

Analysing and Understanding Domestic Tourism within a Destination Perspective

Critical Contribution, Session 3: Measuring and Analysing Domestic Tourism: the Relevance of an Origin-Destination Matrix

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The paper focuses on the crucial role domestic tourism plays when a destination perspective is adopted and argues on the opportunity to supplement national surveys on domestic tourism with more detailed analyses when sub-national scales are considered. To these issues are devoted paragraphs 1 and 3, where it is stressed that mainly at local level the in depth analysis of tourism demand can contribute effectively to a multiplicity of strategic issues. Paragraph 2 discusses the importance of domestic tourism at European level and indicates some relevant steps forward in order to improve the knowledge when destination strategies for Europe need to be adopted in the light of competition and sustainability.

Paragraphs 4 and 5 present a few core themes European destinations are facing. The evolution of tourism in most important tourist destinations is currently characterised by an evident dichotomy. While popular tourist destinations suffer a dramatic growth in tourist flows – and in particular excursionism –, exceeding their maximum carrying capacity, other relevant but less fashionable neighbouring sites are still excluded from traditional tourist itineraries. The congestion caused by excessive tourist pressure seriously damages cultural and environmental heritage in the most famous and crowded resorts, and burdens local residents and visitors with rising use-related costs. The marginal role played by other valuable but less well-known sites, which are located nearby, does not stimulate visitors to choose alternative itineraries and, in some way, contributes to strengthening the negative effects of spatial concentration. On the other hand, the poor development of such attractions, which are usually occasional destinations for 'in-transit tourism' or 'proximity tourism', causes a deterioration in local natural and cultural resources.

According to new market trends, tourists are increasingly seeking a varied holiday, which combines a number of attractions and leisure opportunities within the same trip. The interest is no longer in visiting a single famous resort or a number of resorts, but also in exploring the 'context' where they are located. Consequently, the satisfaction experienced by the visitor does not merely depend on the quality of each visit made, but also on his/her perception of the whole tourist region. The understanding of such behaviour and of its implications for the area is the basic element for meeting the visitor's expectations and guarantee the quality of life for residents.

The importance of domestic tourism within a destination perspective

It has been underlined in previous contributions (Manente, 2005; Manente, 2008) that the increasing complexity of the competitive environment and the decreasing possibility to control and foresee markets and demand are among the crucial factors tourist destinations, both emerging and already established have to face. Furthermore, efficient and effective management will depend on a precise knowledge of actual and potential demand. Within this context, while international tourism has been objective of relevant efforts to analyse its characteristics and its economic importance, domestic

tourism remains one of the most neglected and under-researched categories in tourism analysis (Ritchie and Crouch, 2003). One of the main reasons for that is linked to the economic evidence of the two typologies.

In fact, the economic importance of international tourism is that being the related consumption similar to exports to the destination country, its effects have to be added *in toto* to the national production system, contribute to the increase of the Balance of Payment assets and provide foreign exchange earnings. Domestic tourism consumption, on the contrary, is part of residents' final demand and its effects have to be considered only for the additional activities undertaken by residents in their quality of tourists (in other words excluding the consumption that they should have done anyway as residents). In reality, domestic tourism too generates an increase in production which would not otherwise have taken place. Furthermore it stimulates activities which would have taken place anyway, but which are transferred from one area (the origin area) to another (the destination area). So, in many countries this latter element guarantees the important effect of transferring income from richer areas of the country to less well-off areas.

Finally, during economic crises when the propensity to long-to-medium haul travel decreases, it can contribute to the destination performances by substituting international tourism.

These issues become relevant for whatever destination typology and dimension: from the European scale to the national until the local one.

The relevance of domestic tourism at European level

The analysis of travel behaviour of European tourists indicates persisting discrepancies between European countries concerning the distribution of long domestic and outbound holiday trips, but at the same time it confirms the relevant role of domestic tourism at European scale. In fact, if tourists living in the Benelux countries, the Baltic States, Denmark, the United Kingdom, Ireland, Slovenia and German-speaking countries prefer to spend trips of 4-nights or more abroad (percentages range from about 53% for Latvia to almost 100% for Luxembourg), residents of Southern European countries (Greece, Spain, France, Italy and Portugal), Finland and other new Member States, prefer to spend holidays in their own country, with figures ranging from 53% for Slovaks to 89% for Greeks (Eurostat, Panorama, 2008 edition). Furthermore, looking at the development from 2000-2006, domestic trips for holiday purposes showed the highest increase of 9.9% both in a country where domestic tourism dominates (Greece) and in another where outbound tourism is prevalent (Austria). Good growth has been recorded also in other important tourist destinations countries as Spain (+5.2%) and Italy (+2.5%).

It is well known that the comparability at European level is guaranteed by the Council Directive 95/57/EC and by a "Community Methodology on Tourism Statistics" published in 1998. In recent years, there have been new developments within tourism itself, and in tourism methodology in Europe and in the world, which have made it necessary to update the concepts and methodological framework. Furthermore, a strong process of coordination and homogenisation has taken place in the last ten years within the European system of tourism statistics, in terms of concepts, definitions and classifications (typologies of demand, of accommodation, of activities/products), as well as of methodologies, objectives and strategies. But the reconciliation of the results produced by each country is still an ongoing process: Comparison between origin and destination flows and expenditure remains a crucial step in order to achieve the Eurostat's six quality components "relevance, accuracy, timeliness and punctuality, accessibility and clarity, comparability, and coherence". If Europe may be interpreted as a tourist destination, also at this level it is important to discuss if the existing framework of data on domestic tourism is able to represent and interpret the complexity above underlined.

The need of tailored tourism demand analyses at sub-national level.

As stated in previous contributions, if the destination coincides with a sub-national level, many aspects assume a stronger weight and become increasingly important.

Mostly at sub-national level, in fact, the information about tourism demand is crucial not only in estimating foreign exchange earnings and, in general, the economic impact. It is also essential in analysing the characteristics of both visitors and trips and studying their motivations and holiday behaviour. These elements are at the basis of suitable management plans and marketing strategies.

Furthermore, mainly at local level the in depth analysis of tourism demand can contribute effectively to a multiplicity of strategic issues such as systematic and non-systematic mobility patterns, preservation vs fruition of natural and cultural resources, alternative use of free time, etc. However, the inadequacy of information and/or the lack of reliable and credible data on volume, dynamics, characteristics of visitors flows are considered to be one of the main hindrances to the development of a synergic approach. Just speaking about volume, it is widely recognized that among the main areas of lacking investigation there is tourism in private accommodation and excursionism, which are particularly relevant within the domestic component. The estimate of the size of these segments is generally made on the basis of ad hoc surveys that, for their being non systematic and their lacking of homogeneity in the methodology applied, do not facilitate comparisons.

Comparison and homogeneity might be reached if a national survey on domestic tourism is implemented, but in this case its responsiveness to the sub-national needs has to be evaluated on the basis of a few aspects:

- The different interpretation of the concept of “domestic” when the sub-national level is considered. In fact, the role of some components changes according to the territorial scale: residents in other areas become similar to international tourists for the area under consideration;
- The impact of excursionism on the local supply needs to be analysed in a more precise way than at national level, in particular taking into account the usual environment and the interface with outdoor recreation practices
- The sample usually adopted for national surveys couldn't allow the adequate analysis of the phenomenon at local level and a cost-benefit analysis couldn't justify the enlargement of the sample so that to be representative at any required sub-national level

Excursionism as a crucial issue for destinations

Once the sub national level of analysis has been defined -administrative region vs local tourist destination (Manente, 2008)- the concept of “domestic” tourism must be specified consequently (Frechting, 2008, 2009). A few components of domestic tourism become increasingly relevant at this stage, can be appropriately analyzed only at local scale and require methods and instruments which can be better implemented locally. Within this context, one of the crucial themes concerns the phenomenon of excursionism.

The rising economic, social and environmental impact (positive and negative) of same day visitors on tourist destinations, and the feeling that they determine common consequences in highly-frequented sites or that they could be an interesting opportunity for the less developed sites, point out the need to develop an in depth analysis to identify, measure and monitor these flows and collect information in order to answer questions like: "what is or could be the role of same day visitors in terms of flows, tourism expenditure and economic impact? Are there enough common problems in highly-frequented sites to enable us to tackle them in a uniform and co-ordinated manner? Do these problems fall within the same context in all the major sites? Are there concrete possibilities for the less known destinations

to benefit from this typology of tourism and what are the conditions? Should common solutions be pinpointed?"

Firstly, the study of "domestic tourism" to a destination in terms of excursionist flows involves, and is interconnected to, the analysis of the use of free time and then to the specification of the differences between tourism - leisure - outdoor recreation, for which the definition of "usual environment" is determinant. The propensity to "consume" recreation/leisure activities instead of "holidays" depends not only on the quantity but also on the quality of the free time and on its distribution along the day, the week, the month, etc.. According to recent developments of tourism sociology "... forms of social organization are no longer emerging from factories and offices Rather, new forms of organization are emerging from a broadly based framework of leisure activities 'Life-style', a generic term for specific combinations of work and leisure, is replacing "occupation" as the basis of social relationship formation, social status and social action" (MacCannel).

So, the building of a suitable structure of data and methodologies aimed at the understanding of the phenomenon at local level is preliminary to any decision about destination management measures, since it contributes to overcome the inadequacy of information and/or the lack of reliable data on the real volume of visitor flows, their dynamics and characteristics.

The evaluation of the weight of day-visitors on total tourist demand is of extreme importance, especially if considering the variance existing between the effective tourist pressure - in physical, environmental and social terms - generated by this segment on the resources, and the benefits derived for the local community. The spatial and time concentration of these flows generates, in fact, a quick saturation of the carrying capacity for the primary resource, followed by a deterioration of the quality of the stay-visitors' experience and often reduced profits for local economic activities interested by tourism. Such effect interests not only the single attraction of visitor flows but also and especially the context in which it is placed and consequently influences the quality of life for residents.

One of the main areas of interaction between daily visits, tourists and residents is mobility. Excursionism generally intensifies the mobility and traffic problems already affecting the destination systematic and non systematic mobility. In fact,, even if characterised by different needs and behaviour, visitors share the same transport network and infrastructures and use the same means of transport. The impact of tourism on the transport system, then, could be synthesized as follows: tourists need, on one hand, fast and efficient transport services to reach the destination (accessibility) and, on the other hand, integrated and flexible transport supply within the destination (urban mobility). The needs of tourists and residents are almost coincident as regards accessibility (even if tourism is characterised by some prevailing routes) while can be different as regards local transports (flexible vs. rigid pattern).

In this context, the need of controlling mobility to, from and especially within a local tourist destination in order to optimise the use of transport network and services and to combine efficiently tourists and residents requirements becomes a priority in many European sites. In particular, the principles and practices of visitor management in urban areas characterised by large or unusual tourist flows increasingly involve the transport system.

Then, the interaction between tourism and mobility management is becoming more and more fundamental and needs better understanding of the potentialities: the basic question is to what extent the implementation of strategies for controlling tourism demand may affect/direct/influence the adoption of comprehensive measures for mobility management.

Tailored analyses at local level: the case of the archaeological area of Pompeii and Herculaneum.

In Italy and abroad, a number of studies have been focused on the dichotomy between traditional art cities and small historical centres, as well as between famous museums or monuments and less known attractions. Promoting alternative itineraries is suggested as one of the viable strategies to spread demand over space (and time) and to stimulate the development of the surrounding area (region or city). It reduces the pressure on overcrowded sites and creates value for all the players involved in such a complex system.

The case study discussed here demonstrates the need of tailored analyses at local level to create the suitable knowledge for strategy. It concerns the archaeological area of Pompeii and Herculaneum, the leading historical 'open air museum' in Italy, attracting over 2 million visitors a year. The area is located in Campania, in the southern part of the country, and it is close to Naples, Sorrento, the Amalfi Coast, Capri and Ischia, which are among the most visited destinations by international tourists since the age of the Grand Tour, in the 19th century

The complexity of the analysis is explained by the conformation and location of the attraction. The archaeological area consists of two ancient 'cities': Pompeii, which is one of the most famous and congested tourist sites in Italy, and Herculaneum, just as impressive, but less well-known than its neighbour. The area is included in one of the most important tourist regions in Italy (that comprises Naples and the Neapolitan Riviera), from which the majority of visitors to the archaeological excavations originate (mainly day-trippers).

In order to control visitor flows -- in particular excursionist flows -- and thus favour the development of sustainable tourism in the whole area, the planning of suitable management policies is urgently required. It should ensure a more balanced and profitable 'use' of the attractions and of the surrounding area, minimising use-related costs and maximising the benefits coming from reputation and 'property value' gained by famous sites. To be effective, such strategies should be planned at different territorial levels.

The ancient town of Pompeii, which records 1.9 million visitors a year (almost 89% of all visitors registered in the archaeological area), represents the first level of analysis. Just 6% of total visitors to Pompeii spend the night in the local accommodation establishments, while 94% are same-day visitors, who spend just a few hours in the area, and this intensive use causes inevitable 'wear and tear' problems to such delicate a resource.

The second level concerns the interactions between the ancient and the new Pompeii, i.e. the archaeological excavations and the modern town located close to the site. The focus is on the interactions between visitors and residents and then on the benefits but, above all, on the costs that tourism development brings to the local community (e.g. problems of parking and traffic congestion).

The third level takes into account the visitor flows between Pompeii and Herculaneum: the Pompeii excavations are the leading attraction and the 'node' of the itinerary network within the archaeological area. The majority of people visiting just one site choose this attraction, while most itineraries in the area start from there. Of all people interviewed in the direct survey, 88% visited or had planned to visit Pompeii; 34% visited or were going to visit the Church, while 23% visited or would visit Herculaneum.

Finally, the fourth level of analysis evaluates the archaeological area as part of a wider tourist region including the Neapolitan Riviera (Sorrento, Amalfi, Ravello, etc.) and the urban agglomerations from which excursionists mainly originate (e.g. Naples and Rome).

The inadequacy of information and/or the lack of reliable data on volume, dynamics and characteristics of visitor flows are considered, by public and private organisations, to be one of the main hindrances to the development of such strategies. For example, visitor statistics only record the

total volume of individuals entering both archaeological sites, without any distinction by nationality or typology (e.g. tourists and same-day visitors). Furthermore, they do not provide any information concerning visitor's motivations and the way the visit is organised. On the other hand, data collected at the accommodation establishments of the towns of Pompeii and Herculaneum only record tourists in registered hotel and non-hotel accommodation. People staying in the homes of friends and relatives and, above all, same-day visitors -- who represent the main segment of tourism flows -- are generally omitted. Finally, national surveys on travel behaviour of Italians carried out by ISTAT do not allow any analysis on the critical issues above underlined.

So, the organisation of a direct visitor survey at these popular tourist places represents the necessary step to collect the required information. In fact it allows researchers:

1. to analyse the different profiles of visitors by origin, travel and visit behaviour;
2. to identify the itineraries followed within the archaeological area and the importance of such attractions in the decision to visit the Campania region;
3. to select the other tourist resorts visited in the Neapolitan tourist area;
4. to monitor the satisfaction of the visit and the visitors' perception of the natural, urban and social environment where the sites are located .

The general advantages of such a survey are firstly that both domestic and international visitors may be investigated, as well as overnight tourists and same-day visitors. Secondly, it can be used for monitoring the attraction itself, measuring volume and characteristics of visitor flows who visit the site, and to evaluate the same flows as representative of the tourist pressure that affects the area in which the attraction is located.

In the archaeological area investigated, the survey has been organised at two *closed* attractions, the excavations of Pompeii and Herculaneum, and at one *open* attraction, the Church of Madonna in Pompeii, which is located in the urban centre of the town of Pompeii. The choice to also include the latter site, which is an important destination of pilgrimages, was made in order to enhance the monitoring of visitor's perception in the area surrounding the Pompeii excavations.

About 5,700 face-to-face interviews were conducted from May to November¹ among visitors leaving the excavations or the Church, so as also to collect their impressions on the visit. Although personal interviews are very expensive in terms of time, money and staff, they usually ensure the highest response rates and the highest reliability of information collected, for interviewers are able to give maximum assistance to respondents in understanding questions (Eurostat, 1998).

A system of two surveys was implemented:

1. a *pilot* or *preliminary survey*, carried out just before the main survey to test the survey plan and the questionnaire design, to evaluate the probability of each visitor being interviewed and, then, to check whether the selected sample is representative of the study population;
2. the *main survey*, to collect complete information on the visitor and the visit.

Before starting the survey, the secondary data available on volume and characteristics of the population to be investigated was checked. Data on total visitor flows to the excavations, by site and by month, is collected by ENIT (the Italian National Tourist Bureau), but it is not divided by nationality or by typology (tourists and excursionists). The latter distinction is important since tourists and same-day visitors usually have different travel behaviour and also a different socio-economic impact on the local environment.

As for same-day visitors, three main categories have to be taken into account, according to the place from where they come to visit the attraction and where they move or go back to after the visit:

- **true same-day visitors**, i.e. people who visit the archaeological sites or the Church during the day leaving from and returning to their habitual place of residence. For example, a family living in

¹ The survey, carried out for the first time by Ciset in 1997, has been updated in 2006 using the same methodology.

Naples who spend a Sunday visiting Pompeii and go back home on Sunday night (domestic visitors);

- **indirect same-day visitors**, describing those who visit the sites or the Church leaving from and returning to (round trip) the same vacation site, where they are counted as overnight visitors. For example, a Danish couple holidaying in Sorrento who decide to visit Pompeii;
- **in-transit same-day visitors**, where those visiting the sites or the Church leave from a place different from the place where they are directed to. The visit is generally a stopover as a part of a trip from home to the holiday destination and vice versa, or from a tourist resort to another tourist resort. An example of the first case is an Italian family living in Rome who decide to visit the excavations on their travel from home to the tourist village where they will spend their holiday. As for the second case, a Danish couple making a tour in Italy who decide to visit Pompeii on their way from Rome to Sorrento.

Each category is expected to choose different itineraries within the archaeological area (e.g. they may only visit Pompeii, or Pompeii and Herculaneum or all three attractions). Furthermore, each type of visitor identifies a different area from where he/she comes (home, holiday resort, etc.): the larger this area, the higher the attractiveness of the cultural resource and then the pressure generated by different demand segments.

The preliminary survey confirmed that visits to more than one attraction were highly probable, while multiple visits to the same site only affected the free attraction, i.e. the Church, where people may pay more than one visit during the survey period.

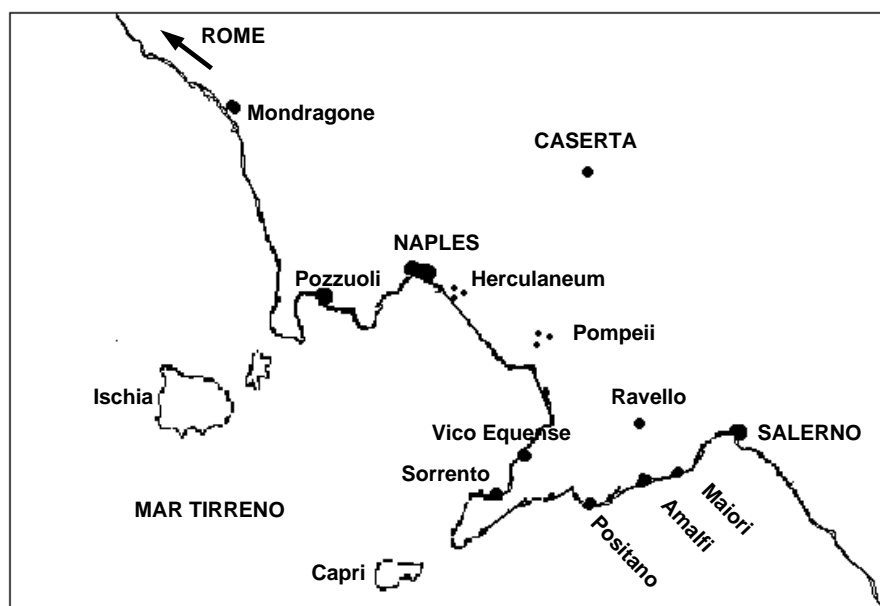
Taking into account 'visit bias', a visitor may pass through the archaeological area more than once during the whole survey period, independent of the number of attractions he/she visits. Consequently, the probability of being surveyed for these visitors is substantially higher than for those individuals who visit the area just one time.

To avoid both kinds of duplication, a pre-selection was made in order to verify whether the visitor contacted was qualified as respondent (Eurostat, 1998). A question was included at the very beginning of the questionnaire, asking the visitor if he/she had already been interviewed or not. In the first case, the interview was closed and another sample unit was drawn, according to the stated sampling plan. As for the Church, a further selection was made by purpose of visit. Individuals qualified as respondents were those who only visited the Church for cultural purposes or for cultural and religious reasons, thus excluding those who went there just to hear Mass or to pray. This kind of respondent is expected to visit the Church just one time during the their stay. The identification of people to be interviewed has been done through a second filter question placed at the very beginning of the questionnaire, asking people the main purpose for visiting the Church.

Relevant results from the local survey

Generally, the visit to the archaeological area is not the main purpose of the trip, even though these attractions are relevant in deciding to visit the Campania region. For more than 80% of people interviewed, the visit is part of a larger itinerary that includes the most famous tourist resorts of the Neapolitan Riviera, such as Naples, Sorrento, Amalfi and the Amalfi Coast, Capri, Positano and Ravello (see Figure 1).

Fig. 1 The location of the archaeological area of Pompeii and Herculaneum



In detail, each survey venue is specifically:

- a destination for a daily excursion from the tourist resort (e.g. Sorrento) where visitors are spending their holiday (indirect same-day visitors);
- a stopover on a tour in this district or in Southern Italy (in-transit visitors);
- on a lesser extent, a short excursion for cruisers sailing along the Italian coasts or in the Mediterranean (in-transit visitors);
- a daily excursion from home for people living in Campania or in neighbouring regions (true same-day visitors).

As showed in Figure 2, the Pompeii excavations are the leading attraction and the 'node' of the itinerary network within the archaeological area. The majority of visitors visiting just one site choose this attraction, while most itineraries in the area start from or pass through there. This is also true for people contacted at Herculaneum: most of those who state to visit both Herculaneum and Pompeii have already visited the Pompeii excavations at the time of interview.

In detail, considering all people interviewed, 88% have visited or have planned to visit Pompeii during their stay in the area; 34% have visited or are going to visit the Church, while 23% have visited or will visit Herculaneum.²

The central role of Pompeii is confirmed by the distribution of total visits (made and planned) in the area. More than 60% of visits are to Pompeii, 23% at the Church and 16% to Herculaneum, with an average of 1.45 attractions visited by each person interviewed.

Finally, the most popular itineraries are those between Pompeii and the Church, probably because of proximity. Out of 2267³ itinerant visitors, almost 28% of them (628, in absolute values) first visit the Church and then the Pompeii excavations, while 26% start from the archaeological site and then go to the Church (589 visitors)(Fig. 2).

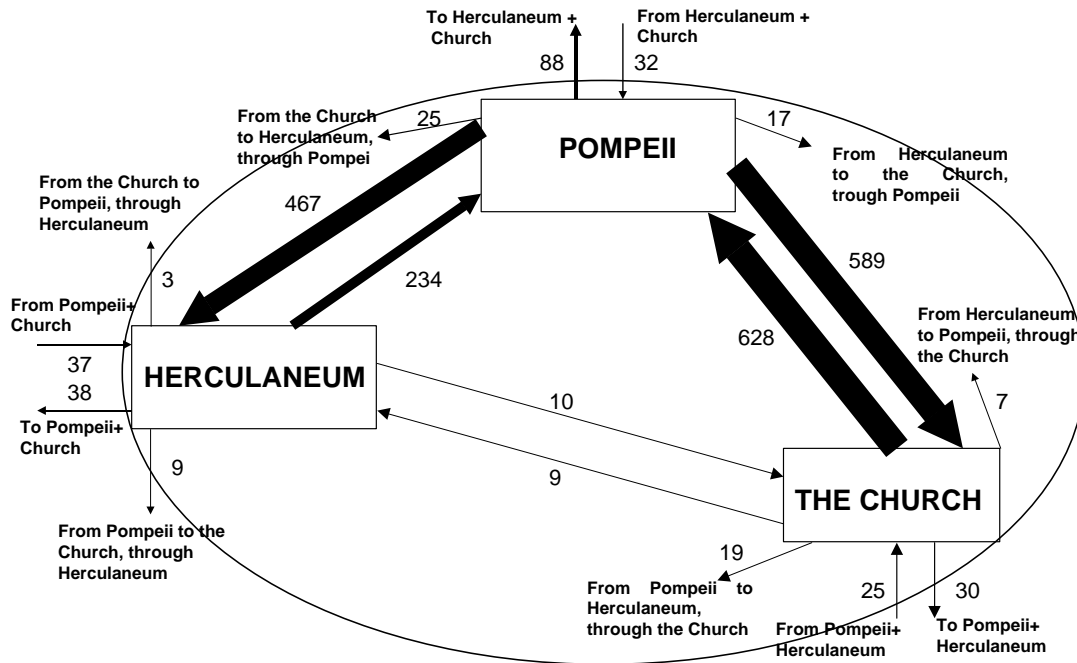
On the other hand, the route from Pompeii to Herculaneum (the distance between them is about seven miles) ranks third, with a share of 21% (467), followed by that from Herculaneum to Pompeii, with 10% (234). Very few visitors leave from Herculaneum to visit the Church and vice versa. Totally, 85% of itinerant visitors interviewed visit two attractions. The other 15% (330) visit all three sites, with half of them (162) concentrated on routes having Pompeii as starting and ending point (respectively,

² The total is over 100 because some people visit two or more attractions.

³ The figure is calculated by reducing the total number of visitors interviewed (5715) of those who visit only the attraction where they are contacted (3448 visitors, of whom 2789 at The Pompeii excavations, 370 at the Church and 289 at Herculaneum).

88 and 32 visitors) or, more, as a stopover from Herculaneum to the Church and vice versa (17 and 25 visitors).

Fig. 2 Itineraries within the archaeological area. Distribution of itinerant visitors for each route (2267 visitors in total. Absolute values)



The analysis of excursionism

As discussed above, the archaeological area is above all an important destination of same-day visitors.

True same-day visitors represent 12% of total interviewees and generally include people living in the Campania region (58%) or in neighbouring regions (Lazio 17%; Puglia 13%), who make an excursion to the archaeological area, generally during weekends. Apart from the site where they are interviewed, 50% of them also go sightseeing to the other two attractions, while the rest of the sample have already visited them or have no time to visit them. There is a poor perception of the local environment, given the very short length of stay (about three-four hours), and that is common to the other categories of excursionists. Only a third visit other tourist resorts within the Neapolitan tourist district, and they are above all people living outside Campania. True excursionists generally travel by private car (61%) and by coach (25%).

Indirect same-day visitors represent the main share of daily visitors to the area under study (52%). They are primarily foreigners (76%) who visit the sites leaving from and going back to the same resort where they are on holiday, and where they are therefore registered as tourists. Almost a third leave from Sorrento, 17% from Rome, 14% from Naples and 4% from Amalfi or Positano. 27% of them have also visited or are going to visit at least one of the other survey venues, while for people who do not visit them the reasons are the same discussed for true same-day visitors. The majority of respondents also make an excursion to other resorts in the Neapolitan tourist district. The most visited destinations are Naples, Sorrento, Amalfi and the Coast, Capri and Positano, followed by Salerno, Mondragone-Baia Domizia, Vico Equense and Maiori (Fig. 1).

About a half of indirect same-day visitors are independent travellers, while 45% apply to a tour operator or a travel agency to buy a package tour, which generally does not include the visit to the archaeological area. They generally stay in a hotel (71%) and travel by coach (29%), by private car (28%) or by train (17%). Of those who travel to the Campania region by plane (16%), they reach Pompeii and Herculaneum by train or by coach.

Finally, *in-transit same-day visitors* (36%) are those for whom the visit to the archaeological area-- and especially to Pompeii -- is either a stopover during a tour in the Neapolitan tourist district, in Campania or in southern regions, or a planned excursion during a cruise in the Mediterranean. Naples is in fact both one of the most important 'homeports' and 'ports of call' along the routes from and to Greece, Turkey, France and Spain. The cityscape and the guided tour of the Pompeii excavations and/or Capri are the traditional excursions planned by most shipping cruise companies.

In-transit excursionists mainly reside abroad (73%) and generally have only enough time to visit Pompeii. 50% also go sightseeing in other tourist resorts in the area (the Amalfi Coast and Sorrento), and they are generally those who are making a tour in the Neapolitan tourist district. Most people interviewed depart from a place different from home, located in Campania or Lazio (Rome), while just 10% leave from home. Of the first, 47% organise the trip by themselves while 42% choose an all-inclusive package, which often includes the entrance fee to Pompeii. More than two thirds stay in a hotel the night before and after the visit, while 10% overnight on a ship or a train. As for the means of transport used to reach the Campania region and the archaeological area, 30% travel by car, 26% by coach and 13% by train. Visitors arriving in Campania by air (11%) or by sea (8%) reach the sites by rented car or by coach.

Concluding remarks

The identification and the analysis of visitors' characteristics and of visit behaviour is a key-factor in assessing the impact of tourism in the study destination and in directing the implementation of tourism policies and management strategies for both the single attractions and the whole area.

The analysis allowed to specify the behaviour of itinerant visitors within the archaeological area, divided by typology: overnight tourists vs. same-day visitors, package vs. independent visitors. The aim was to verify the routes chosen within the area (e.g. whether they visit Pompeii first and then go the Church and/or Herculaneum, or vice versa) and the willingness to pay for a combined ticket for both archaeological excavations.

Furthermore, the role of Pompeii and Herculaneum in the tourist itineraries within the Neapolitan tourist district has been analysed in detail. The idea is firstly to identify the traditional itineraries in which the visit to Pompeii, or to the archaeological area as a whole, is included; secondly, to define some new routes that can be promoted and the visitor segments that seem more disposed to choosing them. Information collected, then, are crucial in defining 'alternative' itineraries of visit and then suggest guidelines not only in terms of marketing actions, but also in order to improve mobility conditions and undertake tourist flows management measures to guarantee the quality of the tourist experience and the general sustainability..

Finally, the visitor survey and analysis is a necessary tool to help defining the actions to be developed in order to inform visitors both on site, during their stay in the area, and in their city/region/country of residence, when they are expected to plan their visit. An example of the first type of actions is the promotion of alternative routes within the archaeological area, through a better organisation and delivering of available information to visitors. As for marketing actions, to identify the channels/tools to be used to better organise independent and package visitors and to prevent visitor overcrowding: e.g. the media, travel operators, Internet.

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