

THE RELATIONSHIP BETWEEN ROOTS TOURISM AND RESIDENTIAL TOURISM: THE CASE OF A SIGNIFICANT AREA OF SOUTHERN ITALY

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ABSTRACT

In this paper we illustrate some results of field research, conducted during the summer of 2011 by the Centre for Research and Studies on Tourism (CREST), at the University of Calabria, which addressed several issues, including even that which concerns the relationship between roots tourism and residential tourism and that has involved thousands of people from residential tourists and local people, in a tourist / residential territory extended in the southern Italy.

Key Words: roots tourism; emigration; residential tourism; D.I.Y. Tourist.

INTRODUCTION

Every year, thousands of people leave their places of origin in the hope of finding better prospects of life elsewhere for themselves and their families. Some of them will succeed, others not, but everyone considers the condition of migration as temporary since the ultimate goal it is to return as soon as possible to the places from which they started and where they were born.

In contrast to the "Great Migration", in the phase of "European Emigration and internal migration" (the mid-50s of the twentieth century), who started his journey was certain of his return in the places of origin, even after reaching an economic and social position better than the original one, and for this reason that many of them invested some of their savings in the places of origin for restructuring and / or extension operations of the dwelling native, for new construction of a modern house, and it is also for this reason they tried don't lose contacts with the places to which they returned as soon as possible, mainly in summer (July / August all), when factories closed and workers were in vacation.

For many years, the return in summer of emigrants has been a major event for the community of belonging and community back to life, mainly those that had suffered in particular the emigration located in rural areas, and mountainous interior.

Today, it is not exactly so. These people have now organized their lives in other places than where they were born, where their children and grandchildren do not consider to be their parents' homeland but where they were born and they live every day. In other words, the recall of the places of origin exists and it may be very strong, but in any case immigrants don't consider them more and more "places of return," but the "places of the holidays", and it's this hypothesis which was held in the present research that inspired this work.

FROM EMIGRANTS TO TOURISTS

For immigrants of the years 50 and 60, the period of the year in which it made possible the reunification of all family members, relatives and friends, checking the progress of the economic investments made "at a distance" places of origin and display the symbols of the new social status attained, was the summer, the months of July and / or August, that of paid leave, the one where all the factories closing or minimizing the production (Perri, 2010).

For the vast majority of this category of persons to spend their holidays in the places of origin from which he emigrated was a pleasant "obligation." And it is this category of immigrants that has guaranteed, for years, the summer repopulation of rural areas, and mountainous interior, creating thereby even further and secure opportunity to compare social and economic dimensions and to permit a regeneration of local communities.

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Today the reason for return to the places of origin of their family are less and less to maintain and build relationships aimed at the future return and more and more the place to spend a holiday in an environment to which they have an unbreakable historical link and where you are surrounded by the affection of relatives and friends who know each other "a life", these are fundamental reasons to determine the choice.

Bearing in mind that, for obvious reasons of age, who leaved returns rarely, but are their children, grandchildren and great-grandchildren who return, the traveler of which we're talking about today is basically a tourist. In other words, a person has no relations of everyday life with the local community and that in the selection of places to spend a holiday period puts important reason as the discovery and preservation of their roots, but then, however, behaves as a tourist.

Obviously this last category also includes immigrants of recent dating, many of which motivated to find a social environment appropriate to their cultural characteristics and professional (teachers, doctors, etc..).

THE RELATIONSHIP BETWEEN ROOTS TOURISM AND RESIDENTIAL TOURISM

With the expression of the roots tourism (or tourism of return) commonly we refer to the movement of people who spend touristic stays in places where tourists themselves, and / or their family were born, and where they lived up to the till to when they migrate to places that, over time, those in which later became today live permanently.

This definition implies, of course, the fact that the main reason that leads to the tourist destination about cultural and emotional ties with the places of origin. In fact, the literature on migration is evident from the tendency of migrants trying to keep alive the relationship with their places of origin.

It is obvious that the holidays at the place of origin may be done through various modes of living, but the scientific literature points out that staying in a private home is the preferred method, especially when you also own house and which is the most widespread situation.

Hall (2005), classifies as the tourism of roots the residential tourism, which is determined by second homes located in the places of origin of users. The tourism of roots appears, therefore, closely linked to residential tourism, and it is well established in many areas of the world and presents interesting prospects for development

In northern Europe, as in the North-West, and especially in the depopulated countryside, residential tourism attracts many people, especially those who have family ties in the destination (Duval, 2004):

- in Portugal, "... the large and relatively young population emigrated in the years 60 of the twentieth century, still retains strong links with the places of origin, many have restructured their old homes, so that today are second homes that are used primarily during the summer holidays or weekends "(Colas and Cabrerizo, 2004);
- in Spain, some studies on second homes located in the Costa del Sol signal the presence of tourists originating in the place, but pensioners who have lived for many years elsewhere (Mazon, 2010);
- in Italy, residential tourism it is often developed as a phenomenon closely related to the so-called tourism of return, that the emigrants who return as tourists in the places where they were born in certain times of the year or more permanently at the end of working life (Romita, 1999);
- in Greece, while in the past indicated the presence of empty dwellings social degradation of the area, today the presence of empty homes is linked to the use for holidays whose owners are mainly Greeks, many of which originate in the place (Chimonitis and Terrovitis, 2001);
- etc..

Long since Centre for Research and Studies on Tourism (CREST) at the University of Calabria, realizes research activities about the so-called residential tourism as well as having led to the acquisition of information to help assess its impacts on environmental resources and social and economic development of the territories, they also have generated knowledge about the shape of residential tourists and its relationship with the host population.

During these studies, it has become important to pay particular attention to the tourist of the roots. In fact, research carried out showed the presence of a very special relationship that sometimes so widespread, binds to the tourist residential holiday in which we find the origins of his family .

Some results of a recent research that has been the aim of acquiring information (on the motivations and behavior) about the residential of roots' tourist, they highlight some issues:

- Most of the interviewed tourists have chosen the holiday destination, because there are relatives (emphasizing, thus, the roots with the land and attachment to their origins and their loved ones);
- To reiterate his strong attachment to the locality and to their roots, there is the fact that many of the interviewed tourists have already spent their holidays other times in the same locality, and also that they return other times during the year and especially during major holidays;
- Dwellings where tourists spend their stay, are their property, even if it is significant among these the proportion of subjects who use the house in which they stay at free of charge;
- This type of tourists is very familiar with the locality where they reside, both the territory and the host population, this means they are able to make assessments and judgments on the same area.

The survey was conducted during the summer of 2011 involving tourists staying in private homes located in resorts of Southern Italy by sea, mountain and inland (a total of three thousand interviews were carried out in residential tourists, among them tourists of roots were considered who said they were born, as well as themselves, other members of family in the holiday resort where they were interviewed).

CONCLUSIONS

The tourism industry is very active in the construction of tourist products, whose complexity increases with increasing market competition.

The residential tourist of roots do not need incentives and / or special forces to go on holiday in the community in which himself or any member of your family is born. He does this regularly for years because he feels the need to do regardless of everything else.

The residential tourist of roots is a cultural and economic resources, but it has not the right attention. We tend to consider it still a weak subject, a subject who had to leave his land in the past because it has not found it possible to live a decent life as well as in economic society too.

Nevertheless, in the last years there is an ongoing change of attitude on the part of the emigrant of roots in the community of origin of his family: in other words, a progressive loosening of emotional ties to the same.

This is because now it has established stable relations with the community life in which he lives for years. In his new community he feels himself citizen and the city of origin as a "tourist". If you will be able to understand that so you will be able to recover more effectively the relationship with the people who before inhabited the town of emigration.

Table 1
Survey on residential tourism in 2011: answers by residential tourists of roots

Answers to the question: " <i>Were you, or someone of your family, born in this place?</i> "	%
Yes	35,4
No	64,6
Total	100,0

Source: Residential Tourism Survey 2011. Chamber of Commerce of Cosenza, Crest - University of Calabria, Isnart.

Table 2
Survey on residential tourism in 2011: answers by residential tourists of roots

Answers to the question: " <i>In the last three years, have you already spent a holiday in this place?:</i> "	%
it is the first time	8,6
Rarely	14,6
Often	36,7
very often	40,1
Total	100,0

Source: Residential Tourism Survey 2011. Chamber of Commerce of Cosenza, Crest - University of Calabria, Isnart.

Table 3

Survey on residential tourism in 2011: answers by residential tourists of roots

Answers to the question: " <i>Would you recommend, to a relative or friend, to come in holiday in this place?</i> "	%
Yes	72,6
No	10,7
I don't know	16,8
Total	100,0

Source: Residential Tourism Survey 2011. Chamber of Commerce of Cosenza, Crest - University of Calabria, Isnart.

Table 4

Survey on residential tourism in 2011: answers by residential tourists of roots

Answers to the question: " <i>Were you, or someone of your family, born in this place?</i> "	%
Yes, me same	42,7
Yes, my parents	51,2
Yes, my grandparents	24,3
Yes, other relative	28,4

Source: Residential Tourism Survey 2011. Chamber of Commerce of Cosenza, Crest - University of Calabria, Isnart.

Table 5

Survey on residential tourism in 2011: answers by residential tourists of roots

Answers to the question: " <i>Does some yours relative live in this place firmly?</i> "	%
Yes	80,7
No	19,3
Total	100,0

Source: Residential Tourism Survey 2011. Chamber of Commerce of Cosenza, Crest - University of Calabria, Isnart.

Table 6

Survey on residential tourism in 2011: answers by residential tourists of roots

Answers to the question: " <i>The house in which you stay is:</i> "	%
in fee	34,4
multiple ownership	2,1
Rental	19,5
rental in residence	2,1
free use	10,8
of other people of whom I am guest	31,1
Total	100,0

Source: Residential Tourism Survey 2011. Chamber of Commerce of Cosenza, Crest - University of Calabria, Isnart.

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