs a new idea of public action starting from sharing interests and points of view of all actors involved into the development process considered in all its aspects.

The present work intends to focus the analysis on planning politics that marked the keystone in tourism development of some of the Mediterranean Countries. In particular, it aims to deepen the cases of Morocco and Spain that have recorded high performances in recent past and positives outlook for their tourism industries, and to compare effectiveness of their politics with ones followed by other competitors overlooking on the inland sea. The study aims to investigate strategies pursued and how connection between public and private interests, national and local needs has been arranged. The goal is to stress the point that a suitable and appropriate bottom-up approach leaning toward the enhancement of tangibles and intangibles assets of a land system could be a competitive edge in the socio-economic development and integration of the Mediterranean Countries.

THE MEDITERRANEAN TEXTILE POLE IN THE DISTRICT OF MELILLI. A PROSPECT OF EXPLOITATION TERRITORIAL, RELATIONAL AND INTEGRATED

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Key words: Mediterranean textile pole

Abstract

The Foundation "Melilli Polo Tessile del Mediterraneo" (Mediterranean Textile Pole), recently formed, it applies to a central and profound conceptual innovation of the idea of territorial development in Sicily, with the explicit goal of the entire textile chain governance (from the production of herbs to the realization of dyeing fabrics, dresses and costumes on stage), according to technical and craft surveyor traditionally understood. The trans-disciplinary vocation and the role of ethics which characterize the purpose, are a prerequisite for the recovery of a critical area today, which you can apply to open laboratory for the future establishment of an spreaded eco-museum. The model of governance and the museological category identified indeed allow reading, analysis and proposal for conversion of land different and alternatives to model unique and highly pervasive that the petrochemical district of Priolo-Augusta-Melilli currently imposes. This virtuous process - not necessarily be considered an antagonist of the existing, but, in contrast, can become a stimulus to the improvement of industrial quality - not only fuels the debate and argument between the scientific community, the civil - institutional components and the petrochemical pole, but it is causing in time a different awareness of the local potentiality, of local skills and objectives to be achieved in the medium and long term. The "Mediterranean Textile Pole" offers a healthy, productive, high skills and strong ethics model to the local community. It provides young people with awareness of new and different environment-friendly production processes, as well as to self-employment in various sectors identified. From this elevation follows the conceptual placement in the territory of a different model of fruition, because the space so revised - with the establishment of the Park of officinal and dyeing herbs, the starting of the mills for dyeing, weaving, embroidery and lace, the costume and tailor's workshops, the laboratories of restoration and servicing of textile and dress -, these new productive points, changing the features of the space in "a culturally determined place". The union of these points becomes net and the willingness of its operators to supra local dialogue, becomes an alternative pattern and dragging factor to complementary expertises, contiguous or subsidiaries which, if elevated to system, outlines the prospect of an eco-museum. Meaning with such expression, today in progress in many clusters of ancient Italy and the world, the relocation, the systematic organization of property (tangible and intangible), of human knowledge and traditional production activities (but also of industry already historicized, or industrial archaeology) on a given territory, resulting in the identification of integrated thematic itineraries, available in several profiles and aspects (manufacturing, educational, tourist, devotional, etc.).

OLIVE CULTURE IN THE MEDITERRANEAN AREA: FOLIAR NUTRITION EFFECTS ON CHARACTERISTICS OF OLIVE OIL QUALITY

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Key words: olive culture, olive oil quality, foliar nutrition, potassium effects, Mediterranean diet

Abstract

Olive oil is one of the main products consumed within the Mediterranean diet. Fruit and olive oil quality depend on a combination of morphological and physical-chemical characteristics. These, with nutritional and sensorial characteristics give the olive oil a real nutritional value and at the same time can diversify standard and dietetic value. There are numerous olive varieties cultivated and olive oils typologies proposed to the consumer. The wide choice and variety can be further increased by clear nutritional markings related to the development of culture techniques, whose goal it is to enhance olive oil characteristics. Olive oil is mainly composed of triglycerides and for 0.5%-1.0% by non glyceride compounds. It contains about 30 phenolic compounds such as vitamin E and carotenoids with a strong antioxidant action (Tuck e Hayball, 2002). Antioxidants such as vitamin C and E have a nutritional value, whereas flavanoids, polyphenols and terpenes have no nutritional value (Lindley, 1998). Antioxidants play an important role in preventing the appearance of damage due to oxidation of biological macromolecules, which are responsible for cellular senescence and severe disease (Lindley, 1998). Oleuropein, hydroxy-tyrosol and tyrosol are the main phenolic compounds found in olive oil (Tuck e Hayball, 2002). Hydroxy-tyrosol is responsible for the typical sour flavour in not mature olives (Briante et al. 2002) and it hampers the free-radicals (Visioli et al., 1999). In some studies found that in particular hydroxy-tyrosol reduces the risk of cardiovascular diseases and arteriosclerosis (Griffagnini et al., 1994).

The content of antioxidants in olive oils depends on several things: varieties, also related to seasonal climatic changes and cultivation techniques (Amiot et al., 1986); the fruits' maturation phase and harvest time (Briante et al., 2001; Gimeno et al., 2001); methods of extraction (Gimeno et al. 2001), as well as irrigation and mineral nutrition.

In some studies it has been observed that olive leaves are able to absorb nitrogen and share it with the various growing plant's organs such as fruits (Policarpo et al., 2006). It has also been observed that too much nitrogen can reduce the polyphenols in the olive oil and increase the tocopherol quantity (Fernandez-Escobar et al., 2006). Other specific nutrients like potassium and microelements, given to the plant when it most needs, can directly influence the final phases of fruit development and indirectly, olive oil quality characteristics. The differences in polyphenolic content related to the foliar nutrition can be really interesting because they could provide the opportunity to influence the health characteristics of the final product. Armandoriano and Uccella (2000) have highlighted that some biophenol compounds decrease proportionally during fruit maturation phase, whereas their derivatives increase.

The present study has allowed us to individualize typologies and time of supply of foliar fertilisers. In particular, it has been observed that the supply of foliar fertilisers with a high quantity of potassium given to the plant during the phases between seed hardening and full maturation increase oil yield and improve nutritional and health value.

ENERGY PRODUCTION FROM OLIVE MILLING EFFLUENTS: TOWARDS ENERGY SELF-SUFFICIENCY OF SMALL AND MEDIUM ENTERPRISES IN MEDITERRANEAN RURAL AREAS

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Key words: bioenergy, agro-waste, combined heat and power, mediterranean rural environment

Abstract

The purpose of this work is twofold: 1) Calculating the energy content of the residuals from olive oil production: Olive milling effluents (OME) and 2) Evaluating technical and economical feasibility for a small scale cogeneration plant, to produce thermal and electric energy from a) direct combustion and organic rankine cycle (ORC) turbine and b) from anaerobic digestion and internal combustion engine. The olive agro-industrial sector have a major economic importance in Sicily and the Mediterranean. Sicilian annual production of olive oil is more than 55.000 t produced by milling about 380.000 t of olives. The large amounts of by-products, more than 300.000 of OME are in almost all cases under-used, although they could be converted into a zero cost of the waste at the point of origin. In this context, the present work describes an estimate of plant size, and an economic analysis of direct combustion + ORC turbine and anaerobic digestion + internal combustion engine waste-to-energy solutions using industrial olive by-products in Sicily. The fuel is dry olive husk waste (OH) and olive mill wastewater (OMW) sludge. The analyses allowed calculation of total calculated specific costs [€ GJ⁻¹] with respect to the lower heating value (LHV) for both direct combustion and anaerobic digestion. The logistics component of the cost, corresponding to trucking the biomass to the power production plants is of greatest economic importance, for this reason calculations suggested to reduce the plant size. This choice allows also to take advantage of recently defined Italian subsidies for small size power plants. The subsidies are particularly attractive when biomass is collected from a radius of 70 km off power plant. The results are compared using standard economic indices-net present value (NPV), profitability index (PI), internal rate of return (IRR), and compound payback time (PBT). A series of analysis have been conducted on olive OME from plants located in Partinico (north west of Sicily) and Casteldaccia (north east of Sicily). A full characterisation of the biofuel was followed by trials of laboratory scale anaerobic digestion, returning biogas yields and time to regime using cow manure as inoculum. On the other hand OME were dried up, finely milled and pelletized to evaluate their suitability as solid biofuel to be destined to direct combustion in small sized plants. Though there are studies aimed at evaluating the potential energy content of ligno-cellulosic biofuels, few concentrate on OME and virtually no study yet directly compares combustion technology with anaerobic digestion as alternatives. Moreover this is the first experimental analysis of this kind in Sicily. The study is particularly relevant for Italy since the actual Italian energy plan tends to promote micro and small energy generation units more than big industrial plants. More so for Sicily, where agricultural property is fragmented, and the orographic conformation of the region would not allow for the type of extensions which other kind of biofuels would require. Residues from olive milling identify new readily available opportunities for local economies and energy saving. This case study determined the feedstock physical properties to be used in biomass power plants both for anaerobic digestion and direct combustion. Using this data, cost estimates for the collection, processing, handling, and storage systems/infrastructure as well as cost targets for plants has been estimated. This case study demonstrates that the overall performance of bioenergy systems can be remarkably consistent for certain types of production and conversion processes when applied in appropriate situations. It shows the opportunity to integrate biomass with the local economy, culture and environmental conditions, while delivering renewable energy in an efficient way. More research should be conducted in this field as to evaluate the long term effect of this practice with respect to the fact that small scale cogeneration plants have not been sufficiently tested in the long run functioning. More tests should help evaluating their reliability and their energy conversion efficiency.

CHANGES IN TOURISM DEMAND BETWEEN VIETNAM AND CHINA

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Key words: Vietnam, China, tourist arrivals, dynamic shift-share analysis, tourism trade

Abstract

The WTO estimates that in 1950 only 15 countries received about 25 million international tourists, but in 2000 over 70 countries received more than one million tourists per annum. Noticeably China (PRC) is now ranking amongst the top 15 tourism destinations. Tourism is a form of trade whereby arrivals are exports and departures are imports. Because of the huge value of tourism trade worldwide, the balance of trade between any two regions is important in terms of the overall redistribution of wealth. Currently, tourism is the main source of transferring funds between regions. Hence, the larger the flow, the extent of the balance could change for any region. Also as tourism is the main source of transferring funds from the developed to the underdeveloped countries, the Asia growth in its tourism imports is in a more favorable position. It is increasingly important to measure the changes in demand between markets. Many tourism organizations are attempting to determine who their future competitors are, and which markets are impacting upon their own arrivals market. The Vietnam market seems to be a potential competitor for China. This assumption is based upon the facts that both countries cover similar climate zones, have increasingly similar service standards and have similar attractions, but that Vietnam is emerging and new. A direct comparison of arrival numbers indicates that China arrivals growth is stabilizing and that growth to Vietnam is dynamic. However, it remains unclear that the growth in tourist arrivals to Vietnam is at the expense of China. Dynamic shift-share analysis can be used to measure competitive changes in arrivals demand. The method used is relatively simple to calculate and uses data that is generally available for a wide range of markets. In a competitive world market this method is capable of testing the competitive effect between two markets. As such it provides a useful industry tool for the analysis of markets, and in particular the relative significance of competing markets. It can be used over time, and provide a longitudinal tool for the measurement of market change, to evaluate potential market challenges as they develop, and to provide insight into future problems and prospects. Data on international visitor arrivals are obtained from the Yearbook of Tourism Statistics, Madrid: World Tourism Organization. The regions in this study include Africa, Americas, Asia, Europe, Australasia and the Middle East. Data are the arrivals by country of residence from abroad, at different periods (1995, 2000 and 2005). In this study we have used shift share analysis to investigate relative changes in tourist arrivals to Vietnam between two periods, 1995-2000 and 2000-2005. The results show over time Vietnam has experienced an increasing growth rate in tourist arrivals from main world regions compared to China.

CRUCIAL SUCCESS FACTORS FOR CLUSTERS IN THE CONTEXT OF RURAL TOURISM: LESSONS FROM THE GREEK EXPERIENCE

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Key words: clusters & networks, rural tourism, crucial success factors, Greece, case study

Abstract

The tourism industry is characterised by a highly competitive global market. An increasingly predominant mode of organisation of a thematic destination comprises a network or cluster of tourism-related businesses (Lazzeretti & Petrillo, 2006). Research suggests that networks and clusters can provide a framework for small and medium-sized tourism enterprises (SMTEs) - which do not possess either the resources or organizational capabilities to survive on their own - with opportunities to operate in this competitive environment. One of the most exciting developments in tourism in the 1990s was the development of new forms of partnership based on shared participation in the tourism management and marketing processes at destinations (Middleton, 2002). The challenges facing tourism businesses in rural areas have long been recognised, among others by Wilson et. al., 2001; Hall, 2005; Sharpley, 2005. The significant role that proactive partnership between public and private sectors can play has been stressed by several authors (e.g. Middleton, 2002); and for many years, these partnerships were a favoured method of addressing the problems faced by SMTEs in a highly competitive market. More recently, however, attention has focused on the contribution of clusters/networks as a means of generating positive economies for tourism businesses and regional competitiveness (Porter, 1998; Poon, 2002). The literature suggests that clusters and networks are efficient management and marketing tools. They are becoming increasingly important as destinations and regions seek to increase still further their share of the tourism market. The linkages within the private sector are important because of the nature of the overall tourism product, which is an amalgam of multiple services/products supplied by a range of businesses. The more mature the market the greater the incentive for individual actors at destinations to seek the benefits of partnership or alliance synergy. A review of the literature on the contribution of clusters to tourism destination management and marketing is followed by two case studies of rural tourism-related projects in Greece. The 'Land of Psiloritis' is a geographical cluster in Crete and 'Wine Roads of Northern Greece' is a thematic and geographical cluster. These case studies focus on the main management and marketing issues. The paper concludes by identifying the factors crucial to the success of these rural tourism business clusters and networks, and provides recommendations for local planners and destination managers to enable them to successfully operate such alliances.

A COOPERATION BASED MODEL FOR MEDITERRANEAN TOURISM DESTINATION

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Key words: cooperation, marketing IT, management, destination

Abstract

Increasing attractiveness of tourism industry leads new destinations to emerge and established destinations to maximize their efforts in order to defend and increase their competitive positions. Beside, high level of vulnerability because of the economic crisis, regional conflicts, natural disasters etc. increases the competition among the destinations also in the same regions. Mediterranean region is no exemption from this situation. To be competitive, the Mediterranean countries should cooperate while competing to each other. This region with its different but unique culture, natural beauties and attractiveness can gain more from the international tourist movements if cooperation based competition model is developed and carried out by the countries in the region. The model suggested in this paper mainly aims to regulate the tourism industry on the foundation of creating and marketing the Mediterranean tourism products via sustainability perspective. An organization like The Association of Mediterranean Tourism Destinations (AMTOD) to be founded by the legal authorities of the countries of the region can provide the basis of cooperation in the region when competing with other regions especially Asia and non Mediterranean European countries. The main objective of this cooperation based system is to establish an effective marketing and sales system using Information Technologies (IT). The focal point of the system is referral system. Such a system will work not only to get more first time tourists from the source countries like U.S, Europe, China and Japan but also to increase the percentage of repeat guests within the region through the active marketing efforts of member countries for the other member destinations of the region. The association within the suggested model can act as an organization to provide standardization of the tourism products of member countries and to increase the competitiveness of the region especially through establishing marketing based cooperation among the members. Today's world is facing tough issues like the global economic crisis, pandemic flu, natural disasters like earthquakes. Tourism industry is heavily affected from these issues. To overcome such factors the Mediterranean destinations ought to avoid the intense competition, which can be deadly for short and medium time period, and should look for the ways to cooperate. In this paper, suggested model shows that such cooperation can be developed and sustained if the parties to be involved take necessary initiatives. This type of constitution can also play an affective role for the countries, which have different politic and economic views, to communicate and improve their relationships.

FATIMID INFLUENCES IN SICILY

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Key words: Fatimid, influences, Norman, art, architecture

Abstract

The history of Islamic Sicily begins in 827, when the Arabs conquered the island under the Abbasside caliphate, declaring Palermo their capital city. In 916, the Fatimids took patronage of the island (succeeding the Aghlabides of Tunisia); for more than two hundred years, Palermo was the capital of a flourishing Islamic civilization.

Its strategic geographic location linking Islamic and Christian civilizations, soon made it one of the most important political and cultural centers of its time, competing with Cordoba and Cairo. In fact, the Fatimid dynasty brought great prosperity to the island by building mosques, palaces, hammams and other public facilities and by developing new advancements in the silk, ivory, paper, mosaic and ceramics. However, internal conflicts in the heart of the dynasty led the way to Norman armies commanded by Robert Guiscard de Hauteville and his successors to accomplish the Norman conquest of the island (between 1061-1091) and they managed to overtake Sicily. While Christian in faith, the Norman kings legally protected and tolerated Muslim population. In fact, Norman kings passed to the prosperity as real patrons of art and architecture in which Moslem craftsmen have brought great contributions. Many of Palermo's richest monuments built during this period by Arab designers displayed the interlacing of Muslim, Roman and Byzantine stylistic forms and influences. Among these monuments we can mention for example:

1. Cappella Palatina: built by king Roger II in 1132-1143, served as the royal chapel for the Sicilian Norman sovereignty. This small chapel exhibits an extraordinary convergence of Muslim and Byzantine stylistic influence, typical of Roger's culturally court. These influences are remarkably noticed in the typological basilica plan combined with the procession path leading up to a low positioned stage, much like the reception hall often found in Islamic palaces. The most remarkable Fatimid influence is also noticed in the painted wooden muqarnas ceiling.
2. Ziza palace: founded by kings William I and William II in 1166-1189 also exemplifies the confluence of cultures so typical of the Norman period in Sicily, by interweaving Muslim, Roman and Byzantine stylistic influences. One of the most important architectural elements bearing Fatimid influences is the marble shazirwan opposite to the pool.
3. Cuba palace: commissioned by the Norman king William II in 1180. The palace's outer surface features repeated blind arches that rise to the height of the structure. The cornice is inscribed with band of Arabic calligraphy. As its name suggests, a large dome (qubba in Arabic) surmounts the central area of the palace.

As for the objects of art, produced in Sicily during and after the Fatimid period and revealing Fatimid influences either in form, in material or in decoration, they are numerous. They are made of ivory, lime stone, marble, rock crystal, wood, luster painted ceramics and silk. They represent horns, caskets, chess pieces, plates, ewers, textiles and so on.

In fact, these productions were believed to have been crafted by skilled Muslim artisans working in Sicily, since they strongly resemble or are copied from the Fatimid repertoire, blended with European creations. This combination, so typical of Norman Sicily, produced a distinctive moment in history of art and architecture.

The aim of the study is to establish an evidence these several influences, based on a comparative study with similar elements of art and architecture dating from the Fatimid period in Egypt and Syria.

LOCAL COMMUNITY PERCEPTION OF WORLD HERITAGE LISTING OF WADI AL HITAN IN FAYOUM

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Key words: world heritage, Wadi Al Hitan, Local community

Abstract

Places with unique and diverse cultural and natural heritage such as the Great Pyramids of Giza, Egypt, the Great Barrier Reef in Australia and the Baroque Cathedrals of Latin America are irreplaceable sources that make the world's heritage. The World heritage is an inheritance from the past, what we live today and what we pass on to the future, it belongs to all the people of the world not only the countries on which it is located. Thus, the United Nations Educational, Scientific and Cultural Organization (UNESCO) has established a convention concerning the protection of the World Cultural and Natural Heritage in 1972 to encourage their identification, protection and preservation. In 2009, the World Heritage designation list reached 878 sites including 679 cultural heritage sites, 174 natural heritage sites and 25 combined heritage sites in 186 countries (World Heritage Centre (WHC), 2009). Wadi Al Hitan -WAH (Arabic for Valley of the whales) is located in the Wadi Al Rayan Protected Area in the Western Desert of Egypt 150 kilometers (km) southwest of Cairo and 80 km west of Fayoum. WAH comprising 259 square km with a 200.15 square km core area and 58.85 square km buffer zone. WAH is the most important site in the world to demonstrate one of the iconic changes that make up the record of life on Earth; the evolution of the whales. It portrays vividly their form and mode of life during their transition from land animals to a marine existence. It exceeds the values of other comparable sites in terms of the number, concentration and quality of its fossils, and their accessibility and setting in an attractive and protected landscape. Other fossil material in the site makes it possible to reconstruct the surrounding environmental and ecological conditions of the time (WHC, 2009). Of notable significance, WAH site which was designated as the first nature site on the World Heritage list in Egypt in 2005 and was inaugurated on the 10th of February 2008 has since become an important representative tourism resource of Fayoum and represents significant values that are currently absent from the World Heritage List. The World Heritage designation listing of an area, an architectural artifact or monument often leads to an increase in the number of visitors, enhancement of the recognition of the site and financial support through subsidies from the governments or setting up of user prices (Kim et al., 2007). This, subsequently, raise local revenue due to the stronger demand of the site. The purpose of this study is to assess local community perception of the world heritage listing of WAH. The literature was helpful in identifying world heritage but it did not provide an established instrument to assess the attitudinal perceptions of a community towards it. Thus, this issue became the focus of the study. Three hypotheses were proposed for assessing local community perception and their overall satisfaction with the world heritage listing of WAH.

- Hypothesis 1: distance from WAH influence community perception of World Heritage listing of WAH.
- Hypothesis 2: employment in the tourism industry influence community perception of World Heritage listing of WAH.
- Hypothesis 3: distance from WAH and employment in the tourism industry influence community overall satisfaction with World Heritage listing of WAH.

A field survey will be administered to local residents within the Fayoum Governorate. Descriptive analysis will be used to measure local community perception of World Heritage Listing of Wadi Al Hitan in Fayoum.

THE CROSS-FERTILIZATION BETWEEN EGYPT AND NORTH MEDITERRANEAN

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Key words: Egypt, Ramses IIIth, Islands, Greeks, sea people

Abstract

The relationship between Egypt and the North Mediterranean could be traced back to the Vth and the VIth Dynasties (2465-2150 B.C). However with the advance of time, this relationship becomes stronger and closer. The supporting evidence for such claims based on the recovery of many Egyptian objects and artifacts of this period from some of the Aegean islands. Egyptians called the people of these islands as (Keftiou) and most scholars believe that this name was given to the people of Crete. In later period, the whole Mediterranean people were given the name Haou- nebou.

In the New Kingdom, some people from Crete came to Egypt and settled in Tell el Dabaa in the Eastern Delta, forming a foreign community there. As a result the Cretian influence appeared on the style of the motifs of some objects recovered from this area. The scenes of the tomb of Rekhmi-re, the high official who lived during the reign of king Thotmosis III of the XVIIIth Dynasty (1479-1425 B.C.), show some Cretian merchants while concluding some deals with their Egyptian counterparts. Another example is the stelea which dates back of King Amenophis IIIth (1391-1353 B.C) and was found in his mortuary temple at Luxor. The texts on the stelea give the names of certain sites and cities in the area of the Aegean sea. The texts also suggest the presence of an Egyptian embassy there. The walls of the tomb of Meren-re II at Tell El Amarna which dates back the king Amenophis IVth (1353-1335 B.C.) are decorated with scenes showing some of the Mediterranean people serving as mercenaries in the royal Egyptian guards. In about 1200 B.C. the civilized ancient world was invaded by the sea people. The term (sea people) or (Na Khat.w n pa-yam), was given by the Egyptians to the invaders who possibly came from central Europe and they were of non-semantic origin. They consisted also of different tribes such as: Sherden, Danuna, karkisa, Tjakkar, Pleset, Shekelesh, Meshouesh, lukka, Labu. Their invasion was by land and sea. They succeeded in taking over most of the ancient world but King Ramses IIIth (1193-1163 B.C) defeated them in naval and land battles and thus Egypt was saved from them. As a result of this victory, he captured thousands of them. Later on and during his reign, they served as mercenaries in the Egyptian army. In the late period and during the XXVIth Dynasty (664-525 B.C.), the Egyptian kings encouraged the Greeks to settle in Egypt, large number of them came to Egypt and some of them served in the army while others became merchants. In 610 B.C., they founded the first Greek city in Egypt which was called Naucratis on the western bank of the Nile. In few years, it became the main trading center in Egypt. In 323 B.C., Alexander III XXVIth Dynasty invaded Egypt and ended the Persians occupation of the country then he annexed Egypt to his newly created empire. It was not long; Egypt became an important part of the Hellenistic world. It is potently obvious that the relationship between Egypt and the people of the Mediterranean developed over a large period of time. However the relationship considerably increased. In the later period of history, moreover this relationship began by some military conquests then it was converted gradually into commercial and cultural exchange. As a result both the Egyptian and the people of the Mediterranean were influenced by each other and the Egyptian influence could be traced in the North Mediterranean while the influence of North Mediterranean could be felt in Egypt.

SUSTAINABLE RURAL DEVELOPMENT IN MALTA: SUGGESTIONS FOR A PILOT PROJECT

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Key words: sustainable rural development

Abstract

The Maltese tourism industry is very important for the local economy. It stands to reason that the authorities tend to diversify the product as much as possible. The Sun and Sea crowds are still coming in good numbers, but the winter and shoulder months are also registering a good increase, due to the diversification of the tourist product. Tourism is changing for various reasons. Various are the academic papers that have been presented, all with their own particular theory, or theories. Yet, one of the reasons which tourism is changing is because travellers are looking for something different, and something more authentic. With this in mind it is possible to look at certain tourism development in a completely different way, in a way which can be interesting, challenging, innovative and creative, but ultimately sustainable. Malta still lacks behind in offering an Integrated Relation Tourism experience, but it is believed that there is a market for this type of tourism activity. First of all it is much more sustainable, and with proper planning one can easily develop area which till now has been left undeveloped. The local Tourism authorities have embarked on a number of projects that aim to diversify the tourism product that Malta is offering. It is being aimed at attracting tourists throughout the whole year, rather than having large numbers during the hot summer months. The authorities are aware of this problem, as this does not help in the sustainability of the whole industry. Yet, with the offer of a different kind of tourist activity in Malta, it will help in attracting travellers during the shoulder months. This paper aims at proposing a number of interventions and development in a particular rural area of Malta. It is being suggested that the area will involve three villages and the countryside surrounding and uniting the same villages. Amongst the proposals it is aimed that there will be a concentrated effort on the development, organisation and promotion of festivals. The same area lends itself very well to the development and better marketing of already existing agricultural industries. Walks throughout the area can be organised and developed. Participants will be able to have a look at agriculture, natural environment, maritime heritage, history, archaeology and folklore all during their walks. Organic farming is already practiced in the area, but it needs to be better developed, organised and marketed. Agricultural fairs are organised, but these need to be better organised and promoted in the right way. The various activities that can be organised in the area will enhance and preserve the area's archaeological, historical, traditional, gastronomic and environmental heritage/ the success of this pilot will lead to similar projects in other rural areas of the Maltese Islands. The activities and interventions that will be proposed are in line with what the central authorities want to have for a better rural Malta. The Local Councils are also attracted to this idea, as the villages in this pilot project are far away from the usual tourist paths. This will therefore help in spreading visitors away from the overcrowded places and offering the discerning tourist quiet countryside and surrounded with nature and tradition.





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