

Contents

<i>List of illustrations</i>	ix
<i>List of contributors</i>	xii
<i>Preface</i>	xv
<i>Acknowledgements</i>	xvi
<i>Abbreviations</i>	xvii
1 Introduction and background	1
MARKO KOŠČAK AND TONY O'ROURKE	
SECTION 1	
Topics	21
PART A	
Destination Management aspects of ethical sustainable development	21
2 Cultural and heritage tourism – a potential for local sustainable tourism development?	23
MARKO KOŠČAK AND TONY O'ROURKE	
3 Active and adventure tourism in the planning of local destination management	41
MARKO KOŠČAK AND TONY O'ROURKE	
4 The challenges of integrating sustainable wine-growing into wine tourism: examples from Slovenia and abroad	54
MARKO KOŠČAK	
5 The role of planned events on the promotion of the destination Maribor-Pohorje	64
MAJA ROSI, NIKA MERNIK, TONY O'ROURKE AND MARKO KOŠČAK	

PART B	
Environmental and social aspects of ethical sustainable development	81
6 Slow adventure in remote and rural areas: creating and narrating the tourism product	83
JELENA FARKIĆ, STEVE TAYLOR AND SARA MAIR BELLSHAW	
7 Strategies for sustainable tourism in Porto: the host community perspective	96
CARLA PINTO CARDOSO	
8 Terraced landscape preservation and tourism sustainability in Cinque Terre, Liguria	111
SIMONETTA ACACIA, MARTA CASANOVA, ELENA MACCHIONI, FEDERICA POMPEJANO, CAMILLA REPETTI AND FRANCESCA SEGANTIN	
9 Inter-generational concepts of sustainability and the role of children in local tourism destinations	129
MLADEN KNEŽEVIĆ, TONY O'ROURKE, TINA ŠEGOTA AND MARKO KOŠČAK	
PART C	
The business impacts of ethical sustainable development	143
10 Micro-financing a sustainable, ethical, local project	145
ANDREW DONALDSON	
11 SMART Sustainable finance	153
TONY O'ROURKE	
12 Japanese tourism in the late 20th and early 21st centuries: an aim for economic recovery	163
LESLEY CROWE-DELANEY	
13 An assessment of the Topics	183
MARKO KOŠČAK AND TONY O'ROURKE	
SECTION 2	
The case studies	193
PART A	
Destination Management aspects of ethical sustainable development	193
14 The ethics of sufficiency: the Edelsbach Tulip Festival as a best practice example of sustainable event culture	195
DANIEL BINDER, HARALD A. FRIEDL AND JAMES W. MILLER	

15	Bicycle networks as a new ground project: the Montesiivano case study	205
	ANTONIO ALBERTO CLEMENTE	
16	The Importance of stakeholder involvement in the strategic development of destination management	222
	MAJA ŽIBERT, BORIS PREVOLŠEK AND MARKO KOŠČAK	
17	Evolution of a gentle mobility in an Alpine rural municipality: the case of Werfenweng	239
	MILAN ILIĆ	
18	Experience design in interpreting cultural heritage: a case study on the Land of Hayracks, Slovenia	248
	BOGDAN TURNŠEK AND MAJA TURNŠEK	
PART B		
	Environmental and Social aspects of ethical sustainable development	263
19	Climate change, tourism and rural sustainability in the Margaret River wine region of W Australia	265
	ROY JONES, GARY BURKE AND LAURA STOCKER	
20	The Sustainable Garden of Pirámides de Güímar: a living exhibition blending tourism and sustainability	274
	DAVID VALCÁRCEL ORTIZ	
21	Inclusivity in cultural heritage sites as a means of sustainable tourism: the Istanbul Topkapı Palace Museum	285
	EMIR ÇEKMECELIOĞLU AND ASLI SUNGUR	
22	Social and environmental impacts of tourism mega projects in Mexico	303
	SANDRA LUZ ZEPEDA HERNÁNDEZ AND FABÍOLA CRISTINA COSTA DE CARVALHO	
23	Alto tâmega: present heritage and future prospects	316
	SÉRGIO LIRA	
24	Sustainable tourism development and its implementation: a case study of glamping accommodation providers in local tourism destinations	326
	MAJA KLANČNIK, BARBARA PAVLAKOVIČ AND MARKO KOŠČAK	

PART C

The business impacts of ethical sustainable development 343

**25 Queensland-Gold Coast tourism, the Japanese era 1980–1997
and single market strategies: a case study** 345

LESLEY CROWE-DELANEY

26 Managing a sustainable tourism destination 359

ALEKSA PANIĆ, BARBARA PAVLAKOVIČ AND MARKO KOŠČAK

**27 Promoting the “Legacy Businesses” of San Francisco: an incentive-
based approach to the protection of intangible heritage** 375

BRIAN ROBERTS TURNER

28 Building success on the edge of Europe – the Inishbofin case study 384

TONY O’ROURKE

29 An assessment of the case studies 392

MARKO KOŠČAK AND TONY O’ROURKE

Section 3

Final thoughts 403

30 The theoretical reflections 405

MARCELA COSTA BIFANO DE OLIVEIRA AND
THIAGO DUARTE PIMENTEL

31 Conclusions 425

MARKO KOŠČAK AND TONY O’ROURKE

Appendix 435

Index 437