

The role of socio-cultural features in tourism. A model of analysis

Margherita Pedrana
Carmen Bizzarri

European University of Rome
CBTS Brunico, 4th December, 2013

Socio-cultural features

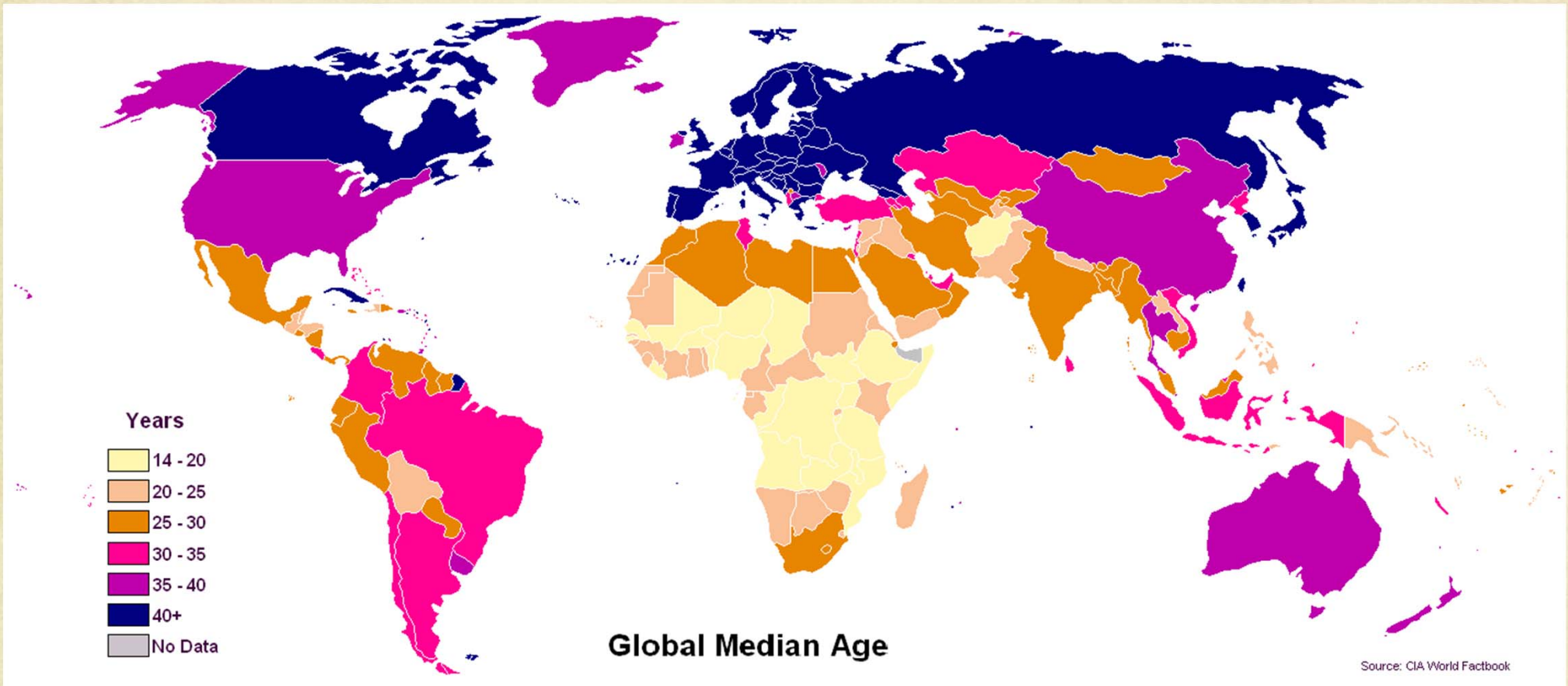
- The main purpose of this paper is to compare the socio-cultural characteristics of the local population with the tourism consumption, in order to evaluate the correlation between the two.
- The used model is based on the demographic analysis of the local population correlated with the tourists characteristics.
- We will use regression in order to understand if there are connection between the age of population and the age of tourists.

Socio-cultural features of the community

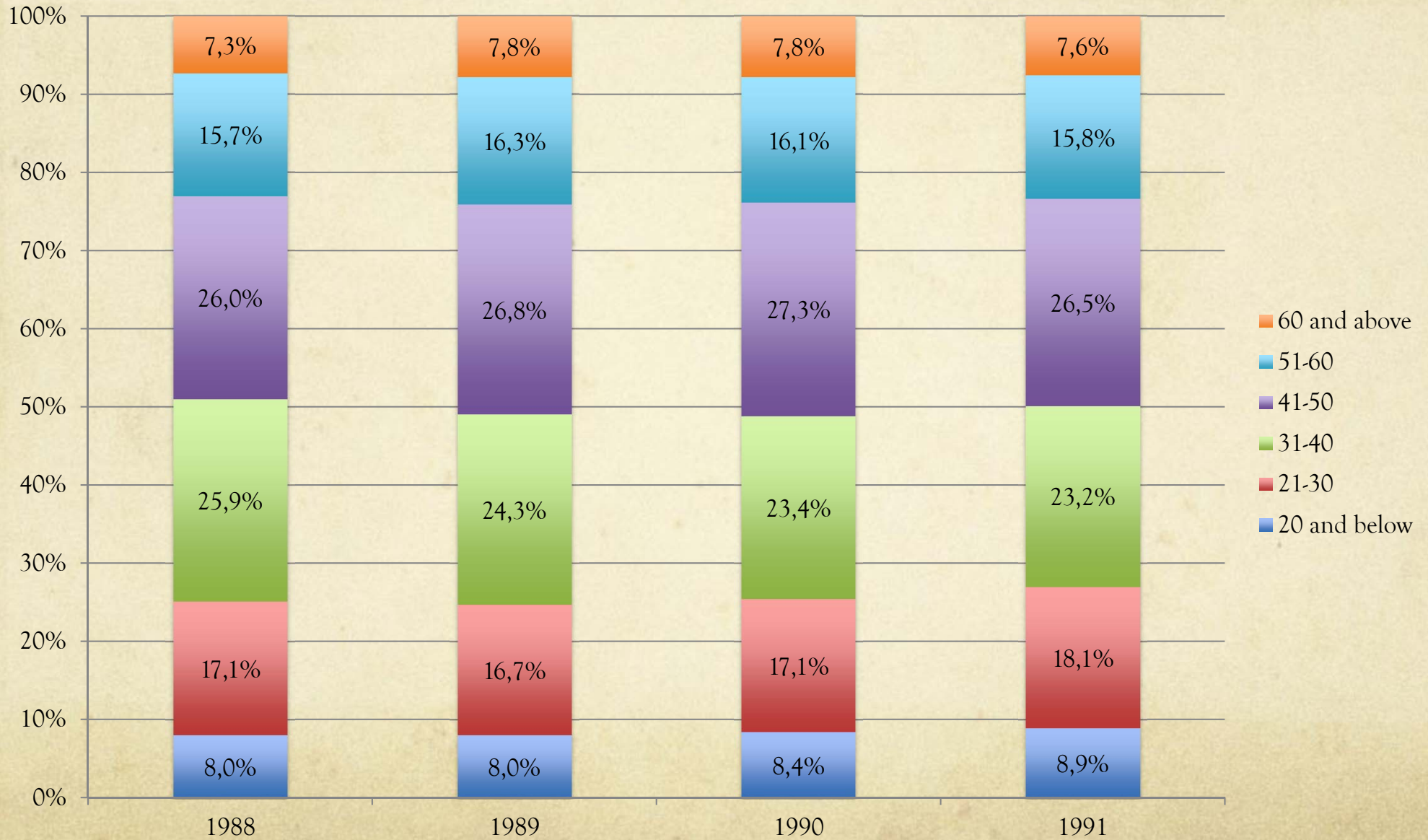
- Community-based theory (Minle e Atelejevic , 2001): involvement of the local community that can easily create tourist services for the territory knowledge
- The community knows not only the natural and historical, cultural resources, but also the social capital features, where trust and mutual interest are the basis.

Socio-cultural features of the community

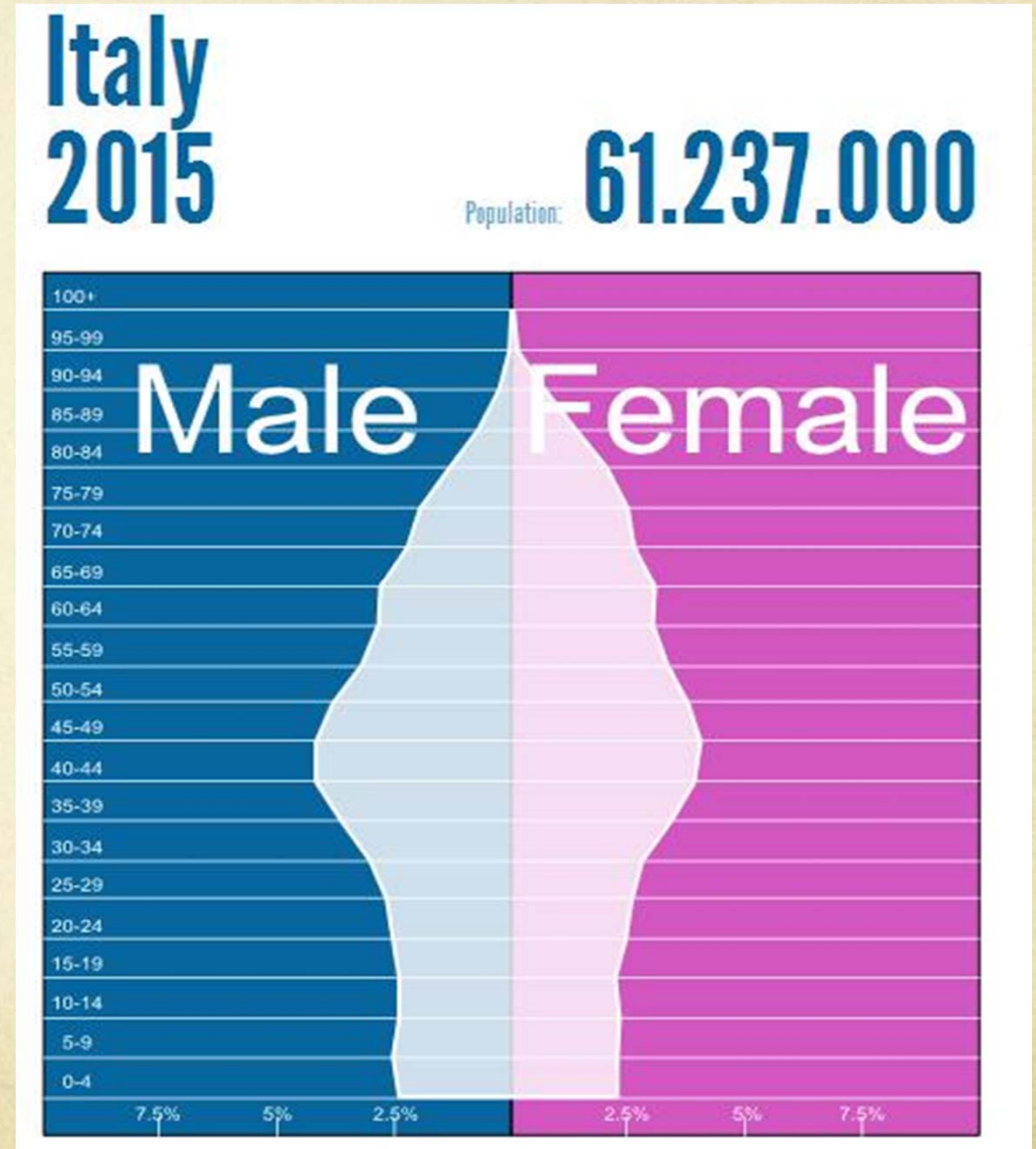
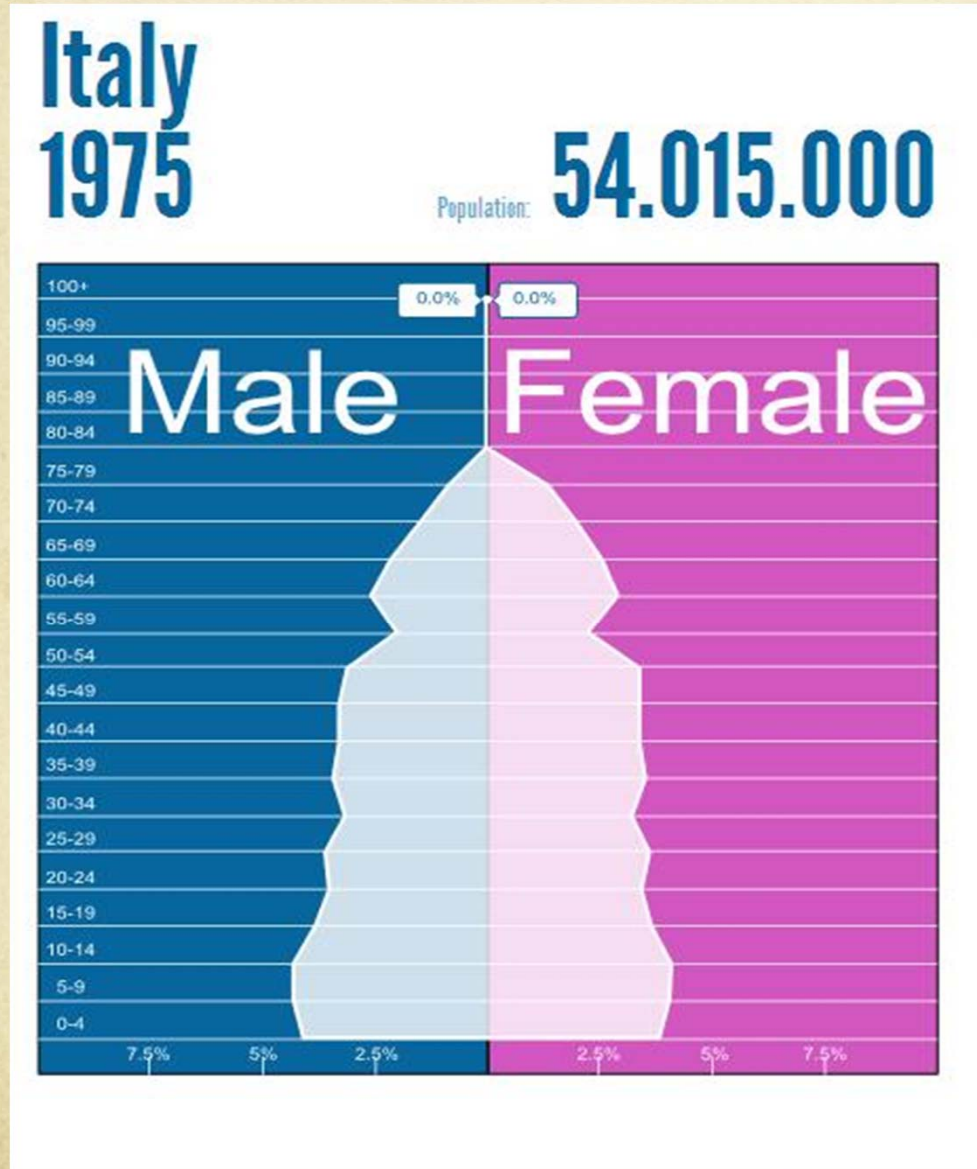
- In the first phase the attractions are based on the local resources and the requirements of inhabitants.
- In the second phase the relationship and the meeting in destination between tourist and local community produce the cultural exchange and the attractions could be innovate
- In the third phase the new technologies and the social networks promote the needs of both



Tourist age in the world



Age pyramid (Italy, 1975 - 2015)



Italy: the relationship between inhabitants and tourists

- In 1970s Italian people, on average, were younger and for this reason attractions covered the needs for young – Disco in Rimini, the casinò and Festival in Venice- and the attracted tourists were young.
- In 1990s Italian people, on average, were older than in 1970s and the attractions were for these age: beach tourism for family, the wellness tourism, the food tourism. The tourists coming in Italy were older as well.
- In 2015 Italian people will get older. In our hypothesis also the attracted tourist will getting older.

Demographic characteristics

- The hypothesis is that a destination with younger resident attract more young tourists than old ones.
- The age of population is changing the demographic structure of the destination. The tourism supply is more innovative and technological where there are young people, therefore policies on attracting young people are desirable.

The model

- Use of micro-data (Bank of Italy survey on international tourism)
- Foreign people who come to Italy
- Deep interviews (61.558 useful)
- Age of tourists (Age class e.g. 15-24 = 19,5)
- Province visited (average age of the resident)
- Country of residence of tourists (average age of residents)

The model

- First regression to fit the relationship between age of tourists and age of residents
- Lack of fitness ($R^2=0,02$ sig. 0,000)
- Dependent variable is the age of the visited province
- More variables: age in the origin country, expenditure, number of nights and reason for travelling
- $R^2=0,29$ sig. 0,006

The model

MODEL	Beta	t	Sig.
(Constant)		671,639	,000***
AGE TUR	,057	13,756	,000***
COUNTRY TUR	,004	1,065	,287
LEISURE	,003	,539	,590
GENDER	-,003	-,823	,410
NIGHTS	-,033	-7,213	,000***
TRAV ALONE	-,005	-,992	,321
HOTEL	-,042	-9,045	,000***
PACKAGE	-,057	-12,822	,000***
EXPEND	-,040	-9,942	,000***

Conclusions

- Age of tourists and age of residents are not directly connected.
- However, if we introduce other control variables we may find a model to understand the complex relationship between the two variables.
- Limitations: Destinations are considered just as provinces (municipalities may fit better).
- Further research: more variables to understand the socio-cultural context and not only the age of residents.

Thank you for your attention!