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SOCIOLOGY OF TOURISM



What does the Sociology of Tourism study?

The sociology of tourism is an emergent specialty concerned with the study of touristic motivations, roles, relationships, and institutions and of their impact on tourists and on the societies who receive them (Cohen, 1984).

- WHAT IS TOURISM

- THE ACTORS OF TOURISM

- SOCIAL BEHAVIOR

WHAT TOURISM IS IN SCIENTIFIC TERMS?

Definition

The organization of free time is a problem of the most economically advanced societies (but non exclusively).

Recreation vs **Tourism**

Tourism is a **social, cultural and economic phenomenon** which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes.

(Glossary of tourism terms, UNWTO)

The interest provoked by tourism in various social disciplines (economics, geography, sociology, social psychology, human ecology, statistics, urban planning, history, etc.) and its continuous evolution have determined the succession of various definitions of travel and tourism, sometimes partially conflicting with each other.

TOURISM RESOURCES

- Tourism consists of two main types of resources, namely attractions and infrastructure or support services.
- Attractions vary and can include natural, cultural and built sites as well as special events and festivals, or be associated with recreational activities (Weaver and Lawton, 2014).
- The tourism inventory also includes accommodation, restaurants, transport and other support services.



TOURISM AS A SOCIAL PHENOMENON

It is based on social motivations and aspirations

It originates in social relations and on this basis defines its characteristics

Types of tourism (sociological) charateristics

Tourism can be divided into types according to various criteria:

- a) Reasons (or motivations), underlying the movement from the place of habitual residence;
- b) Temporal characteristics, i.e. the duration and period of the week or year in which the travel is made;
- c) Social categories and methods of organizing the travel;
- d) Geographic/spatial location, the destination or destinations chosen with respect to the places of departure;
- Ways where the travel takes place and the means of transport used;
- f) Characteristics of equipment used and accommodation.

'ypes Based on	Types Based on	Types Based on	Types Based on a
Vature	Culture	Education	Hobbies
Botanical Tourism Farm Tourism Mountain Tourism Mature Tourism Air Sports Tourism Winter / Ski Tourism Village Tourism Bird Watching Water sports Tourism Agricultural Tourism	 Dark Tourism Ethnic Tourism Festival Tourist Silk Road Tourism Silk Road Tourism Faith Tourism Cultural Tourism Third Age Tourism Cultural Heritage Tourism 	 Educational Tourism Youth Tourism Congress tourism 	 Shopping Tourism Hunting Tourism Golf Tourism Gambling Tourism Adventure Tourism Cave Tourism Rafting Tourism Wine Tourism Yacht Tourism

ource: Kozak and Bahçe, 2006:137.

WAYS OF DOING TOURISM

How to do tourism?

The vacationers

- Intent to interrupt everyday life with changes taking vacation
- One-dimensional journey
- Privileged interest for the stay, the location, the hospitality, the equipment

The sightseers

- Novelty oriented (<u>alone</u> experimentation)
- Multidimensional journey
- Privileged interest in travel, movement, the distinctive features of the localities

Motivations for tourism

THE MOTIVATION TO TRAVEL

- People travel for various reasons....
 - Business
 - Pleasure
 - Visiting Family
 - To Learn
 - To Challenge Themselves
 - And many more.....



FIGURE 4–1 Motivators for Travel

GRAND TOUR: THE VERY BEGINNING

- The 17th- and 18th-century custom of a traditional trip through Europe undertaken by upper-class young European men of sufficient means and rank (typically accompanied by a chaperone, such as a family member) when they had come of age (about 21 years old).
- The custom which flourished from about 1660 until the advent of largescale rail transport in the 1840s and was associated with a standard itinerary — served as an educational rite of passage. Though the Grand Tour was primarily associated with the British nobility and wealthy landed gentry, similar trips were made by wealthy young men of other Protestant Northern European nations, and, from the second half of the 18th century, by some South and North Americans.



SOME KEY PROBLEM-BASED ISSUES AT THE INTERSECTIONS OF TOURISM AND CONTEMPORARY SOCIETY (MILITANT RESEARCH)

SOCIAL JUSTICE

- Growing concern in tourism studies with issues of social justice
- Advocacy oriented work that seeks to politicise research and transform society to a more equitable state
- This aim underpinned the development of a 'hopeful tourism' perspective (Pritchard et al. 2011)
- Reflects the recent introduction of the critical school of thought to tourism studies

HOPEFUL TOURISM

- "In our contemporary moment, the sole pursuit of instrumental tourism knowledge becomes less justifiable" (Pritchard et al. 2011)
- Suggests a values-led research agenda
- Reaching for emancipation for "underserved life worlds"
 - e.g. disabled persons, older people, issues of social class and exclusion, poverty reduction
 - Issues of gender, race, sexuality and ethnicity

SOCIAL TOURISM

- Social justice influenced the rise of work on social tourism
- Concerned with the provision of tourism for economically weak groups
- Should tourism be a luxury or a human right?
- Supporters of social tourism seek a more fair distribution of tourism experiences across all sections of society

ENVIRONMENTAL SUSTAINABILITY

- Like social justice, research on environmental sustainability challenges a neoliberal economic growth model of tourism
- Holden (2009) questions whether twenty plus years of advocacy work for more sustainable tourism has actually improved the situation
- Nonetheless, social research on environmental sustainability of tourism is an on-going topic of importance

CLIMATE CHANGE AND TOURISM

- The impacts of tourism upon climate change are problematic, and tricky
- Of particular concern are the impacts of the transport systems on which much tourism depends
- Tourism's largest contribution to emissions is by far from air travel

SOCIAL AND CULTURAL PRESSURE

- Element of conflict
- Deterioration, distortion and commercialization of cultural values
- Commodification of art
- Spectacularization of local traditions







URBAN TOURISM

According to UNWTO, Urban Tourism is "<u>a type of tourism activity</u> which takes place in an urban space with its inherent attributes marked by non-agricultural based economy such as administration, manufacturing, trade and services and by being nodal points of transport. Urban/city destinations offer a broad and heterogeneous range of cultural, architectural, technological social and natural experiences and products for leisure and business". ACCORDING TO THE UNITED NATIONS (UN), IN 2030 60% OF THE WORLD'S POPULATION WILL LIVE IN URBAN AREAS.

While 4.439 billion people were ving on earth in 1980, the number had climbed to 7.349 billion in 2014. It is projected hat the world's population will grow to 9.725 billion by 2050.

Then & Now Urban Population Worldwide

Share of the urban population by continent in 1950 and 2020 (in percent)



Source: U.N. Population Division



URBAN TOURISM

Yerevan, Cascade



URBAN TOURISM

Along with other key pillars, **tourism constitutes a central component in the economy**, **social life and the geography** of many cities in the world and is thus a key element in urban development policies.

Therefore it is essential to monitor tourism performance in urban destinations and clearly address areas for improvement, with the aim of assisting policy makers and all other stakeholders in their efforts of building a better urban tourism governance and management. ince the rise of mass tourism in the 1960s, city tourism has consistently been ne of the fastest growing segments of the travel phenomenon in countries with eveloped economies (Selby, 2004).

nternational transit arrivals worldwide are expected to reach 1.8 billion by 203 JNWTO, 2016).

over the period 2007-2014, worldwide the number of city trips increased by 8 er cent and reached a market share of 22 per cent of all holidays, according the latest official statistics (IPK International, 2015/2016, p. 8).

he growth of city tourism is experienced both by developed and emergin conomies. In 2014 the market share of city holidays was 21 per cent in Europe 7 per cent in North-America, 25 per cent in Asia-Pacific and 22 per cent in Latin merica (IPK International, 2016). Jrban tourism can represent a driving force in the development of many cities and countries contributing to the progress of the New Urban Agenda and the 17 Sustainable Development Goals, in particular, Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable.

Fulfilling tourism's potential as a tool of sustainable and inclusive growth fo cities requires a multi-stakeholder and multilevel approach based on close cooperation among tourism and non-tourism administrations at different levels private sector, local communities and tourists themselves.

_ikewise, the sustainable development and management of tourism in cities needs to be integrated into the wider urban agenda.

NEW URBAN AGENDA

The New Urban Agenda was adopted at the United Nations Conference on Housing and Sustainable Urban Development (Habitat III) in Quito, Ecuador, on 20 October 2016.

The New Urban Agenda represents a shared vision for a better and more sustainable future.



Key Elements for Attracting Urban Tourists

Primary Elements

- Tourist Activity Places: Cultural, Sports, and Amusement facilities
- Tourist environment; Physical and social structure of city; Socio-cultural features

Secondary Elements

 Accommodations, Shopping , Accessibility, Transportation, and Tourism Information Some sociological researches have shown:

- Tourists visit cities for many purposes: The cities that accommodate most tourists are large multifunctional entities into which tourists can be effortlessly absorbed and thus become to a large extent economically and physically invisible.
- Tourists make an intensive use of many urban facilities and services but little of the city has been created specifically for touris use.
- Tourism can contribute substantial economic benefits to cities but the cities whose economies are the most dependent upon tourism are likely to benefit the least. It is the cities with a large and varied economic base that gain the most from tourism but are the least dependent upon it.
URBAN TOURISM AS MULTIDIMENSIONAL SCIENTIFIC TOPIC

- According to numerous analytical observations, the evolution or research dedicated to urban tourism is accompanied by a questioning of its development toward greater coherence and maturity.
- Urban tourism is a multidimensional scientific topic; as an industry (business), a socio-cultural phenomenon (practice) and a specific geographic setting (in spatial and environmental terms). This is not only a question of epistemological but also of etymological coherence.
- Hand in hand with this goes the broader trend toward diversity in tourism practices themselves, reflecting the de-differentiation between tourism activities and other social domains (Cohen and Cohen, 2019).

he existing conceptual and theoretically-informed social research does not ufficiently explain the evolving world order of city-based tourism.

Those studying tourism neglected cities while those studying cities neglected ourism' (Ashworth, 2003).

xamine almost any urban studies or urban sociology text and 'Tourism' emains a minor issue in the debates that they address even though Tourism is ow seen as worthy of consideration in mainstream social science textbooks in ubject areas such as sociology (e.g. see Cohen & Kennedy, 2004). n tourism studies and in the social sciences in general, diverse approaches can teer in both directions: rarely toward interdisciplinary networking and more ften in the direction of problematic fragmentation that hinders the progress of istinct but coherent disciplinary epistemologies. Although their emphasis may e different, this is overall a consistent supposition of authors (Balietti et al., 015; Corbisiero, 2019).

ndeed, researchers deploy various approaches, epistemologies and nethodologies and also use diverse terminologies (Fainstein and Judd, 1999).

The differences can already be detected in the uses of terms with which the uthors operate, but which often explain related or similar concepts: urban burism domain, approaches, perspectives, types, topics and sub-themes.

Some Sub-themes within the domain of urban tourism research



Studies of urban tourism

pretical and conceptual contributions to the study of urban tourism.

	Year	Contribution						
	1989	Urban tourism: imbalance in attention	Dear and Flusty Edwards, Griffin and Hallyar	1999 2008	Engaging postmodern urbanism Research agenda for Australian	Mullins	1991 1994	Tourism Urbaniza Class relations and
	2003	Urban tourism: still an imbalance in attention	Gibson and Kong	2005	urban tourism Cultural economy	Page	1995	urbanisation Urban tourism as
and Tunbridge	1990 2005	The Tourist-Historic City The adventure of	Gladstone Garreau	1998 1991	Tourism urbanisation in the USA Edge Cities as centres for	Page and Hall	2002	Modelling tourism postmodern city
		urban tourism			services consumption	Roche	1992	Mega-events and
w et al.	1991	Users of the city (tourists, residents and leisure visitors)	Hannigan Law	1998 1992	Fantasy City Urban tourism and its contribution			micro-modernizat the sociology of a
	1996	The rise of the Network City Postmodern human geography: a preliminary assessment	LdW	1992	to economic regeneration	Thrift	1997	urban tourism Cities without me
	1994			2002	Urban Tourism synthesis	THEFT	1997	Cities without mo cities with magic
			Mazanec and Wöber McNeill	1997, 2009 2008	Management of cities for tourism The hotel and the city	Zukin	1996	The culture of citi postmodern envir
			Mommaas	2004	Cultural clusters and the post-industrial city			postnodern envir
			Mordue	2007	Tourism, urban governance,			

Although heterogeneous and occasionally volatile and ephemeral terminology is only part of the problem of fragmentation in researching the phenomenon, it can help shed light on its nature.

For example, insights into bibliographic databases reveal a recent "buzz" of new keywording such as overtourism, antitourism, post-tourism and new tourism in relation to various problems between tourists and urban residents or between the tourism industry and urban management (Jansson, 2018; Jovicic, 2019).

It is crucial to offer constructive critiques:

The growth of tourism and the influx of tourists in more and more residential areas, for example (i.e. by AirBnB) impacts upon the spatial quality and the quality of life of the citizens, especially in historic city centres.

Historic city centres are the areas that show the densest concentration of tourists.

Sociological research shows that **AirBnb** can freely expand in historic city centres, where regular hotel and hospitality industry is limited by zoning plans and regulations by authorities.

This expansion of AirBnB has the potential to aggravate crowding and tourism gentrification (Gutiérrez et al., 2017).

Some researchers debate the on-going "festivalisation", "touristification" of urban space, and the "heritagisation" of city centres that allow tourists to experience the "urban-ness" of a city as a total experience (Stock, 2007).

THE AIRBNBFICATION OF ITALY: NAPLES AND ROME





THE AIRBNBIFICATION OF ITALY: NAPLES



Perspectives of "touristification and disneyization" of cities might question the staged authenticity of urban environments and triggers further debates on suitable capacities of tourism for cities.

Gentrification, lowering housing supply by increasing rents and real estate prices and lowering quality of life for local residents are documented effects of urban tourism.

Recently, reports and cases were presented where locals in cities like Barcelona, Venice, Naples, Paris actively protest against this massive influx of tourists in their cities (SET NETWORKS).

One of their main claims is that increasing numbers of day-trippers generate an unsustainable increase in real estate prices, causing gentrification and displacement of citizens – asking, to whom belongs the city? If certain numerical thresholds are exceeded, tourism can easily turn into a nuisance for residents due to increased prices, improper tourist behaviour, transformation of residential areas into tourist accommodation zones (AirBnB), visitor pressure on carrying capacity of sites, and crowding, such as in Amsterdam, Venice or Barcelona (Koens and Postma, 2017).



Barcelona



Venice



Challenges ahead

- Globalisation and economic changes have led to a "creative turn" in urban econom (Florida, 2005).
- Some authors, however, critique these approaches which ascribe value to cities a monetary generating units (Harvey, 1988), that branding and festivalisation bears the risk for "karaoke architecture" (Evans, 2003), and that those approaches underestimate and oversimplify the complexity of urban planning in its specific policy context (Braur 2012).
- Those debates closely relate to a more general discussion, questioning which type our urban development and urban character should be prioritised.
- Tourism is not a standalone phenomenon that can be separated from its urbai context.

What future for urban tourism?

If tourism is recognised as an important force of urban change, this requires long term policy, planning and good governance in which tourisn is integrated and the complex realities of tourism with its possible nuisances in the city and the hinterland are taken into account.

To meet the needs, demands and expectations of residents as well as (future) visitors, cities have to adapt and transform continually, while new challenges and issues emerge.

Both opportunities and challenges of city tourism need to be addressed and managed in a collaborative process with the related stakeholders and citizens.

NAPO LI



The slogan of Naples is "city of landscape, art and culture"

NAPOLI IS A UNLIKELY MASTERPIECE OF ITALY

Naples is raw, high-octane energy, a place of soulstirring art and panoramas, spontaneous conversations and unexpected, inimitable elegance. Welcome to Italy's most unlikely masterpiece.







NAPLES

Naples (Italian: Napoli; Neapolitan: Napule) in Italy, ar ancient port on the Mediterranean sea. With a millior citizens in city center and 3.5 million in the metropolitar area, is the third most populous municipality in Italy.

Metropolitan Naples is Italy's second most populous metropolitan area.

Naples and die! de Napule <mark>e po' muore!"</mark>

amous proverb, saying that one can die peacefully after seeing the unparalleled auty of Naples. Famously quoted by Johann Wolfgang von Goethe in his travel iry Italian Journey.

ples represents one of the oldest continuously-inhabited cities in the world and a IESCO World Heritage site with an unmatched heritage as a place of exchange tween cultures. This is reflected in the city's structure and monuments, which are sture of Greek, Roman, Norman, Angevin, Spanish and French architecture. The IESCO evaluation committee described Naples' historic centre (the largest in rope) as being "of exceptional value».

e Naples region hosts an unparalleled concentration of UNESCO World Heritag es: the Center of Naples itself; the Roman archaeological sites of Pompeii, erculaneum, Cumae, Pozzuoli, Oplontis and Stabiae; the Royal Palace of Casert e royal site of San Leucio and the Aqueduct of Vanvitelli. It is close to Vesuvius, f ly active volcano on the European continent and a UNESCO Biosphere Reserve estum's Greek temples and the Amalfi Coast are possible day trips, as are the ands of Capri, Ischia and Procida in the Bay of Naples.



NAPLES LANDSCAPES









23/09/2021





SAN GREGORIO ARMENO





In Gregorio Armeno ("St. Gregory the <u>Armenian</u>") is a church and a monast <u>Naples</u>, <u>Italy</u>. It is one of the most important <u>Baroque</u> complexes in Naples. Turch is located on a street of the same name just south of <u>Via dei Tribunali</u> an *w* blocks south of the church of <u>San Paolo Maggiore, Naples</u>.

e cupola was painted with a *Glory of San Gregorio* by Luca Giordano. The iling *cassettoni* or framed canvases depict the *Life of the St Gregorio Armeno* are commissioned by the abbess Beatrice <u>Carafa</u> from the Flemish <u>Teodoro</u> <u>Errico</u>.

e Idria Chapel houses eighteen paintings by <u>Paolo De Matteis</u>, portraying the *Li Mary*. Over the chapel's high altar is a medieval icon, in Byzantine style, of Adonna dell'Idria.

e main attraction is the <u>cloister</u> (1580). In the centre is a marble fountain, corated with dolphins and other marine creatures, with the statues of "Christ and e Samaritan Woman", by Matteo Bottiglieri.



NAPOLI SUBWAY

Line 1 (Italian: linea uno) is an 18-kilometre (11 mi)[1][2] rapid transit line, part of the Naples Metro in Naples, Italy. As of June 2015, Line 1 connects 18 stations. It is operated by Azienda Napoletana Mobilità SpA (ANM). The line has been renamed Metrò dell'Arte (Metro of Art) reflecting the presence of contemporary art works installed in some of its stations.

The line is in the process of being upgraded and expanded. When the upgrading works are completed, Line 1 will connect 26 stations and form a loop, and bring easier access to the city centre for residents of Chiaiano, Piscinola, and Scampia.





DUOMO STATION





TOLEDO STATION



- Naples is among the cities with the greatest increase in pre-pandemic tourism The tourism sector is one of those most affected by the covid crisis and is slowly trying to climb back up the slope with the reopenings and suitable measures.
- Naples is obviously one of those cities that has suffered from the absence of tourists Still in the eyes the images of via San Biagio dei Librai with the workshops of the artisans closed. Naples itself, however, is among the Italian tourist resorts that have obtained the greatest increase in visitors in the decade preceding the pandemic.
- This is attested by the presence in hotels and other accommodation facilities in the city, which went from 1,761,000 in 2010 to 3,766,000 in 2019, with an overal increase of more than 110%. With the pandemic of 2020, tourism has suffered a drastic decline: according to Istat in the first nine months of the year, Italy recorded 192 million fewer visitors than in the same period of 2019, a figure that is in line with the European average; Lazio, Campania and Liguria were the most penalized regions.

NAPOLI AFTER LOCKDOWN



A SOCIOLOGICAL CASE STUDY IN NAPLES

airs of Tourism







airs of Tourism: the case of «Scalinatelle» of Naples

The research group of OUT (Osservatorio Universitario sul Turismo) of the University of Naples Federico II, carried out a mix methods research in 2019 aimed at the analyzing the urban vertical tourism through the comparison between stairways located in the city of Naples. More specifically, the question that guided the research was to understand the tourist potential of the stairs in the city of Naples and to identify, in particular, factors that in some way can negatively affect the touris experience, discouraging visitors to visit them.

Specifically, the study involved two phases:

- a field survey which involved 250 tourists intercepted on nine of the main stairs in the heart of the city (Scala di San Marcellino; Scala Niccolini; Scala Pedamentina; Calata San Francesco; Scala del Pallonetto di Santa Lucia; Scala del Petraio; Scala dell'Olivella; Scala del Moiariello; Scala di Montesanto) who were interviewed with the aim of understanding their socio-demographic profile, their expectations regarding the visit at the stairs and the evaluation of their experience.
- The first phase of the research was followed by 10 in-depth interviews with members of associations active in the Neapolitan area for the enhancement and recovery of the stairs of the city.

Tourists' motivation to visit the stairs of Naples

Curiosity Nature Walkın Authenticity Movement Panorama Tranquility

airs of Tourism: tourists' ratings

ing



enance





Scale del Pallonetto

airs of Tourism: tourists' ratings

ning



tenance





airs of Tourism: What stakeholders say

Directions Cleaning Maintenance Abandonment Supervision Homeless Safety Lights Transport

Some point about this research

e analysis conducted on the stairs of Naples allows to argue that the city boa artistic-cultural heritage with a great competitive advantage which connotes it ique. However, research data show that, despite the tourist potential of the stai ey are not sufficiently safeguarded and valued. While attracting a slice of travele erested in practicing vertical urban tourism, the state in which the stairs fi emselves makes the experience partially appreciated.

spite the efforts made by the associations present in the area and by the ordination "Scale di Napoli", a collective and institutional "conscience" aimed ating the stairs in the same way as cultural heritage seems to be missing. It erefore essential that some necessary measures are implemented to restressing and visibility to an important part of the Neapolitan identity throus becesses of re-education to the ethical and social value of the "stairs".

THANKS!

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