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**The Impact of Tourism on Local Inhabitants of Campania**  
Bachelor thesis

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Statement:

I declare that I have prepared my bachelor's thesis independently and with the use of the mentioned literature.

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## **Annotation**

The topic of this bachelor thesis is “The impact of tourism on local inhabitants of Campania”. The topic was chosen because the author lived in Campania for a year and a half. The aim of the bachelor thesis is to discover how tourism affects the local inhabitants. The hypothesis were that they are negatively affected by the large number of visitors in the region and that they were more satisfied during the coronavirus pandemic in 2020, when there were just a few of visitors. The theoretical part presents possible methods of measurement of relationships between residents and visitors and tourists and introduces Campania as such. The practical part discusses in detail the results of the questionnaire survey conducted. The findings did not support the hypothesis and in the end the local inhabitants are satisfied with tourism in the region. At the same time, therefore, they prefer the time before the pandemic when there were many more visitors. During the questionnaire survey they also had the opportunity to make a suggestion for a possible change that would be beneficial to both visitors and residents with most of them agreeing that public transport in the region should be improved.

**Key words: tourism, Campania, inhabitants, visitors, tourists**

## **Anotace**

**Název:** Vliv cestovního ruchu na původní obyvatele Kampánie

Tématem této bakalářské práce je "Vliv cestovního ruchu na místní obyvatele Kampánie". Téma bylo zvoleno proto, že autorka žila v Kampánii rok a půl. Cílem bakalářské práce je zjistit, jak cestovní ruch ovlivňuje místní obyvatele. Hypotézy byly, že je negativně ovlivňuje velký počet návštěvníků a že byli spokojenější v době koronavirové pandemie v roce 2020, kdy bylo návštěvníků v oblasti méně. Teoretická část představuje možné metody měření vztahů mezi obyvateli a návštěvníky či turisty a představuje Kampánii jako takovou. Praktická část podrobně rozebírá výsledky provedeného dotazníkového šetření. Zjištění nepotvrdily hypotézy a místní obyvatelé jsou s cestovním ruchem v regionu spokojeni. Zároveň tedy dávají přednost době před pandemií, kdy bylo návštěvníků v oblasti mnohem více. Během dotazníkového šetření měli respondenti také možnost navrhnout změnu, která by byla přínosná jak pro návštěvníky, tak pro obyvatele, přičemž většina z nich se shodla na tom, že by se měla zlepšit veřejná doprava v regionu.

**Klíčová slova:** turismus, Kampánie, původní obyvatelé, návštěvníci, turisté

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# 1 Introduction

Millions of people used to travel the world every day before coronavirus pandemic, millions more used to work in tourism. Although travel is now somewhat restricted and complicated, many people continue to work in tourism and many people continue to travel even in these difficult times.

Before the global coronavirus pandemic that began in late 2019, tourism was one of the fastest growing industries. Travelling was becoming more and more affordable, thanks to both new technology and decreasing prices, and millions of people were travelling every day as a result. The fact that travelling was very easily affordable could be a problem for many destinations that were visited by thousands of people a day. Unfortunately, although tourism has declined in the last two years and travelling is unlikely to be what it was before the pandemic for the next few years, tourism always has a big impact on the inhabitants of a destination. In such places, among other things such as the destruction of nature, hotel resorts are then built precisely at the expense of nature or the satisfaction of the local population. The locals are not always happy with tourism, unfortunately they often have little choice and the only possible solution is to move away from the destination. Sadly, even such cases occur nowadays.

## 2 The Aim of the Work

For this bachelor thesis it is crucial to find out how the native inhabitants of the southern Italian region of Campania feel about visitors. It is impossible to measure people's opinion, so it is important to decide whether their view on tourism and visitors is positive or negative.

The aim of this thesis is to evaluate the attitudes of Campania residents towards visitors and to assess whether they are positive or negative, based on data obtained through a questionnaire survey in which Campania residents participated.

The research questions could be set as follows:

- What is the resident's attitude towards visitors?
- Were residents more satisfied during the last year 2020, when the country was hit by a coronavirus pandemic and tourism was severely limited?

There were two hypotheses, as follows:

- The indigenous people of Campania are not satisfied with the large number of visitors in their region.
- Campania natives were more satisfied during 2020 when there were not so many visitors in the region due to the coronavirus pandemic.

## **3 Core concepts and their definitions**

### **3.1 Tourism**

Tourism can be understood from many different points of view while for some people it means holidays, for others it means travelling for work, others travel for family or friends. Looking for just one definition of tourism is therefore very difficult. It is complex and interconnected with other disciplines such as marketing, geography or psychology.

According to Zelenka and Pásková (2012), tourism is a complex social phenomenon that involves the activities of people travelling outside their usual environment or staying in these places for less than one year for one or more of the following purposes: entertainment, recreation, education or work and so on. However, tourism naturally also includes the activities of entities providing services and products to these travellers, i.e. the operation of facilities with services for these travellers. It also includes the sum of all activities of persons offering and providing these services, etc.

According to International Recommendations for Tourism Statistics published by United Nations (2010) tourism has an impact on many stakeholders, both the local population of the destination and the visitors to the destination themselves. Last but not least, of course, it affects the economy and the natural and built environment.

This analytical concept of tourism is based on the perception of tourism as a complex process that involves not only the participants who demand tourism but also those who offer it, i.e. the providers. Last but not least, the destinations where tourism occurs.

#### **3.1.1 Terminology**

Explanation of basic tourism terminology is essential for understanding the whole issue. The definition of tourism has been explained above, then terms such as resident, visitor, tourist or tourism destination and its life cycle will be explained.

#### **Tourist**

According to the International Recommendations for Tourism Statistics (2010) a visitor who stays at least 24 hours in a place visited using leisure time and also stays overnight in a public or private accommodation in that place.

## **Visitor**

As International Recommendations for Tourism Statistics (2010) further state a visitor is a person who travels to a place other than his normal place of residence for a period not exceeding twelve consecutive months, the purpose of the visit being other than the performance of an activity remunerated from the place visited. Or a person visiting a tourist attraction or leisure facility - a museum, gallery, castle, chateau, etc.

It therefore includes tourism participants, residents and travellers not included in tourism statistics.

## **International visitor**

According to Zelenka and Pásková (2012) a person who travels to a country other than his/her country of normal residence for a period of not more than twelve months and the purpose of his/her travel is other than the performance of an activity remunerated financially from the place visited. International visitors are then divided into *international tourists* and *international one-day* (non-overnight) *visitors*.

## **International tourist**

International tourist according to Zelenka and Pásková (2012) is a person who stays at least one night in a public or private accommodation in the country visited. The purpose of his/her visit is then recreation, i.e. a holiday, business or business trip or other tourism motivation.

## **Resident**

A resident (or local resident) according to Zelenka and Pásková (2012) is any natural person who lives in a destination for more than one year. It can be a citizen of a country or a foreigner who has been in the country for a long time. Thus, a resident can be a person of any nationality who has lived in a destination for more than one year. When the needs of tourists and visitors are prioritised over those of residents, a phenomenon called aversion occurs.

## **Tourism destinations**

According to the UNWTO Tourism definitions (2019), a tourism destination is: "A tourism destination is a physical space with or without administrative and/or analytical boundaries in which a visitor can spend an overnight. It is the cluster (co-location) of



products and services, and of activities and experiences along the tourism value chain and a basic unit of analysis of tourism.”

As the UNWTO (2019) goes on to state, a destination involves multiple stakeholders that may link to each other to form larger destinations. It also mentions that a destination is non-homogenous and has its own distinct identity and image. All this then influences its competitiveness in the market.

A destination can also be understood as a place that offers some tourism attractions or attractions or other tourism-related services such as catering or accommodation facilities.

In the Interpretive Dictionary of Tourism, Pásková and Zelenka (2012) state that a tourism destination is a place comprising a number of attractions and infrastructure potentialities, with the main objective of improving stay services to bring tourists or visitors to the destination, which is understood as an individual country, its region or possibly cities.

As the UNWTO (2019) further states, the quality of a tourism destination depends on many factors and is the result of a process that involves satisfying all the needs, demands and expectations of visitors not only in terms of price but also in terms of common basic factors such as hygiene, infrastructure, facilities, services and others. Destination quality is very important in terms of competitiveness in tourism and is an important tool for tourism service providers.

### **Destination lifecycle**

The destination lifecycle, resort area lifecycle or tourist area lifecycle (TALC), as explained by Zelenka and Pásková (2012), is the application of the economic and marketing model, i.e. the product life cycle, to a composite product, which is a destination consisting of several distinct products, such as accommodation or tourism attractions. As he goes on to state, these products differ from each other in terms of their course and also in terms of the length of their life cycle.

According to Zelenka and Pásková (2012), the life cycle trajectory of a destination is often influenced by the aggressiveness of promotion within destination marketing, the fashion effect and a relatively high degree of inertia in the spatial behaviour of tourism participants and tourism intermediaries such as travel agencies. As Zelenka and Pásková further state, it is also possible to observe qualitative and quantitative changes in a

destination caused by tourism development, thanks to properly chosen indicators and taking into account the phenomena and processes at work, such as globalisation or urbanisation.

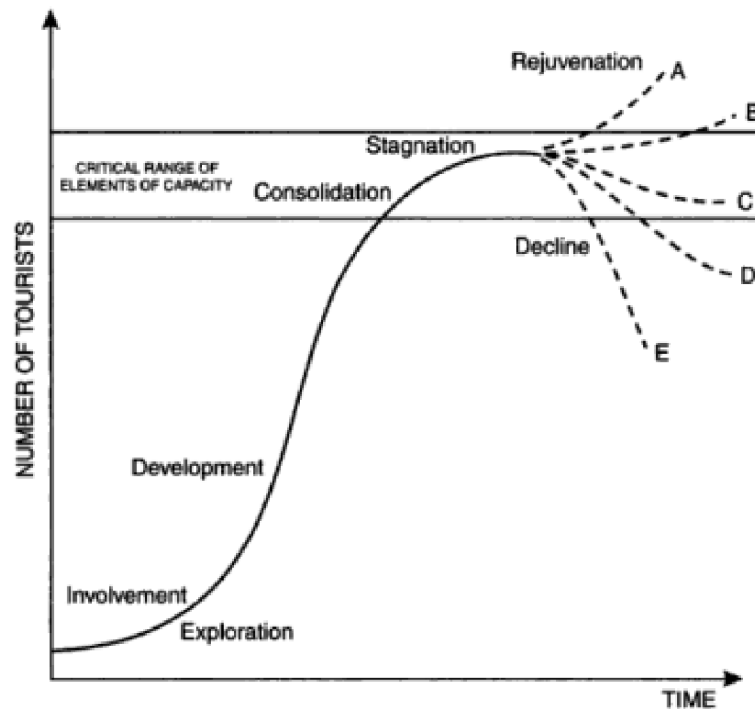
Inferring the life cycle of a destination based on historical data is an important tool for destination management. The destination life cycle concept offers four basic functions for destination management - descriptive, explanatory, predictive and prescriptive.

One of the most widely used model is Butler's destination life cycle which he described in his book *The origin of the TALC* (2006) which captures the development of a destination in six stages. These are as follows: Exploration, Engagement, Development, Consolidation, Stagnation and Poststagnation. Butler (2006) then explains all the stages as follows:

- Exploration - to visitors is introduced a new destination that has only a small number of visitors so far
- Engagement - as visitor demands increase, local initiative grows in direct proportion to them, creating a tourism market with its essential attribute of seasonality, while at the same time developing a tourism super culture.
- Development - at this stage, the number of visitors to the destination is all time high, with visitor numbers outnumbering resident numbers during the season. Tourism at this stage is mass and the supply is deverified. The development is controlled by foreign entrepreneurs, the demands on the standard of service are constantly increasing and thus the 'necessary' raw materials and supplies have to be imported.
- Consolidation - visitors who are not interested in the life of the residents see the destination only as it is offered by the tour operator, as a "tourist paradise". At this point tourist activities also become vital as they are a source of income as well as employment for many people. Suprastructure is increasing and the place is taking on a monocultural appearance. Visitor growth slows down at this stage.
- Stagnation - this is the most critical phase in the life cycle of a destination. The carrying capacity of the destination is saturated and visitor numbers are at their peak. The destination's attractiveness and interest are also declining at this point.
- Poststagnation - this is the last phase and has three variations depending on previous developments. The decline is irreversible or it can be stabilised by very well thought out destination management, including a change in the destination's

image and an increase in its carrying capacity, followed by rejuvenation as a new destination life cycle.

**Image 1: Hypothetical evolution of tourist area**



Source: Butler, 2006

### **Sustainable tourism**

According to Amerta, Sara and Bagiada (2018), it is very important to increase the knowledge of sustainable tourism in the local community in the chosen destination. Furthermore, local people should have a role in sustainable tourism. According to them, local residents should then preserve the personal features of their nation and culture as well as its prestige and dignity.

Selected characteristics of sustainable tourism are, for example, the following: trying to reduce the use of natural resources as much as possible, involving indigenous people in the development of tourism in the area, preserving biodiversity, preserving and enabling the use of natural resources for future generations, and last but not least, he mentions that it is very important to do marketing responsibly.

As Amerta, Sara and Bagiada (2018) explain in sustainable tourism and its development, the following principles should also be developed:

1. *Tourism development should be able to build an appreciation of indigenous peoples to their culture and environment.*
2. *Har development based on careful planning attempted to strengthen the existing local potential.*
3. *Tourism development is based on preservation and future-oriented.*
4. *Alignment between local people, tourists and the environment.*
5. *Emphasis on greater benefits to local communities.*
6. *It is not to damage natural resources.*
7. *Monitoring changes that occur due to tourism development. Amerta, Sara, Bagiada (2018, p. 250)*

### **3.1.2 Prerequisites for tourism development**

According to Jakubíková (2012), "The basic prerequisite for the development of tourism is the freedom of people to travel. Other prerequisites include free time, sufficient free and a favourable political climate." Without these prerequisites, tourism development would probably not happen at all. However, for many people, even today, travel is out of reach for reasons such as lack of money or time. Although traveling without finances may seem practically impossible, nowadays new options are arising there are services such as Workaway, Couchsurfing or Worldpackers and many others. Compared to the past, as already mentioned, traveling is much easier and people who use the already mentioned websites or apps can travel almost for free. However, for safety reasons it is always recommended to have a certain financial reserve.

The current political situation in a chosen place plays a significant role in the development of tourism in that destination. This is also one of the factors when choosing a destination, as health and safety is paramount. Of course, countries where there is any kind of political unrest or war are not often visited.

### **3.1.3 Perception of tourism**

As Juan Carlos Monterrubio Cordero states in his work Residents Perception of Tourism: A Critical Theoretical and Methodological Review (2007) much of the literature related to the study of local residents' attitudes towards tourism has concluded that there are

indeed many factors that influence local residents. It also mentions that the views of individual residents or natives on visitors vary widely. He also mentions that socio-demographic variables can become very decisive factors in shaping the perception of tourism by the residents of a given destination. These factors then, according to him, mainly include age, place of birth, ethnicity but also community attachment. Other variables, according to him, are the frequency of contact between residents and visitors, proximity to resorts, and the economic and tourism market and its development.

Perception is a very individual thing and so the same thing is perceived differently by each person. This is due to the differences in people's social status and personalities. How a person perceives a destination also greatly influences their expectations. For someone a destination is ideal, for another it may be below average. It all depends on personal perception, previous experiences and also on the aforementioned expectations.

Comparing the different perspectives of different stakeholders is important for assessing the quality of a destination. Understandably, visitors and tourists perceive a destination differently from its residents. However, this bachelor's thesis is only concerned with the resident group and the impact of tourism on them.

## **3.2 Tourism in Italy**

### **3.2.1 Basic facts about Campania**

According to web Comuni-italiani.it (2021) Campania, with its 13,590 square kilometers and a population of 5.8 million, is located in the southern part of Italy. It borders the region of Lazio, Apulia and Basilicata. To the west of Campania is the Tyrrhenian Sea along with the Bay of Naples. It includes the islands of Capri, Ischia and Procida.

According to web Italia.it (2021) Campania consists of four provinces - Salerno, Caserta, Benevento and Avellino and Metropolitan city of Naples. Each of them has a capital city with the same name. The capital of Campania is Naples, which is also the third largest city in the whole Italy.

According to websites universiade2019napoli.it (2021) among the most famous places to visit in Campania, the city of Naples and the historic part of each of the towns are certainly among the most famous sights to see in the region. Of the natural sights, the Cilento National Park, which is part of UNESCO, the permanently active Vesuvio volcano and the peaks of the adjacent mountains are certainly worth mentioning. The Amalfi Coast, with towns such as Positano, Ravello, Minori and Maiori, should not be overlooked. All these towns are connected by a mountain road full of curves with stunning views of the adjacent sea. In the southern part of Campania, in addition to the aforementioned Cilento, there are the remains of the ancient city of Paestum. Below the top of Vesuvius are the remains of another ancient Roman cities, Pompeii and Herculaneum. The islands of the Gulf of Naples - Capri, Ischia and Procida, among many others - are certainly worth a visit.

As far as history is concerned the website universiade2019napoli.it (2021) further states, Campania used to be one of the important centres of Magna Graecia. The ruins of Pompeii and Herculaneum are evidence of the Greek influence. Also thanks to the Greek influence in Caserta or Paestum, the region is known worldwide.

It also mentions that the history of Naples dates back to the 8th century BC and that throughout its history it has been ruled by Spain, Austria and the Bourbons. It is only since 1861 that Naples can be spoken of as part of the new Italy. Until then, it was the capital of the Kingdom of Naples, which at that time ruled the whole of southern Italy. As a point of interest, the website also mentions that the historic centre of Naples is the largest in Europe and covers 1,700 hectares. Salerno is then influenced by the Middle Ages, as can

be seen in its centre. Otherwise, it is a constantly developing modern city located on the bay. The website also mentions that Avellino is frequented by religious visitors who come to visit the two shrines. Avellino also offers two archaeological sites. Benevento, as the website again mentions, was very important in the Middle Ages, but also during the Roman Empire, thanks to its location. Many Roman ruins can be seen throughout the province.

### ***3.2.2 Statistics about tourism in Italy***

According to National Institution of Italian statistics (2021) the number of non-resident visitors to Italy has been gradually increasing every year since 2015, when it was 81,067,638, until 2020, when, due to the pandemic, tourism in the country experienced a big drop.

According to the UNWTO (2021) website and its statistics, Italy was visited by non-resident by a total of 95,399,761 people in 2019, of which tourists or overnight visitors accounted for 64,512,919 and other one day visitors or excursionists accounted for 30,886,000.

As UNWTO (2021) explaining the statistics do not include border or seasonal workers but including cruise passengers.

#### ***3.2.2.1 Tourism in Italy during COVID-19 pandemic***

Like every country, Italy and its tourism has been greatly affected by the 2020 coronavirus pandemic. In the spring of 2020 Italy was significantly affected by the first wave of the coronavirus pandemic, and this has understandably affected the influx of visitors to the country. Thanks to the strict measures that came very early on, at the beginning of March, the situation had improved by the summer and it was possible to visit the country without major problems.

According to the website National Institution of Italian statistics (2021) arrivals to Italy in year 2020 were 53 478 154. Which means a 44 percent decrease compared to 2019.

According to National Institution of Italian statistics (2021) the region that saw the biggest drop in visitors was believed to be Veneto, which lost around 12 million arrivals. The second largest decline was then apparently recorded by Lombardy, which had perhaps the worst situation of all Italy. Lombardy lost around 9.5 million tourist arrivals.

According to the National Institution of Italian statistics website (2020), the Lazio region (-73.6%), Campania (-72.2%) and Liguria (-71.9%) recorded the biggest drop in visitors compared to the same period in 2019.

### ***3.2.3 Statistics about tourism in Campania***

Unfortunately, Italian tourism statistics do not provide visitor numbers for each region, but only the number of tourists, people who spent at least one night in Campania. So, according to the National Institution of Italian statistics website (2021), foreign tourists in 2019 in Campania were 5,844,248. As for domestic tourists, those in Campania were 6,715,342 which is 871,094 more than those of foreign tourists. The total number of tourists in Campania for 2019 is therefore 12,559,590.

The total number of foreign tourists in Campania then accounts for 9% of the total arrivals of foreign tourists in Italy.

## ***3.3 Methods of measurement: relationships between residents and visitors/tourists***

### ***3.3.1 Doxey's irritation index***

There are various methods for measuring the socio-cultural impacts of tourism. One of the most popular and most used is called Doxey's index also known as Doxey's irritation index. In 1975 George Victor Doxey described the relationship between visitors and residents of the destination. He described these relationships on four levels – Euphoria, Apathy, Irritation and Antagonism. The individual stages follow each other in time.

Euphoria is according to Doxey (1975) first stage and describing the time when residents are full of excitement and anticipation and really appreciate tourists and tourism in a destination. Contact between them is informal and visitors respect traditions and culture of inhabitants. There are not a lot of visitors and residents are aware that in addition to new contacts, tourism will bring them new income.

Next stage is Apathy. Contact between residents and visitors starting to be more formal but the relationship between them is still pleasant for both of them. Tourism is more and more seen as a source of income and investment. Number of visitors is getting higher.

Penultimate stage is Irritation or also often called as Annoyance. Residents starting to show misgivings about visitors due to increasing numbers of them. Accommodation



facilities are starting to be inadequate for so the increasing number of tourists and therefore must be expanded. This already means a major impact on the lives of residents, tourism is beginning to lag behind local traditions and way of life.

Last stage is according to Doxey (1975) called Antagonism. Residents are disgusted by the large number of visitors. There are not good relations between residents and visitors. Residents also perceive visitors as the cause of all the bad things that are happening in the destination. Residents basically hate visitors and letting them know about it. At this stage, they are only income for them.

According to Doxey (1975), these were the four stages of irritation in progress. Sometimes the fifth phase is also called, which is called the final phase or also the degree of resignation. The point is that at this moment the destination is losing its attractiveness and visitors are moving elsewhere. However, if the destination is large enough, mass tourism can develop. All these stages depend on many factors such as the seasonality of the destination, the length of stay, cultural and racial differences, etc.

### **3.3.2 Defert's function**

According to Markovic, Peric, Mijatov, Doljak and Zolna and their scientific paper called Application of tourist function indicators in tourism development - Defert's function measures the intensity of tourist activity in the selected destination. It is calculated as the ratio of the number of residents and tourists in the destination. In essence, it shows the socio-culturally tolerable level of attendance of the destination. According to them the function is expressed by the following formula:

$$T(f) = N \times 100 / P$$

N represents the capacity of permanent beds, P represents number of residents

According to Uhlířová (2016), the big advantage is the relatively easy availability of data, but the disadvantage it is a complicated interpretation where it is also necessary to consider facts as a measure of utilization bed capacity and its statistical traceability, the predominant form of tourism in the destination, seasonality of tourism and a second residence should also be taken into account. The higher the value of the function, the higher is likely to irritate residents to visitors. The function can be used for a comprehensive assessment of the importance of tourism in the destination. And the effects of tourism on the socio-cultural environment of the destination.

### ***3.3.3 Models of resident's behavioural responses to the impacts of tourism***

In 1989, Dogan came up with research looking at behavioural responses to the socio-cultural impacts of tourism at the macro-distribution level. The research also focused on the assessment and identification of these impacts. Dogan categorized the possible responses of residents into 5 groups. These impacts can occur individually or intertwined.

The first group is resistance. This is a response to very intense and very negative tourism impacts in a destination. In the relationship between residents and tourists, this manifests itself in hostility and aggression. The second group is retreat. This is a community that tries to avoid contact with tourists. At the same time, they try to revive old customs and traditions. Maintaining the borders is the third group. In this case, social and physical boundaries are created between residents and tourists. A kind of distance is created.

Revitalisation, the fourth group, comes in with the fact that tourism can in many cases act as a factor that can help to preserve the traditions and culture of the indigenous people. The last group, according to him, is Adoption. In this, there is a conscious replacement of the local social culture by the culture of tourists and their behaviour.

### ***3.4 Impacts of tourism***

Of course, as William F. Theobald (2005) states in his book, tourism has certain impacts and consequences. Unfortunately, it is not possible to avoid them, but it is possible to minimise the negative impacts and emphasise the positive ones with the help of planning and management. Tourism brings about the intermingling of many cultures, people from different social and economic backgrounds, and these are some of the reasons why these impacts occur. He further states that for a long time, the economic impacts of tourism were mostly cited because tourism has a large impact on the economy of a destination, but also because it is easier to measure and quantify. However, one of the reasons for this was that these impacts are usually positive because tourism usually brings finance to a destination. He also mentions that in many cases the truly economic (positive) impacts outweigh the negative and previously unmeasured environmental and social impacts.

As he further mentions, the advantages and disadvantages always fall into two groups. On the one hand there are the visitors and on the other the indigenous people, and what is a positive impact for one may be the opposite for the other. For example, at the moment

when visitors incur costs associated with their holidays, on the other hand, the inhabitants of the chosen destination benefit from the profits of tourism and at the same time bear all sorts of costs.

He also states that the impacts of tourism then depend on a large number of factors. Of course, the characteristics of visitors, including the length of their stay, the mode of transport and the nature of their journey. A number of tourism writers have therefore attempted to categorise visitors according to their impact on the destination, for example, he states that this categorisation was attempted by Smith in 1977.

#### ***3.4.1 Positive and negative impacts of tourism***

According to Palatková, the impacts of tourism are divided into their temporal phases, namely: 1. The phase of preparing and building infrastructure for tourism 2. The phase of actual implementation of tourism As stated by Mason, impacts change over time along with how a destination develops over time. Factors that determine the nature of tourism impacts include mainly the type of tourism activities undertaken, the nature of the local community, what the relationship between residents and tourists is, the geographical location of the destination but also the time period. As Palatková further states, the impact of tourism is most noticeable on the environment. In the first phase, according to Palatková, the impact of tourism is most noticeable on the environment. There, land preparation for tourist infrastructure often involves, for example, deforestation and other modifications necessary for the construction of tourist facilities such as hotels and restaurants. In most cases, however, new roads etc. also have to be built. In the second phase, the impacts are then caused by tourism consumption itself, where transport, accommodation and visitor activities are implemented. The aforementioned actions in both phases can cause irreversible damage to the destination, thus destroying its potential and preventing the destination from developing further. Of course, both residents and tourists are affected along with the destination. Their behaviour can be influenced by the destination or the habits of the residents, this can then lead to a change in their behaviour in their everyday life after leaving the destination. This of course influences their decision making about visiting a destination in the future. It is very difficult to assess whether the effects of tourism on a destination or residents are positive or negative. The whole situation needs to be seen from many perspectives. Tourism usually brings new jobs to a destination, which usually pleases the residents, but at the same time it means that there

may be a large number of tourists in the destination whose behaviour may, for example, lead to the destruction of the environment or the destruction of the authenticity of the destination, which is unlikely to please the residents. However, residents are usually able to tolerate negative impacts, provided that the positive impacts prevail.

### **Negative impacts**

As already mentioned, it is difficult to define what is negative and what is positive in this case, as it means something different for everyone. However, negative impacts on the quality of the natural environment, the destruction of natural resources and the gradual prevention of tourism development in the destination can certainly be considered as negative impacts. In many cases, tourism will also cause a loss of local identity. A destination that had its charm, so to speak, becomes a common destination with hotel resorts that can be seen in many places around the world. The destination is no longer original. Another problem is the rising price levels, both in terms of property prices and food prices, especially during the tourist season. This adversely affects and sometimes even harms residents. It is possible to reduce the negative impacts by applying the principles of sustainable tourism.

### **Positive impacts**

Of course, tourism also has a positive impact on a destination. Not only do many residents find work in this sector, tourism also gives them a sense of pride and awareness of the value of their heritage, both natural and cultural. At the same time, there is additional income associated with tourism, which can then be used specifically for the protection of this cultural heritage or the beautification of different parts of the destination. Tourism also tends to support the preservation of local attractions - customs, traditions, crafts and culture in general.

#### ***3.4.2 Social effects***

According to Murphy (1983) one of the common effects is the Demonstration effect, which manifests itself in imitating the patterns of behavior of visitors by residents. They then become participants in tourism as well. This effect is also related to the so-called Fashion Effect, which basically influences the human decision-making process based on the choice and relationships of other people to the product, also by the way it is promoted and creating an image of a modern and popular product. As far as tourism is concerned, the effect of fashion works more on the basis of presentations of the destination in the media,

on the basis of the offer of travel agencies or the recommendations of other people. In so-called "fashion destinations", the concentration of visitors is usually increased and at the same time the life cycle of the destination is affected by this effect. It is important to mention the dualization of society, which according to Pásková (2014) divides society into two classes - poor and rich. In this case, the rich mean a layer of entrepreneurs in tourism who benefit significantly from it, the poor represent the rest of the local population, who suffer from increased living costs, mainly due to inflation caused by tourism. As she goes on to say, the marginalization of the population is the process of expelling residents from more prestigious (mostly historical) parts of cities. Along with displacement, the satisfaction of their needs is pushed to the last place in the local economy. In the case of tourism, therefore, there is a direct and indirect expulsion of local residents into the peripheral zone of the destination and on the margins of society, both economically and socially.

As Papatheodorou (2001) states in terms of spatial structure, dualism is spatially expressed through a number of procedures. He states that the concept of Core is closely associated with popular destinations that provide tourism services in the built environment. The accessibility of these places is easy because they have a large market potential and the services are offered in high frequency thanks to major airlines and their associated carriers. It also mentions that there are a large number of accommodation facilities other than traditional hotels in the main resorts, which are then managed and often owned by hotel chains.

### ***3.4.3 Ethnic effects***

According to Grünewald (2006), what distinguishes an ethnic identity is the way it returns to things such as cultural or racial history.

Ethnic effects also include xenophobia, which according to Zelenka and Pásková (2012) means an elder from foreigners, other races and unknown places. It often results from ignorance and isolation, whether historical, political, economic or social, and although tourism on the one hand contributes to overcoming it, on the other hand it can increase it, especially with high differences in living standards and styles of tourists and residents. At the base of this, there is an elevated behavior of visitors and a misunderstanding of the second culture.

#### **3.4.4 Cultural effects**

As stated by Md Shazalal (2016) the effects of acculturation begin to take effect when locals come into contact with visitors. They then adapt to the needs and values of tourists and gradually begin to follow them. As he further mentions this process occurs more often in less developed societies. He also states that this 'adaptation' occurs more easily among young people. They follow the lifestyle of visitors and adopt their gestures or attitudes. Local residents then behave like the visitors, in terms of their style of dress or appearance, as well as their way of expressing themselves and spending their leisure time. This is then referred to as the demonstration effect. In addition, artificial rituals and traditions are also changed or created to accommodate the visitors. However, tourism also has positive effects on culture, he says, as it can also identify, develop and rediscover culture.

#### **3.4.5 Economic and infrastructure effects**

Although the effects of tourism on the economy and infrastructure are often perceived as positive, this is not always the case. According to Pásková (2014), the positive effects consist mainly of income growth, employment growth and growth in the quality of infrastructure. According to her, income is unevenly distributed and if it already remains in the destination, it supports social inequalities in the destination through its uneven distribution. At the same time, employment tends to be seasonal and very poorly remunerated. It is very often carried out by foreigners who are willing to pay less. The money from tourism that is invested is then not invested in the needs of local residents, but instead gives rise to infrastructure that is unaffordable for residents and reduces the quality of life of local residents. According to Getz and his book about impact of tourism on residents (1993), another major problem is seasonal and core inflation, which is an increase in prices due to an increase in supply at a particular time, usually in the destination core area during the tourist season. According to Pásková (2014), the tourist trap effect is a major threat to the sustainability of tourism. It refers to the operation of tourism that is not regulated and that devalues its own capital through its activities. Capital in this case refers to the cultural and natural values of the destination. This in turn devalues all the preconditions for its economically, environmentally and socially sustainable development. Naturally, this phenomenon has a major impact on the life cycle of a destination and the extent of its impact is determined mainly by seasonality, the

vulnerability of ecosystems, the degree of economic dependence of local people on tourism and the degree of regulation of tourism.

#### ***3.4.6 Urban effects***

According to Troanca (2012), the types of tourism impacts vary depending on the scale of tourism activities and all that contributes to their increase or decrease. However, many of them, according to him, are related precisely to the impact of tourism on the urban environment as such but also on the urban environment. Troanca (2012) then goes on to mention that such damages include noise and vibration pollution, which occurs mainly in the vicinity of transport networks in cities; he also states that it can occur through soil compaction and pollution, to water pollution or the loss of drinking water sources, precisely due to the greater demand for it due to the large numbers of visitors in the area.

It also states that most of the damage is done by uneducated people who have no idea about ecology.

According to him, in order to reduce the damage caused by tourism in urban areas, there is a need to use various indicators that measure the maximum capacity for a given area.

## 4 Methodology

The following chapter will describe the methodology that was used to collect the data, which is later discussed in the practical part of the thesis. This focuses on the research using a questionnaire survey that was presented to the residents of Campania to complete. The research is based on data obtained from a questionnaire survey in which the respondents were selected on the basis of a single condition, which is residence in Campania for at least one year. The research is then based on the data collected through this questionnaire survey. The questionnaire was designed and designed by the author and presented to a random sample of Campania residents, who were then given the opportunity to complete it during January and February of this year. The questionnaire was made available to respondents online via Google Docs, specifically it was first sent out to friends of the author who live in the region, who were then asked to return the questionnaire. The questionnaire was also sent by email to staff at the University of Salerno and to members of the ESN (Erasmus students network) in Salerno and Naples. Thus, the results were automatically processed into graphs using an application directly in Google Docs, but the author created the graphs herself based on the data collected. Thus, the respondents were residents of different provinces of Campania, mainly from the provinces of Naples and Salerno, since tourism is most developed in these two regions.

The questionnaire survey itself focused on the impact of tourism on the inhabitants of Campania, the perception of tourism in different seasons and places. One of the questions was, of course, the intensity of the perception of tourism in the daily life of the respondents. The questionnaire itself consisted of a total of 18 questions, two of which were open-ended. The original questionnaire was in Italian, but a translated version is available in the attachment.

Due to the small number of questionnaires, the aim was not to create a sample of the population, but only to divide the respondents according to their place of residence.

The first two questions focused on the demographic classification of the respondents, i.e. the age group and the highest educational level of the respondents, who were always given a choice of several options. The next four questions were similar, their purpose was to further divide the respondents according to which province within Campania they live in, how long they have lived, how far they live from the provincial capital and, if applicable, how often they visit the city. these questions were then as follows:



- In which province of Campania do you live? Although, as already mentioned, it was not the aim to create a sample, it was important to know where the respondent came from, as tourism varies considerably from province to province in Campania.
- How long have you lived in Campania? This question was also the only condition for completing the questionnaire. Respondents had to have lived in Campania for at least one year.
- How far do you live from the centre of your provincial capital? This question was asked to find out whether the respondent is really influenced by tourism because in some areas, especially in rural areas, tourism is almost non-existent.
- How often do you visit the capital of your province? This question is related to the previous one and again aimed to sort the respondents a bit more. Namely, it was necessary to find out how tourism is perceived by other groups of people depending on where they live and how often they visit the capital.

The following two questions:

- Which of these places have you visited in the last year?
- Which of these places have you encountered visitors?

Respondents were given a list of places from which they could choose any number. The places that were on the list are very frequently visited cities, both by residents and visitors. The cities and places on the list were as follows: Salerno, Naples, Positano, Amalfi, Sorrento, Paestum, Pompei, Capri, Ischia, Caserta, Procida, Vesuvio, Ravello.

The next question asked about the frequency of encounters with visitors in their daily lives and then how often they noticed the presence of visitors. Next, respondents were asked to select the time of year when visitors were most frequent. The following four questions were about the impact of tourism. For the first, respondents were asked to indicate how residents perceived visitors to Campania - positively or negatively. In the second and third questions, they were asked to select from several options the positive and negative impacts of tourism on the region. The options were then as follows - from the negative impacts: noisy tourists, crowded beaches or streets, street vendors, disturbance of nighttime peace, frequent photo-taking, littering, destruction of monuments, none of the above, or other. Of the positive impacts, then, the options were: more jobs, cultural enrichment, better care of monuments, higher level of services, nurturing of social life, better care of urban areas such as parks, squares, etc., better care

of houses such as new facades or renovations, none of the above, and open to the possibility of other. These two questions were asked because, whatever the results of the survey, there was a need to find answers to the question of why the results were as they were. Another important question was whether they would like to see tourism increase or decrease. The last multiple-choice question concerned the last year and the coronavirus crisis that has hit tourism in Italy hard. The question was therefore designed to find out how respondents perceived the impact of the coronavirus on tourism in the region. It was necessary to confirm or refute the initial hypothesis.

The last two questions were open-ended - the first asked respondents to answer what they thought would contribute to greater satisfaction with tourism development. In the second, they were asked to name one place in the region that they would recommend visiting to someone coming to Campania for the first time. The answers to the last two questions were translated, transcribed into a table and the intensity of some of the options was assessed. The author has commented on some of the answers based on her personal experience gained during her long-term stay in Campania, specifically in Salerno, and has tried to assess their severity. At the same time, she has tried to explain why some of the comments are indeed justified. On this basis, she has made recommendations and suggestions for improvement at the end of the paper.

In addition, she asked herself two research questions, namely:

- What is the attitude of the residents towards visitors?
- Were residents more satisfied during the last year 2020 when the country was hit by the coronavirus pandemic and tourism was severely curtailed?

As mentioned in the introduction, two hypotheses were also established, as follows:

- The indigenous people of Campania are not satisfied with the large number of visitors in their region.
- The indigenous inhabitants of Campania were more satisfied in 2020 when there were not so many visitors in the region due to the coronavirus pandemic.

# 5 Practical part

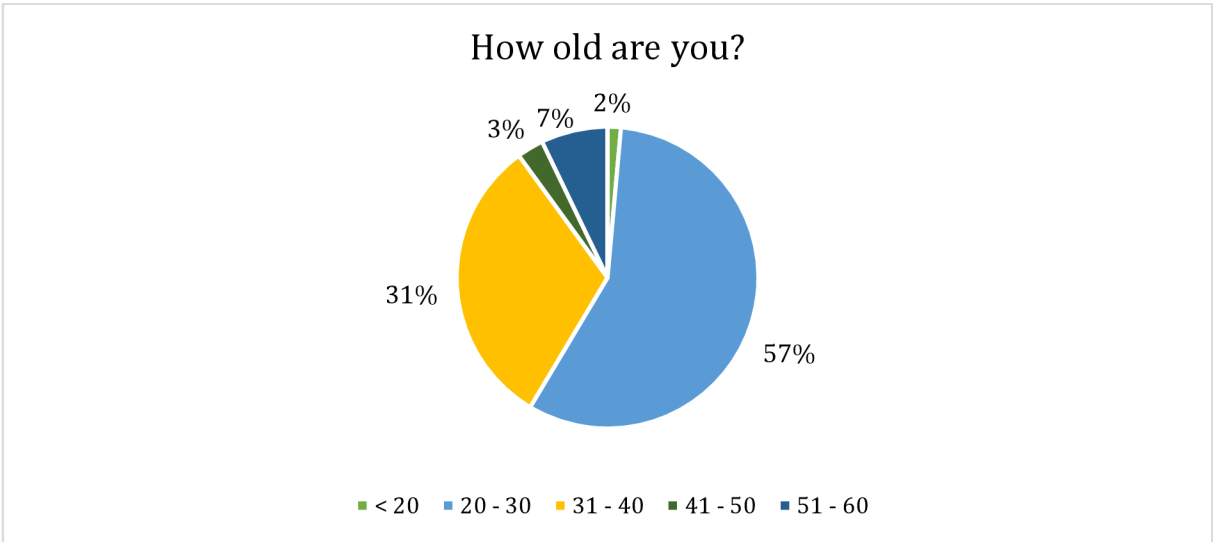
## 5.1 Analysis of the results of the questionnaire survey

### 5.1.1 Sociodemographic indicators

Questions one and two in the questionnaire were devoted to socio-demographic indicators, which asked for the age and highest educational attainment of the respondents. The question on gender was not asked because it was not considered important for the purposes of this survey.

Regarding age, the most frequent group of respondents was people aged 20-30 years, with 57 %; the second most frequent was 31-40 years, with 31 %. Other age groups were less contained by the respondents.

**Graph 1: Age of respondents**



Source: author

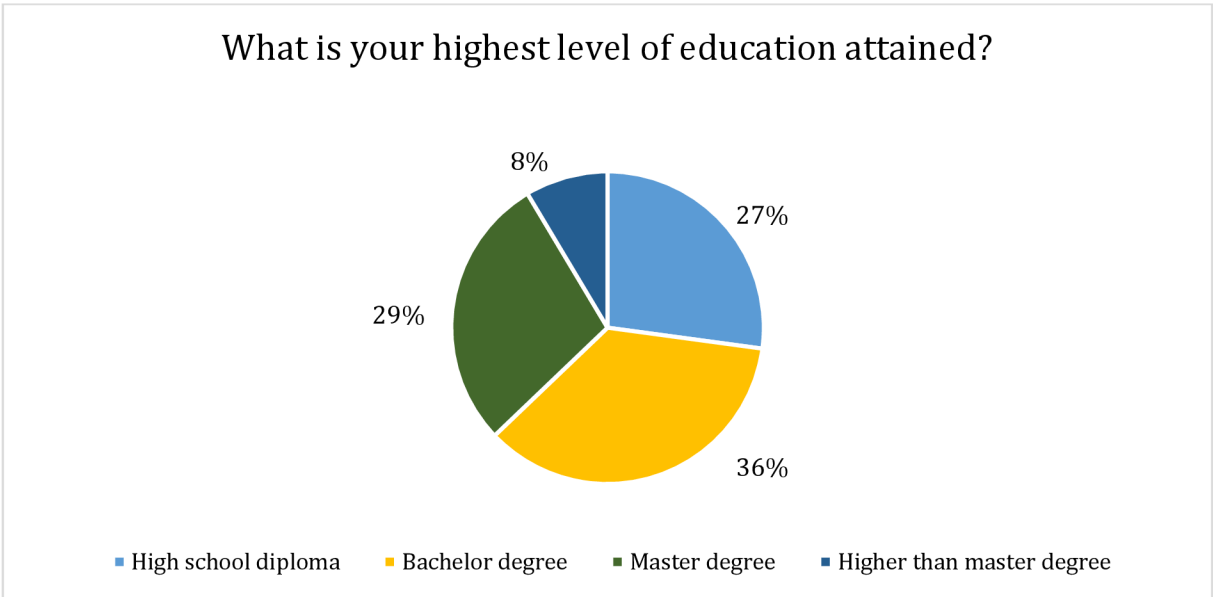
**Table 1: Age of respondents**

Age	Number of respondents
< 20	1
20 - 30	40
31 - 40	22
41 - 50	2
51 - 60	5
61 - 70	0
70 <	0

Source: author

In terms of the highest educational attainment of the respondents, for most of them, the highest educational attainment was university education with a Master's degree, namely 29 %. The second most common answer was university education with a Bachelor's degree, namely 36 %. This was followed by a high school diploma, and the lowest number of respondents had attained a higher education than a master's degree.

**Graph 2: Highest level of attained education**



Source: author

**Table 2: Highest level of attained education**

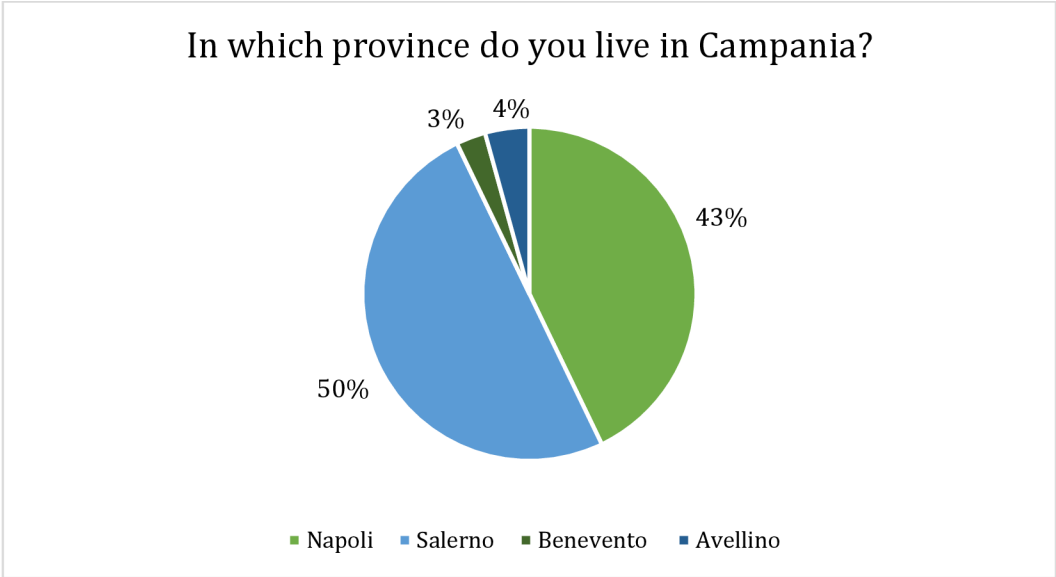
Highest education attained	Number of respondents
Elementary school	0
High school diploma	19
Bachelor degree	25
Master degree	20
Higher than master degree	6

Source: author

Residents' place of residence, distance of residence from the provincial capital, frequency of visits to the provincial capital by residents and length of time they have lived in Campania.

Campania has 5 provinces, as mentioned above, and the following question asked in which of them the respondents live. Most of the respondents namely 50 % i.e. 35 people come from the province of Salerno, which is logical considering that this province is the largest province of Campania. The province of Naples then accounted for 43 % of the respondents, i.e. 30. The other provinces were minimally represented. However, this is not a problem in this case, as provinces such as Avelino, Benevento and Caserta are not as frequented by visitors as Salerno and Naples.

**Graph 3: Domicile province**



Source: author

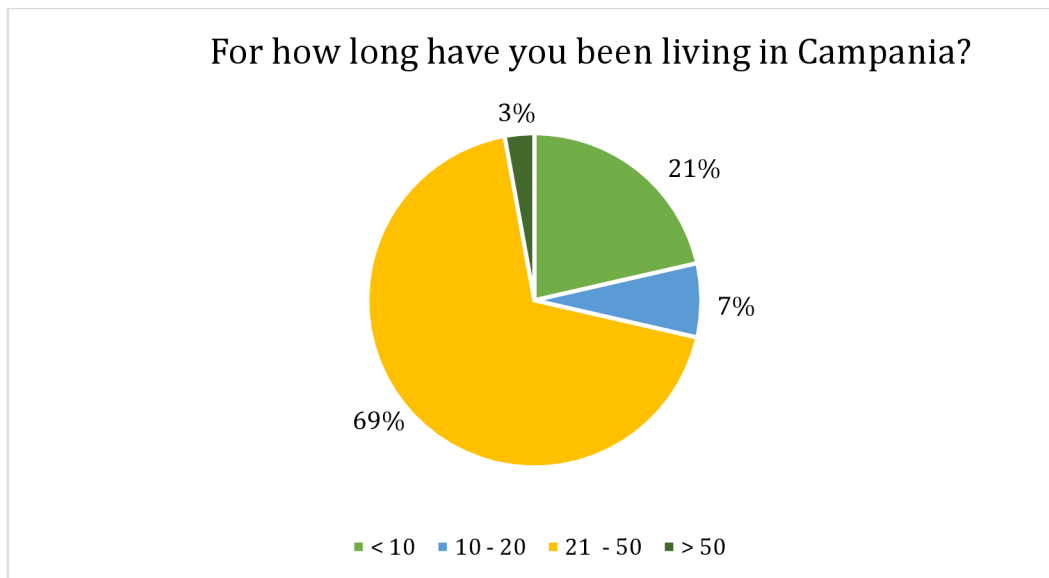
**Table 3: Domicile province**

Province	Number of respondents
Napoli	30
Salerno	35
Caserta	0
Benevento	2
Avellino	3

Source: author

The largest number of respondents, 48, i.e. 69 %, live in Campania between 21 and 50 years of age. 21 % of respondents have lived in Campania for less than 10 years, i.e. 15 people in total.

**Graph 4: Number of years living in Campania**



Source: author

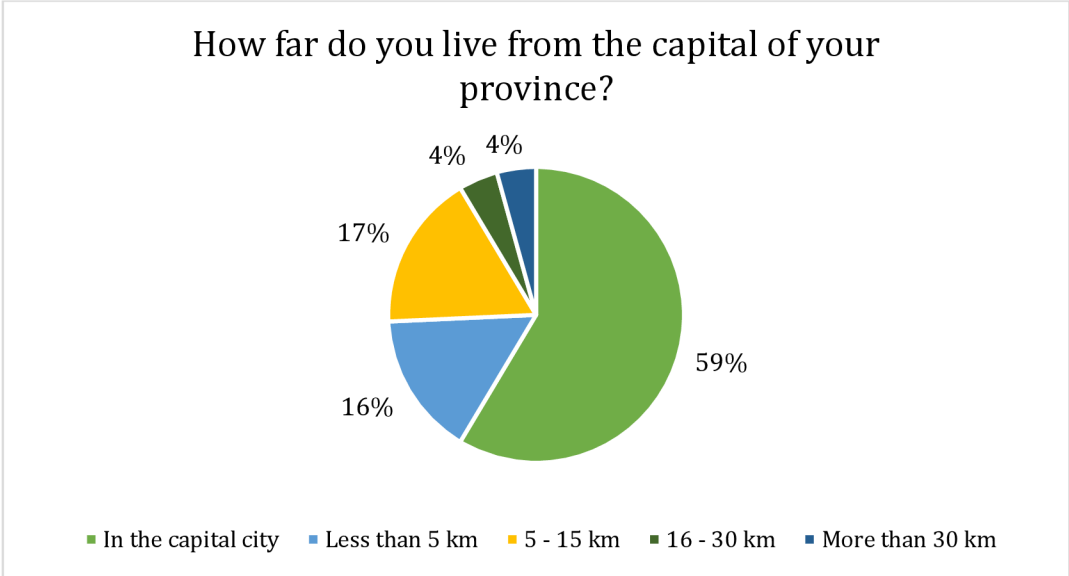
**Table 4: Number of years living in Campania**

Number of years	Number of respondents
< 10	15
10 - 20	5
21 - 50	48
> 50	2

Source: author

The question concerning the distance of the respondents' residence from the centre then had a choice of several options within a range of kilometres. The provincial capital itself, which is usually the most visited, is home to 59 % of the population, i.e. 41 people. Less than 5 kilometres from the capital of the selected province live 16 % of the people, or 11. 5 - 15 kilometres live 12 people, or 17 %. 4 % of the respondents which means 3 people live 16 – 30 km far from the capital of their province. Rest of the respondents 4%, 3 people live more than 30 km far from the capital of their province.

**Graph 5: Distance from the capital of domicile province**



Source: author

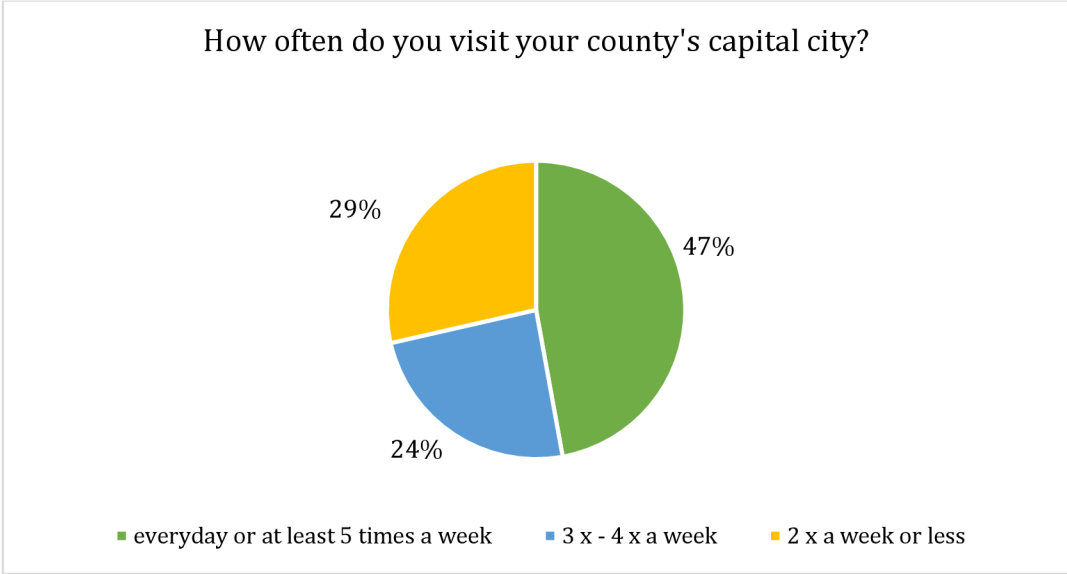
**Table 5: Distance from the capital of domicile province**

Distance	Number of residents
In the capital city	41
Less than 5 km	11
5 - 15 km	12
16 - 30 km	3
More than 30 km	3

Source: author

How often people visit the centre of the main city of the province in which they live was also a very important question. Most respondents then answered that almost every day or at least 5 to 7 times a week, 47 % which means 33 respondents. 17 respondents then visit the capital of their province 3 to 4 times a week and the rest twice or less.

**Graph 6: Intensity of visitation to the capital of the province**



Source: author

**Table 6: Intensity of visitation to the capital of the province**

Intensity	Number of the respondents
everyday or at least 5 times a week	33
3 x - 4 x a week	17
2 x a week or less	20

Source: author

**5.1.2 Visitation of selected places by residents and their encounters with visitors at that place**

The following two questions offered respondents a list of selected highly frequented tourist places and respondents could select any number of answers.

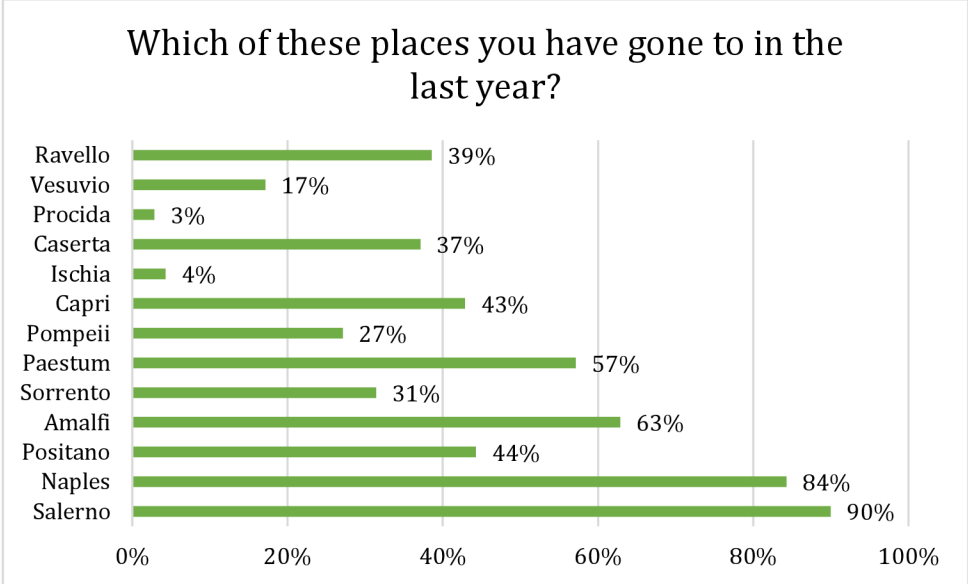
The first of these two questions asked if respondents had visited any of the listed places in the past year. The question was designed to find out whether residents themselves also visit places popular with visitors.

Most people, 90 %, answered that they had visited Salerno, with Naples coming second at 84 %. Thus, of the islands of Campania mentioned (Ischia, Procida and Capri), the most people visited Capri, 43 %. Of all the places, the least respondents visited Procida, only 3



%, and Ischia only 4 %. The attendance of the other selected places is then shown in the table below.

**Graph 7: Visitation of selected places in the last year**



Source: author

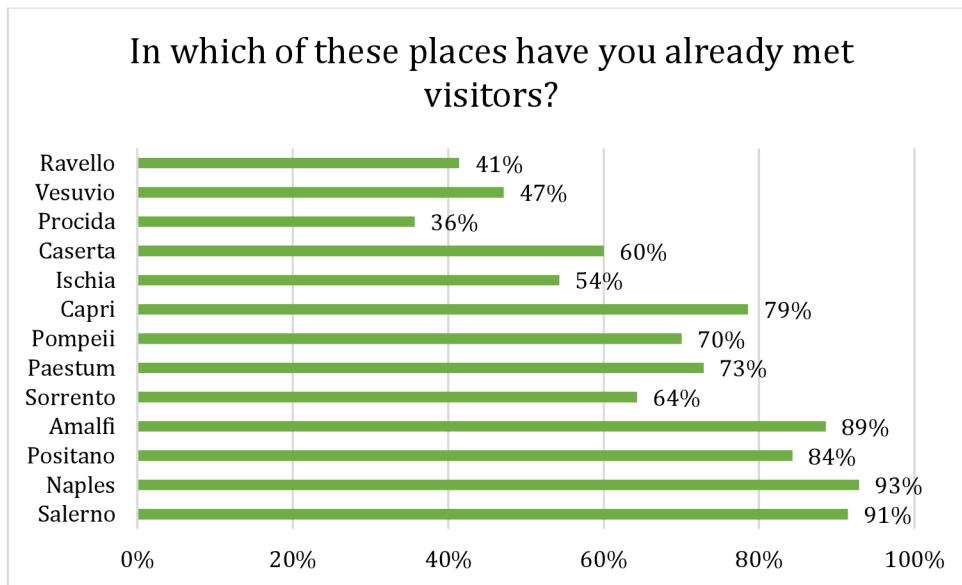
**Table 7: Visitation of selected places in the last year**

Place	Number of respondents
Salerno	63
Naples	59
Positano	31
Amalfi	44
Sorrento	22
Paestum	40
Pompeii	19
Capri	30
Ischia	3
Caserta	26
Procida	2
Vesuvio	12
Ravello	27

Source: author

The second multiple choice question then asked at which of the places mentioned the residents had encountered visitors. The results are again shown in the table below.

**Graph 8: Intensity of noticing visitors**



Source: author

**Table 8: Intensity of noticing visitors**

Place	Number of respondents
Salerno	64
Naples	65
Positano	59
Amalfi	62
Sorrento	45
Paestum	51
Pompeii	49
Capri	55
Ischia	38
Caserta	42
Procida	25
Vesuvio	33
Ravello	29

Source: author

### ***5.1.3 Frequency of encounters with visitors***

The next two questions asked about the frequency of encounters with visitors and the frequency of perception of their presence. For the first question, "How often do you meet visitors?" the largest number of respondents, 34 %, answered that they meet visitors every day or at least five times a week. Of these 34 % which makes a total of 24

respondents then 10 come from the province of Salerno and 14 from the province of Naples.

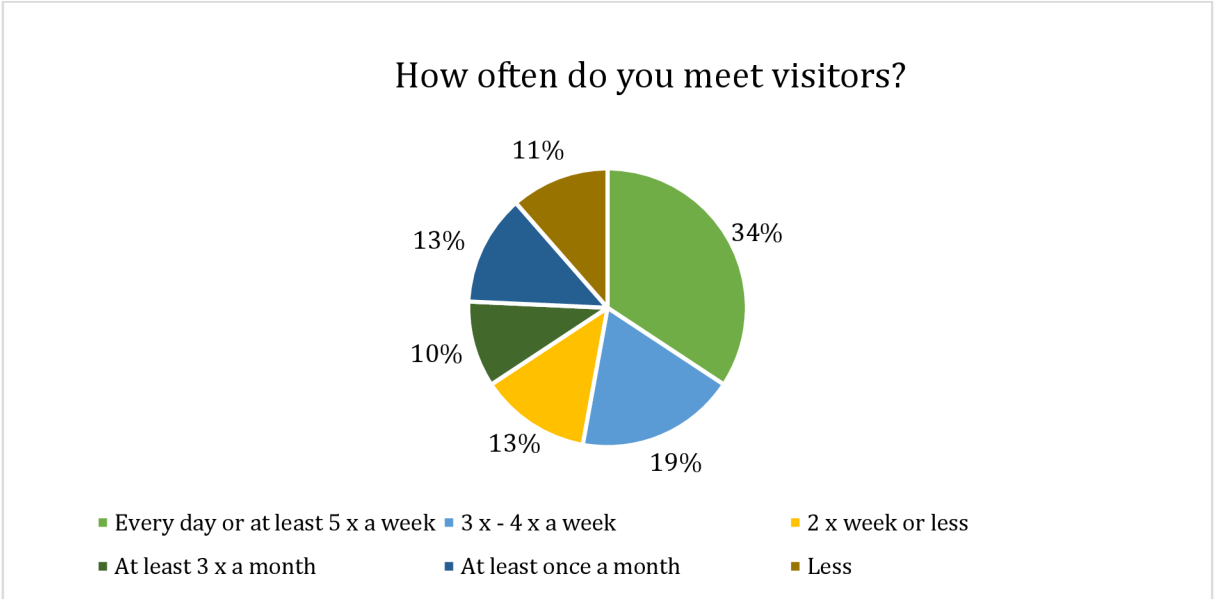
As far as Salerno is concerned, 8 of the respondents so a total of 11 % live in the centre of the capital and 2 so 3 % then less than 5 kilometres from the centre of the capital.

As for Naples, 11 respondents, 16 % of the total, live in the centre of the capital, 3 % live less than 5 kilometres from the centre and 1 respondent, 1 %, lives more than 30 kilometres from the centre and still meets visitors every day.

19 % then meet visitors three to four times a week. Twice a week or less, 13 % of residents meet visitors in Campania. At least three times a month then 10 %, at least once a month then 13 % and less than once a month 11 % of respondents.

The answers to this question clearly show that people living in the centre meet visitors almost daily or at least five times a week which in turn implies that visitors are present almost daily in the centres of the provincial capitals of Salerno and Naples.

**Graph 9: Intensity of meeting visitors**



Source: author

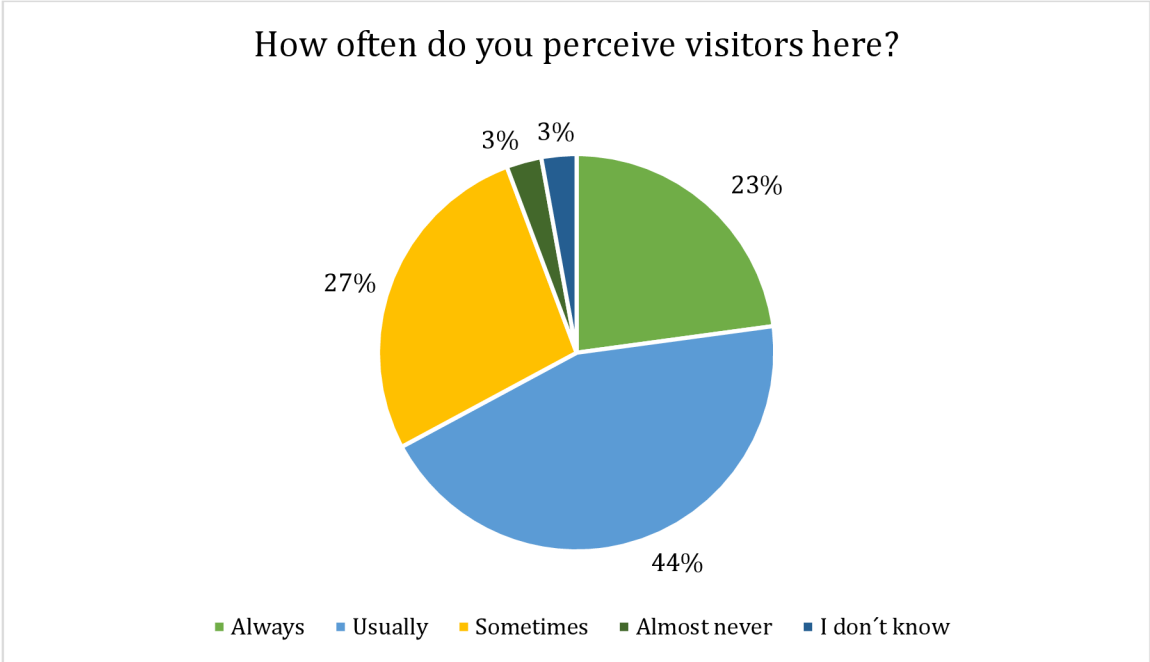
**Table 9: Intensity of meeting visitors**

Intensity	Number of respondents
Every day or at least 5 x a week	24
3 x - 4 x a week	13
2 x week or less	9
At least 3 x a month	7
At least once a month	9
Less	8

Source: author

To the following question "How often do you perceive visitors here?" 44 % or 31 respondents answered that usually. 27 % or 19 respondents then answered sometimes. 23 % or 16 respondents always perceive the presence of visitors. 3 % or two people then answered almost never and 3 % or two more respondents answered that they did not know.

**Graph 10: Perceived visitors**



Source: author

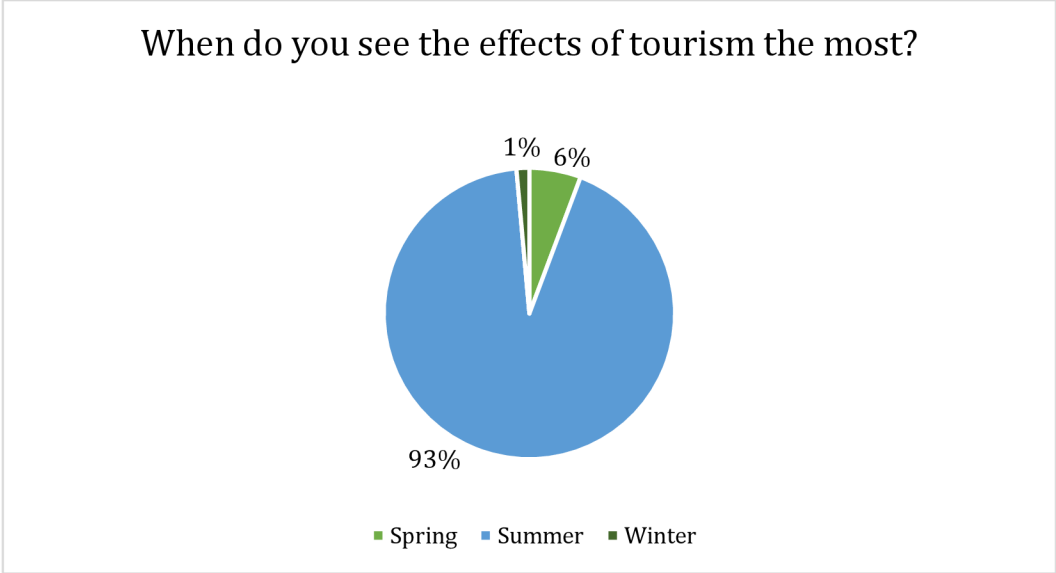
**Table 10: Perceived visitors**

Intensity	Number of respondents
Always	16
Usually	31
Sometimes	19
Almost never	2
I don't know	2

Source: author

The following question sought answers to the question during which season respondents most often encounter visitors. 93 % of all respondents answered summer, 6 % chose spring, only 1 % answered winter and no one answered autumn. It was assumed that the answer in summer would be the most frequent, as Campania offers many beautiful beaches to visit and it is rather a destination that lives in summer. Respondents who answered in winter were probably referring to visitors who mainly visit Salerno during the Christmas period due to its spectacular Christmas decorations.

**Graph 11: Season of most seen effects of tourism**



Source: author

**Table 11: Season of most seen effects of tourism**

Season	Number of residents
Spring	4
Summer	65
Autumn	0
Winter	1

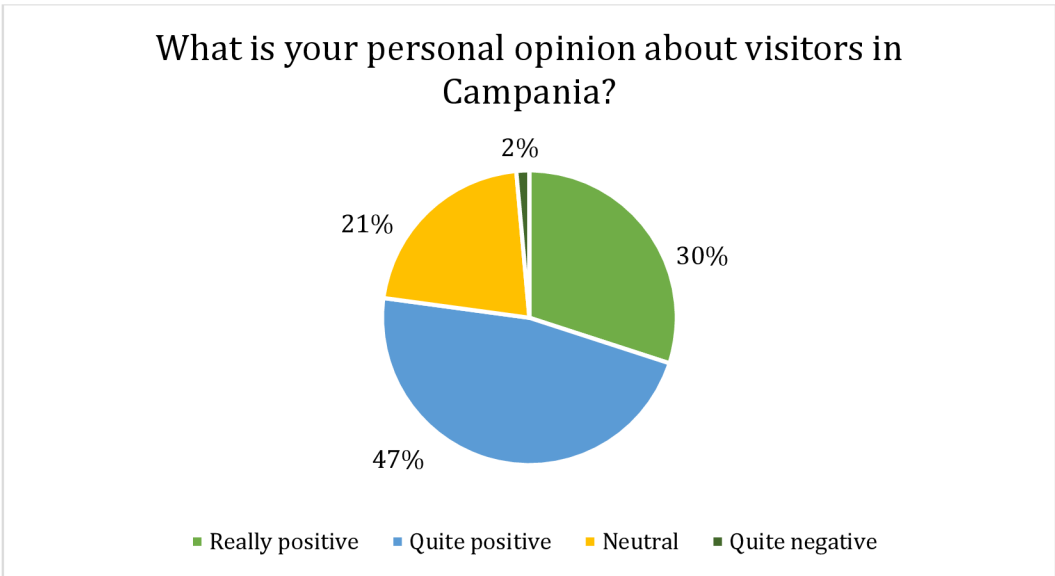
Source: author

**5.1.4 Respondents' views on visitors to Campania, negative and positive effects of tourism in the area**

The following three questions were about the respondents' opinion of visitors and also how they perceive tourism in the area.

The first question, "What is your opinion of visitors to Campania?" most respondents, 47 %, answered rather positively. The following 30 % answered very positive/positive. Then 21 % of respondents had a neutral perception of visitors to the area and only 2 % had a rather negative perception. The next option, which was negative, was not chosen by any of the respondents. In total, 77 % of all respondents perceived visitors in the area positively or rather positively.

**Graph 12: Personal opinion about visitors in Campania**



Source: author

**Table 12: Personal opinion about visitors in Campania**

<b>Opinion</b>	<b>Number of respondents</b>
Really positive	21
Quite positive	33
Neutral	15
Quite negative	1
Really negative	0

Source: author

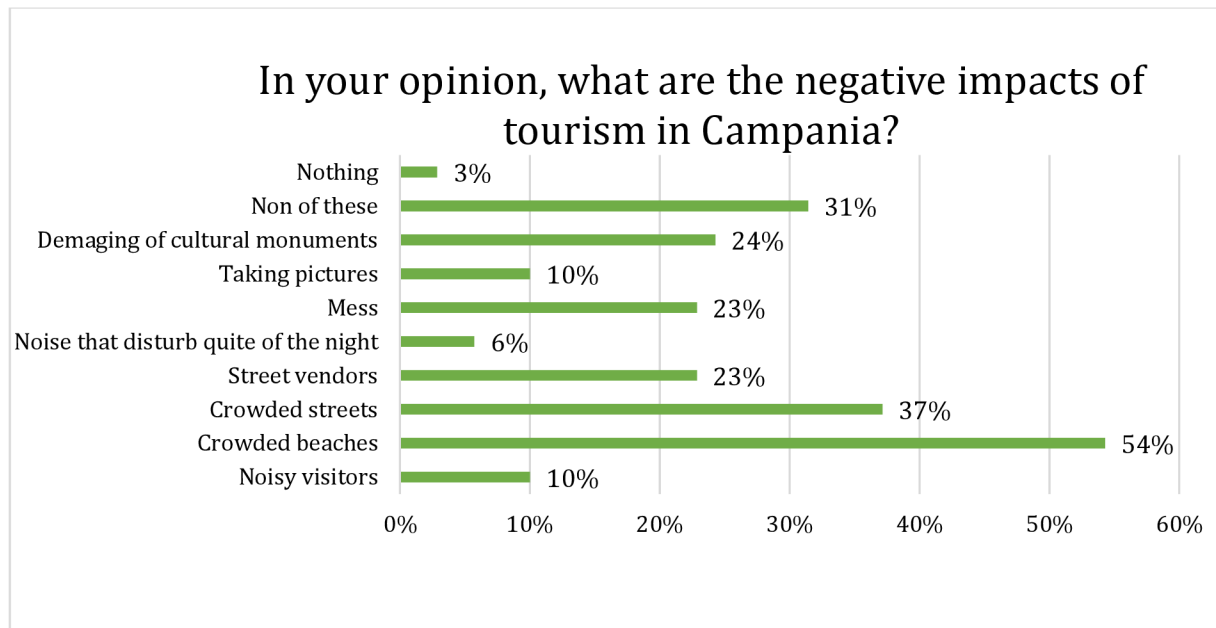
What do you think are the negative impacts of tourism in the area? This was the wording of the following question and people were given a choice of several options or could write their answer in the open response option. The choices were as follows and respondents answered as follows:

Most respondents, specifically 54 %, answered that the negative impact of tourism is overcrowded beaches. The second most chosen answer was crowded streets, with 37 % of respondents choosing this option. 23 % of respondents were bothered by street vendors, which are very numerous everywhere in Campania and can be very intrusive. Almost a quarter of respondents, 24 %, voted for the destruction of cultural monuments. Clutter or a lot of rubbish was voted for by 23 % of people. 10 % of respondents are bothered by how noisy visitors are, 6 % are specifically bothered by the fact that they are noisy at night, thus disturbing the night peace. The last but not least option was taking photographs, by which was meant visitors stopping on already crowded streets to take photos or asking residents if they can take photos, and 10% of respondents voted for this option.

The last two options were "none of the above" and 31 % of respondents chose this option, but at the same time none of them filled in the open option other:. At the same time, 3 % of respondents voted for no negative impacts of tourism.

These responses also show that residents are satisfied with the visitors and do not perceive the negative impacts of tourism very intensely.

**Graph 13: Negative impacts**



Source: author

**Table 13: Negative impacts**

Negative impacts	Number of respondents
Noisy visitors	7
Crowded beaches	38
Crowded streets	26
Street vendors	16
Noise that disturb quite of the night	4
Mess	16
Taking pictures	7
Demaging of cultural monuments	17
Non of these	22
Nothing	2

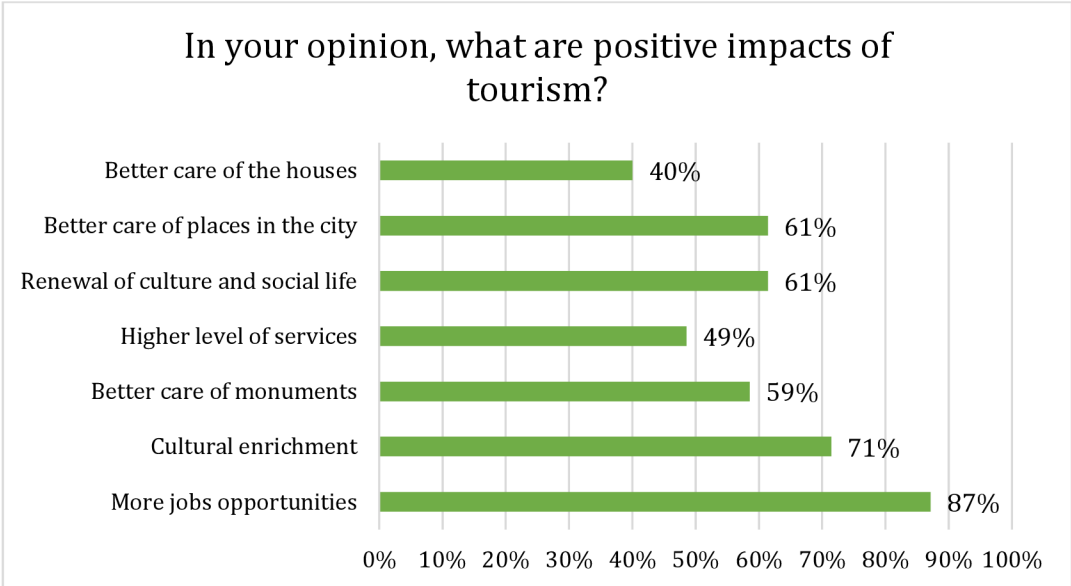
Source: author

In terms of positive effects, respondents clearly appreciate the multiple job opportunities that tourism brings to the area. Specifically, 87 % of them voted for this option. The second most frequently chosen option was cultural enrichment, with 71 % of respondents voting for this option. This was followed by enriching social life, for which 61 % of respondents voted. Respondents then perceived better care of the city as a whole (parks, squares, streets, greenery, etc.) as a benefit of tourism and especially the profits from it,



specifically 61 % of them. Thanks to the profits from tourism, respondents also perceive better care for monuments and cultural heritage, namely 59 % of them. A higher level of services as such in the area is then appreciated by 49 % of them. And better care of houses (repairs, reconstruction or new facades) is perceived as a positive by 40 % of respondents.

**Graph 14: Positive impacts**



Source: author

**Table 14: Positive impacts**

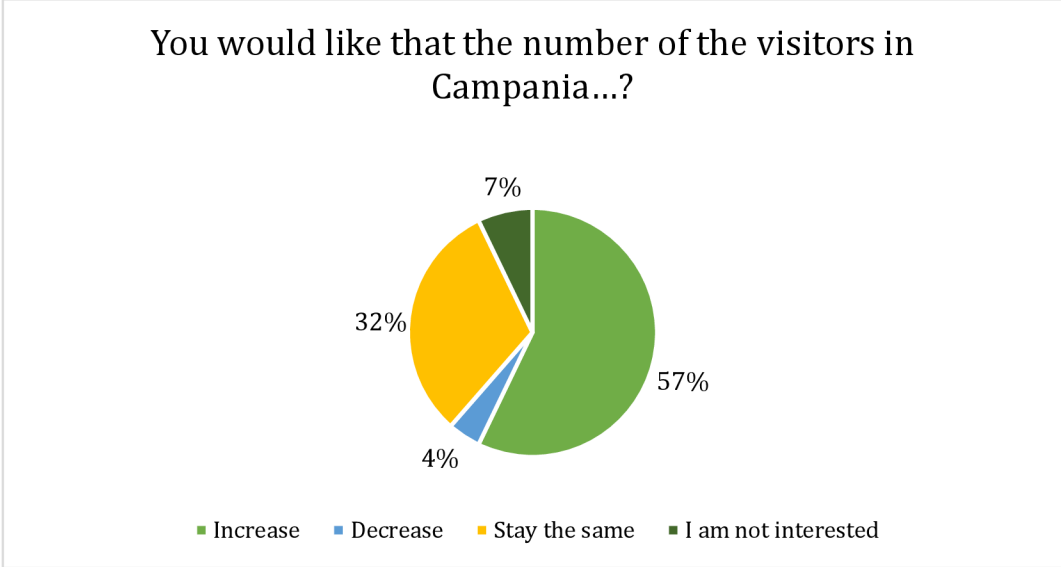
Positive impacts	Number of respondents
More jobs opportunities	61
Cultural enrichment	50
Better care of monuments	41
Higher level of services	34
Renewal of culture and social life	43
Better care of places in the city	43
Better care of the houses	28
Nothing	0

Source: author

The next question asked about the number of visitors to the area and asked residents how they would like tourism to develop. They had a choice of 4 options. 57 % of respondents chose the option that the number of visitors to the area should increase. Only 4 % of respondents would like to see the number of visitors decrease. 32 % of respondents

would like the number to remain the same as before the coronavirus pandemic and 7 % of respondents do not care and do not care. The open option other: was chosen by no one.

**Graph 15: Opinion about the number of the visitors in Campania**



Source: author

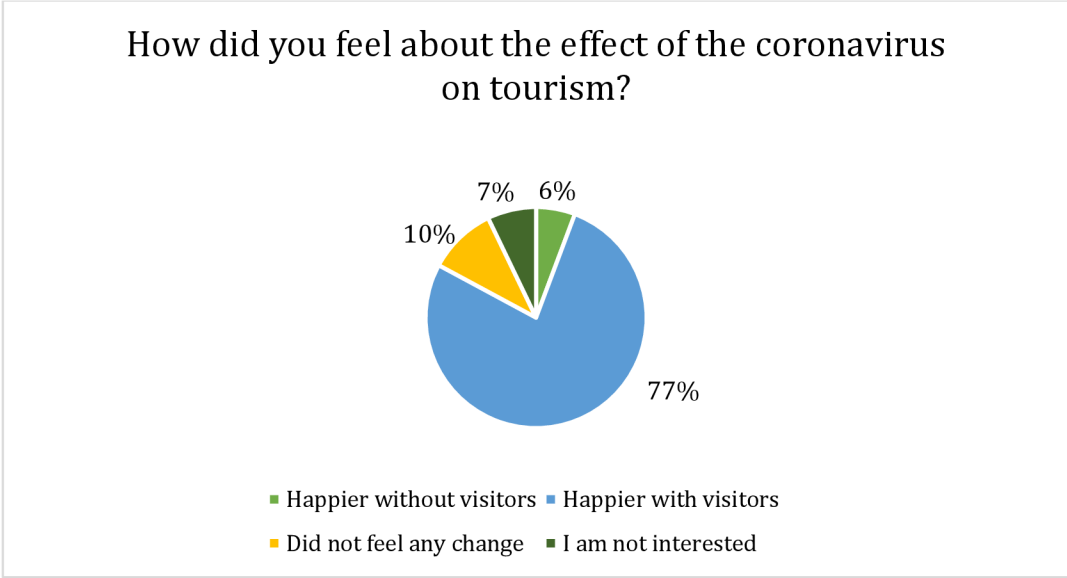
**Table 15: Opinion about the number of the visitors in Campania**

Tourism development	Number of respondents
Increase	40
Decrease	3
Stay the same	22
I am not interested	5

Source: author

How has coronavirus affected you in terms of tourism? This was the last question to which respondents could have chosen a multiple choice answer. 77 % of them answered that the area was better, more cheerful and lively with visitors and therefore they were happier when visitors were there. Only 6 % of respondents answered that they were happier with fewer visitors during the pandemic. 10 % of respondents answered that they felt no difference and the remaining 7 % answered that they did not care.

**Graph 16: Feeling about the effect of the coronavirus on tourism**



Source: author

**Table 16: Feeling about the effect of the coronavirus on tourism**

During COVID	Number of respondents
Happier without visitors	4
Happier with visitors	54
Did not feel any change	7
I am not interested	5

Source: author

The last two questions of the questionnaire were open-ended and respondents were free to write anything they desire to say. The first one was: In your opinion, what would make residents more satisfied with tourism development?

The answers were really varied, however, most people answered that they would like to improve public transport. Independently, 32 % of respondents wrote this answer. Respondents very often mentioned adding new services, improving bus and train timetables, but also perhaps extending the road network especially then to the rural areas or smaller villages. These areas in particular have very poor connections to the provincial capitals, even though many people have to commute to these cities for work.

Public transport in Campania is really not ideal. Of course, in the centre of Naples the transport is excellent, it is a metropolis after all. There are plenty of buses, suburban trains and subways. But the further south we move, and the further away from major city

centres, the more public transport becomes degraded. It is a big problem for visitors and residents alike. The biggest problem is in the summer, when the area is most visited. Buses are more and more crowded and there are not enough connections. The second problem is that one of the most visited places, the Amalfi coast, is basically only accessible by one road. The popular town of Positano can of course be reached by motorway, but the buses choose the smaller road along the coast because they serve other towns like Amalfi, Maiori, Minori and others. This route is only served by one transport company, SITA SUD, and very often it happens that the bus is already crowded at the first stop, to the point that it cannot pick up more passengers so it doesn't even stop, and if it does, it usually only takes locals, and at most one or two, who speak to the driver in Italian and explain that they need to go to work, for example. So unfortunately, people returning from the beaches often have to wait a couple of hours for a bus to become available. This was particularly a problem in the summer of 2020, when, because of the restrictions on coronavirus, public transport, including buses, could only be legally 50 % full. Their capacity was not sufficient before, let alone with these restrictions.

The second problem, and the answer that is often mentioned in relation to transport, is the already mentioned inadequate transport network. Some of the local residents would like to see new roads built to serve both the coast and other parts of the campaign. Again, especially in summer, there are often problems on, for example, the aforementioned road along the Amalfi coast. The road is narrow and when two buses meet there at the same time, they often have to dodge very complexly, which takes some time, which then causes delays.

Especially in the summer, there are also very often fires in the rugged mountains all along the coast of Campania, which are then very often fought from planes, as this is the quickest and easiest way because of the adjacent sea. Sometimes, however, planes are not sufficient enough and firefighters have to go into very rough terrain to prevent the fires spreading into populated areas. Firefighters then use the aforementioned road, which is used by buses and hundreds of cars a day. Not only is it difficult for the hissers to get to the site due to traffic, it is then difficult for other cars to get around their car. So the road is blocked for a while due to this or there is shuttle traffic working there. This again leads to congestion and delays for buses and cars. When the fire is extensive, there can be complete closure of the road for up to several days. In this case, then, the only option for

people without cars is boats, which work quite well along the coast during the summer. However, they are very expensive compared to buses and are hardly used by the locals. Just for comparison, the price of a bus ticket is around 1.5 euros per trip. The boat then costs definitely more than 10 euros, the price depends on the distance of course, but it is not a cheap affair.

The traffic situation in the city centres is similar, with very frequent traffic jams and consequent delays, not only on public transport.

Compared to buses, trains work very well in Campania. The connections are frequent, and the trains are quite punctual, but unfortunately, even though the rail network is quite extensive, it does not go everywhere. One last thing on transportation, the improvement of air service to the area was mentioned. There is a large airport in Naples, but low-cost companies such as Ryanair, for example, use it more for domestic flights. They do not then provide a direct connection between Prague and Naples. The second most common answer was I don't know. A total of 8 people wrote this option. The third most common answer was "improve services" not only for visitors but for all residents. This was the answer of 5 people, i.e. 7.14% in total. One of the other answers that was repeated was more job opportunities which undoubtedly the development of tourism in the area can provide. Few people responded that overall better long term organization would be considered necessary. This then also relates to the answers that also occurred more than once, namely "better organization for visitors and more events just for them". A few more responses would like to see more order in the area. In this case, however, the residents should realize that it does not only depend on the visitors but also on the residents themselves. The Campaign itself is not the cleanest place. Understandably, in the tourist centers they are really careful, but on the outskirts of the towns this is not the case. The small number of bins and ashtrays throughout the region is also a big problem. This encourages people to just throw their rubbish or cigarette butt on the ground.

Consequently, a few people wished for a change in the government of Campania, specifically the election of a new president of the region to replace the current one who is very strict. Especially in relation to the coronavirus.

A few people would improve how noise is dealt with in the area, especially at night, or move the areas where mainly young people congregate away from populated areas or

improve the soundproofing of the city. Again, this is not just related to visitors but also relates to residents as such.

The other suggestions for improvement mentioned came up less than twice, so they will only be briefly listed. One respondent would like to see visitors involved in resident services, likewise one would like to see more money invested in resident services, another said he would not change anything, because it is hard to please the villagers, then another would like to see more girls in the area or perhaps fewer street vendors.

In the last open question, which asked respondents which place they would recommend to visitors coming to Campania for the first time, most people answered Amalfi coast. Naturally, with all its towns such as Vietri sul Mare, Cetara, Furore, Maiori and Minori, Ravello, Praiano and Positano and other smaller towns. Positano was then also a frequent answer. Naples then followed with the number of "votes", with people listing particular monuments such as all Neapolitan castles for example Castel Nuovo, Castel San Elmo and Castel dell'Ovo, selected museums and churches. As far as the Naples area was concerned, the still active volcano Vesuvius and its summit and the adjacent ruins of the towns of Pompeii or Herculaneum, which had just been destroyed by its eruption, were mentioned very often. The coast of Sorrento or Cilento, with its large national park, which is part of UNESCO, was also mentioned very often, as was the nearby town of Agropoli. In the same part of Campania a short distance away is Paestum, the ruins of a Greek town. This was followed, of course, by answers such as Salerno, Caserta and Benevento. As far as the islands that are part of Campania are concerned, the island of Capri was the most mentioned, but Ischia was also mentioned.

## 6 Conclusion

A key important finding after a thorough analysis of all the questionnaires was that Campania residents are satisfied with the large number of visitors to the area. They like the visitors, they like to come into contact with them and they feel that the area is more lively and entertaining because of them.

The answers to the research questions are therefore as follows:

- The indigenous people of Campania have a very positive perception of tourism in the area and are satisfied with the number of visitors to the area.
- The indigenous people of Campania were more satisfied with the amount of visitors in the area before the coronavirus pandemic started because the area was more lively and fun with more visitors.

There may be several reasons why they see it this way. One is how respondents answered more job opportunities. For many people, visitors are their livelihood and source of income. Another reason could certainly be the way Italians are, they are a very lively people who like to have fun and enjoy life. At the same time they are very sociable and like to meet new people.

As already mentioned, Campania has a population of less than 6 million, but its area is 13,500 square kilometres, which is quite a wide area for such a large population. This means that visitors to the area are, shall we say, quite easily dispersed and places are not too crowded. Of course, people usually travel to familiar places and as a result they are crowded, but the locals know these places and if they don't want to meet visitors they would try to avoid frequently visited areas. If the locals want to go to the beach, of course they will not choose a crowded private beach in Positano or go to the island of Capri. They usually know their region well and know where to go to, say, have peace of mind. This may be the reason why they don't mind visitors. As for the things that bothered them, besides crowded beaches or streets, the destruction of monuments was mentioned. That is hard to prevent. If the monuments are open to visitors it is clear that there will unfortunately be those who will destroy the monuments and not behave respectfully. This could be prevented, for example, by greater awareness, for instance, through information boards that urge how to behave, or by increasing surveillance in or around specific monuments with the help of the human factor. Another option would be to close the

monuments to the public, but of course this would mean a loss of revenue from visitors and perhaps visitors would not come to the area afterwards.

A surprising finding was that local residents were unhappy with the amount of visitors during the coronavirus and preferred the area to be more lively because of them.

The answers to the research questions are therefore as follows:

- The indigenous people of Campania have a very positive perception of tourism in the area and are satisfied with the number of visitors to the area.
- The indigenous people of Campania were more satisfied with the amount of visitors in the area before the coronavirus pandemic started because the area was more lively and fun with more visitors.

These are brief summaries of the responses to the research questions, which have been discussed in more detail above.

In terms of hypotheses, neither of the initial hypotheses were confirmed, but rather both were disproved. Thus, again, the indigenous people of Campania are satisfied with tourism in the area and were no more satisfied with the lower number of visitors in the area during the coronavirus pandemic.



## 7 Recommendations and improvements

As has been mentioned several times and as both parties, visitors and residents would certainly appreciate would be improvements to public transport and the transport network in general.

This could be done by adding bus services or the addition of a new transport company to the current market. There is no doubt that extending the road network along the coast to operate all the towns would be beneficial. However, road construction in these places is complicated, there is not enough space between the sea and the mountains, so the roads would probably have to be in a tunnel most of the time, and such construction is then very expensive.

Adding bus services would therefore be a cheaper solution, but the problem then is that the road would not be congested.

A possible solution would also be to introduce a special bus that would carry mainly tourists between the most visited places on the coast. This bus could then work with the hotels located in the towns and people staying in these hotels would get the bus free of charge. Others would pay a slightly higher amount for the bus than for public transport or for a ticket for SITA Süd buses, which is the only company operating in the coastal towns. This would avoid overcrowding of public transport buses, as only locals would use them, whereas visitors would choose the tourist bus. This bus would run every half hour, for example, and its timetables would be available at the hotels. This system works for example in Florida, specifically in Miami Beach, where buses take people around the coast for free. These buses are distinctive in appearance, they are more prominent so that people do not miss them.

Another thing that could be improved is the clarity of the timetables, which are usually not available at the bus stops, only on the websites of the companies. People can download a mobile app, but unfortunately it only works sometimes and is very opaque. It would therefore be useful to create an app that would be clearer and more convenient to buy a ticket. A good option that this app could have would be to buy a ticket for a specific connection. That way, public transport buses would not be overcrowded and sometimes empty.

A possible solution would also be transport to towns by boat. This does work, but it fizzles out as a tourist attraction rather than a regular transport. Boat tickets are up to ten times more expensive than bus tickets, depending on the distance, but the price difference is really big. If the boats worked more as public transport and not as a tourist attraction, people would use them more and the shipping companies could lower their prices. At the same time, noise walls could be built, thus reducing excess noise in the cities.

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**9 List of attachments**

Attachment 1:..... 59

## **Attachment 1:**

Questionnaire survey - The impact of tourism on the Inhabitants of Campania

### **1. How old are you?**

- < 20
- 20 – 30
- 31 – 40
- 41 – 50
- 51 – 60
- 61 – 70
- 70 <

### **2. What is your highest level of education attained?**

- Elementary school
- High school diploma
- Bachelor degree
- Master degree
- Higher than master degree

### **3. In which province do you live in Campania?**

- Napoli
- Salerno
- Caserta
- Avellino
- Benevento

### **4. For how long have you been living in Campania?**

- Less than 10 years
- 10 – 20
- 21 – 50
- More than 50 years

**5. How far do you live from the capital of your province? (If you live in the province of Salerno, how far do you live from the city of Salerno)?**

- In the capital city
- Less than 5 kilometers
- 5 – 15 km
- 16 – 30 km
- More than 30 km

**6. How often do you visit your county's capital city?**

- Every day or at least 5 times a week
- 3 x – 4x a week
- 2 x a week or less

**7. Which of these places have you gone to in the last year? (*more options possible*)**

- Salerno
- Naples
- Positano
- Amalfi
- Sorrento
- Paestum
- Pompeii
- Capri
- Ischia
- Caserta
- Procida
- Vesuvio
- Ravello



**8. In which of these places have you already met visitors? (*more options possible*)**

- Salerno
- Naples
- Positano
- Amalfi
- Sorrento
- Paestum
- Pompeii
- Capri
- Ischia
- Caserta
- Procida
- Vesuvio
- Ravello

**9. How often do you meet visitors?**

- Every day or at least 5 times a week
- 3 x – 4 x per a week
- 2 x a week or less
- At least 3 x a month
- At least 1 x a month
- Less

**10. How often do you perceive visitors here?**

- Always
- Usually
- Sometimes
- Almost never
- I don't know

**11. When do you see the effects of tourism the most?**

- In spring
- In summer
- In autumn
- In winter

**12. What is your personal opinion about visitors in Campania?**

- Really positive
- Quite positive
- Neutral
- Quite negative
- Really negative

**13. In your opinion, what are the negative impacts of tourism in Campania?**

*(more options possible)*

- Noisy visitors
- Crowded beaches
- Crowded streets
- Street vendors
- Noise that disturbs the quiet of the night
- Mess
- Taking pictures
- Damaging to cultural monuments
- Nothing
- Other: ...

**14. In your opinion, what are the positive impacts of tourism?**

- More jobs opportunities
- Cultural enrichment
- Better care of monuments (because of the tourism there is more money for it)
- Higher level of services
- Renewal of culture and social life
- Better care of places in the city (parks, terraces, green spaces, etc.)
- Better care of the houses (repairs, new facades, reconstructions)
- Nothing
- Other: ...

**15. You would like that the number of the visitors in Campania...?**

- Increase
- Decrease
- Remain the same
- I am not interested

**16. How did you feel about the effect of the coronavirus on tourism?**

- I was happier when there were no visitors
- I was happier with visitors, because with them the region is better
- I didn't feel any change
- I am not interested

**17. What do you think would contribute to greater resident satisfaction with the development of the travel sector?**

**18. What would you show in your region to a person visiting for the first time?**

## Zadání bakalářské práce

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Název bakalářské práce A):	The Impact of Tourism on Local Inhabitants of Campania

### Cíl, metody, literatura, předpoklady:

Úvod

Teoretická část

Výzkum

Diskuze

Shrnutí

Literatura

Přílohy

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