

THE D.I.Y. TOURIST

Tullio Romita
University of Calabria

Antonella Perri
University of Calabria

In this work we will be dealing with the figure of the D.I.Y. Tourist originated from the local development processes based on the “cottage tourist industry” concept. We will be doing this by using part of the results obtained through a research started more than three years ago, by which we are studying what happens in the territorial contexts where tourism develops mostly on a spontaneous basis, that is in the presence of a widespread and pervasive undetected tourism practiced through private accommodation and mostly self-managed.

Keywords: *spontaneous tourist context, D.I.Y. Tourist, sustainable tourism, undetected tourism.*

JEL Classification: *L83, M1, O1*

INTRODUCTION

In a study carried out more than thirty years ago, Cohen (1974) proposed a conceptual distinction of the tourist figure into three typologies, a distinction which is still widely shared among tourism scholars all over the world.

According to such distinction the tourist can be a *vacationer*, a *sightseer* and a *drifter*: in the case of the *vacationer* tourists, we are dealing with people who prefer relaxing and sedentary holidays in the resort of their choice, where there's no need to move from the hotel or accommodation they're staying at. They privilege habitual behaviours which are the result of routine - same beach, same umbrella, breakfast at the same bar, frequent meetings with friends and relatives; the *sightseer* tourist is constantly seeking for change and new experiences, he explores the new territory, tries to get in contact with the local folklore and easily



changes type and standard of accommodation; finally, the *drifter* tourist is a person who has similar ways of travelling and vacationing as those of the wanderer, since he leaves without planning where he's going, what he will be doing and how long he will be staying.

At about the same time, MacCannel (1976) published another study, which is still as renowned and referred to as the one previously quoted, in which he pointed out that the development of tourist areas caused two distinct political stances: pro-tourism and anti-tourism. In his opinion, the pro-tourism supporters often wrongly saw tourism merely as a way to produce wealth, where territory, local government and population must work to promote the growth of tourist enterprises, and where the tourist was basically seen as a subject who could potentially spend as much money as possible.

The anti-tourism supporters were in the wrong too, according to MacCannel, in perceiving only the downside of tourism, considered as a means by which the local culture and traditions would be misrepresented, and where there would be no actual financial return for the host communities, since it would only benefit the tourist enterprises. In connection with this, MacCannel noticed that there were situations that could allow to overcome or combine the two contrasting positions. In particular, he pointed out that “ the integration of tourism in the local community takes place when the population finds out the convenience and the pleasure to benefit from the infrastructures that were originally planned for the tourists”, and, moreover, that “tourism can grow and develop naturally” ... “if the local population develops a territorial self-consciousness which transcends its own immediate social situation and the reflected cultural structures, the tourists will get there before the entrepreneurs do and a cottage tourist industry, ... creates a more direct link between the money produced by tourism and the local economic development” (MacCannel, it trans. 2005:164-172).

The part of the results we will be using in this work¹ is the one which highlights the D.I.Y. tourist figure, that is the tourist who autonomously chooses the tourist resort where to spend his holiday and the holiday-making mode.² The research has been carried out with the aim of verifying whether the whole series of theoretical and conceptual data available on the tourist figure, mostly related to the tour operators-guided tourist whose needs and characteristics are well known, were also appropriate to understand the D.I.Y. tourist's tourist behaviour: that is of the tourist who makes little or no use of the tourist operators' intermediation and who doesn't purchase ready-made products.

THE COTTAGE TOURIST “INDUSTRY”

Within all the countries that have based their development on the concept of the so-called “free-market autonomy”, tourist resorts have expanded according to well-known evolution phases and manners we won’t be dwelling upon any further (Morazzoni, 2003:91-94). What is essential to point out about the expansion processes is that, whereas in some areas such processes developed within formal economic and social models, in other areas the tourism expansion occurred by satisfying the prevailing demand for the mere basic services (mostly board and lodging) springing from an individual/family kind of demand, which is DIY in planning its holiday and which decides following its impulses and the power of attraction of the natural and cultural resources of the resort chosen. That is, after the “pioneering” phase, some areas and/or tourist destinations organised and equipped themselves bearing in mind the tourist industry needs, thus getting in competition with other places according to the sectional economy rules, while other areas have “simply” satisfied the demand for tourism deriving, during the years, from a spontaneous, uncertain and unforeseeable demand.³

This last case is the one already noticed and described by MacCannel, according to whom, as we have already reported, “tourists get there before the entrepreneurs do, and a cottage tourist industry ... creates a more direct link between the money produced by tourism and the local economic development” (MacCannel, *it trans.* 2005:166).

In the Italian example this process occurred in several tourist areas of the peninsula, in some regions more strongly than in others and this is easily verifiable by means of an assessment of the territorial systems of tourist supply and demand. In the regions that have pursued conventional tourist development models, in particular Northern and Central Italy, the tourist products are clearly definite and detectable. In the Italian regions where, on the other hand, tourism developed in a context which privileged an informal and unconventional development, the unofficial accommodation within private houses increased. Such is the case of Southern Italy and the islands.

It’s in the areas where the prevailing tourist accommodation is of an unconventional type, made of private houses destined to holiday use, that the DIY tourism develops, since it springs from “spontaneous tourist contexts” which we define here as: “areas and/or tourist resorts which have become irrespective of the official tourist markets interests, under the pressure of a strong and spontaneous demand for tourism, and where the informal economy, hidden and in part parasitical, prevails and where

the tourist supply and demand meet and organise themselves without intermediaries and on a personal agreement basis”.

HETERO-DIRECTED AND SELF-DIRECTED TOURISTS

Organised tourism and tourist packages are the consequence of an industrial management of tourism type of approach, which, through the standardization of processes and products, has governed and still directs and produces mass tourism: on the one hand, we find the people who create and commercialize tourist products and services, exploiting the many natural, cultural, professional and technological resources available worldwide, on the other hand there is the tourist, who buys what is produced and consumes what he buys within experiential boundaries defined by others, hardly ever out of the so-called “environmental bubble”, that is a protected and circumscribed environment. In-between these two subjects we find the local communities, almost ever in a very marginal position, both on a relational level and on a level of the economic benefits tourism produces.

The tourist industry implies, therefore, the existence of an organised network of people with diverse skills and abilities, who co-operate in order to produce services and products destined to the tourist market, for tourists whose behaviour will not only be guided, but also, in most part, foreseen. In such cases the tourist’s behaviour can be totally hetero-directed.

A different approach is the one that achieves tourist development processes in the absence of industrial mechanisms, which find fertile ground in what we called the *spontaneous tourist contexts*. Such “contexts” have been little analyzed, especially on a sociological level, and have not been much taken into consideration in the definition of territorial tourist development policies. This situation occurred for at least three reasons: the first is that, being informal and hidden, they’re difficult to analyze; the second is that the tourist industry rather sponsors the research of an in-depth analysis of the factors which regulate the social phenomena it is possible to capitalize on; the third is that social scientists have always been attracted by everything that governs the mass society mechanism, therefore also by the standardized and homogenized mass tourism, by the tourist typology which still dominates the way of planning, promoting and commercializing tourism at an international level.

For these reasons, the available sociological literature on tourist phenomena nearly always refers to the analysis and description of theories and applications which take into account what in tourism emerges from the study of the time and space someone organises and plans for others, and to what, in such an environment, the relationships occurring between tourists, host population and tourist operators should be.

As a consequence, all that happens in a situation where the relationship between the tourist actors and the social and economic dynamics that are the result of choices which barely depend on the institutional tourist decision-makers (public or private), stays out of tourist analysis. Yet, in this context it is possible to detect the presence of extremely interesting social situations which have in common the fact that they occur, differently from what happens in the traditional tourist industry, on the basis of self-directed decisions, in particular of those made by the tourism main actor, that is the tourist who, in such a situation, is a *D.I.Y.* tourist.

To sum up, we have stated that the tourist behaviour can either be hetero-directed (the ideal type being the tourist who purchases an all-inclusive package from a tour operator) or self-directed (the ideal type being the tourist who lodges in a private house, sees to his own board and travels by a private means of transport). Events and choices can occur, though, that may render the tourist behaviour more or less hetero or auto directed.

THE D.I.Y. TOURIST

There is, therefore, a typology of subjects who don't entrust others with the organisation and management of their own tourist experience. It's the tourist who, because of his self-directed behaviour we define as *D.I.Y. tourist*: "such is who organises holiday time and space, that is one's own tourist experience, in total autonomy, lodging in private accommodation and simply bearing in mind the basic rules of life, particularly those of the host tourist resort. A typology which, for obvious reasons, dominates those that we defined as the *spontaneous tourist context*".

It is important to point out how many tourist market operators and most part of the scientific tourist literature tend to commonly and improperly denote as *D.I.Y.* also another tourist typology. According to these, tourists are to be considered as *D.I.Y.* when they don't seem incline to make use of tourist packages organised by others, or of group trips and of the all-inclusive formula type of holiday. That is, the tourists who

choose autonomously, or advised by a travel agency and/or by other people, among the available tourist destinations and services. To our opinion, such tourist typology is not properly classifiable as D.I.Y., since only a small part of its tourist behaviour isn't decided by others, as he/she indeed makes use of services and products which are already available on the market and eventually because the responsibility of choice is someone else's.

While the research and analyses on the hetero-directed tourist are many and diverse, both at a national and international level⁴, data on the D.I.Y. tourist is quite limited, therefore it is difficult to understand or evaluate his role, behaviour, attitude, choices. In order to fill in this gap, the D.I.Y. tourist figure has become, in recent years, object of study and research.⁵ The dimensions which qualify the tourist experience as D.I.Y. derive from the analysis of the D.I.Y. tourist's behaviour carried out in the summer 2007 and which has an exploratory character.⁶ The research has been carried out through a series of interviews with D.I.Y. tourists holidaying in Calabria's tourist sea resorts (60%) and mountain resorts (40%) with the highest density of private homes for holiday use. As many readers know, Calabria is one of the Italian regions counting a higher number of second homes.

The data collection has been carried out through the *face to face* administration of a questionnaire, obviously directed to the subjects who were on holiday and staying at a private accommodation, either owned or rented. The administration of the questionnaire has been carried out at the holiday home as well as at the outdoor places where tourists usually gather (beach, pick-nick areas, ski-lift facilities, etc.), on different days of the week and at different times of the day, for a total of 600 interviews. The survey campaign lasted nearly one month (august 2007) and the basic characteristics of the interviewees are as follows: a) sex: 47% female, 53% male; b) age: up to 24 7%, from 25 to 34 26%, from 35 to 44 29%, from 45 to 54 22%, 55+ 16%; c) place of origin: Northern Italy 39%, Central Italy 17%, Southern Italy 37%, Foreign 7%.

As far as the content is concerned, the questionnaire has been conceived keeping into account the empirical research carried out at a national level on similar matters, and in particular those carried out by Istat within its surveys on "The Italians' holidays". Before starting the survey campaign some pilot-interviews (about ten) were carried out in order to outline the questionnaire. In its final draft the questionnaire is organised into six subject macro-sections: 1) questions about the attachment to the holiday resort; 2) questions on the holidays habits in

general; 3) questions on the motivations and on the tourist behaviour; 4) questions on tourist communication; 5) questions on modes and condition of stay; 6) questions on the interviewees' socio-economic conditions.⁷

The survey has been produced by the Tourist Research Centre of the Department of Sociology and Political Science of the University of Calabria.

THE D.I.Y. TOURIST EXPERIENCE

On the basis of the information gathered through the survey we can state the dimensions which qualify the tourist experience as a D.I.Y. experience.

- The D.I.Y. tourist is not keen on extremely new experiences and perceives the holiday as an opportunity to interrupt everyday life routine more in a perspective of a break than of a new experience: his stay is quite long (more than three weeks); during his stay he attends public meeting places and participates into local tourist events; he rarely goes on a trip or excursion in other territories; The most practiced activities are going for a walk and reading. During the holiday he is not willing to move to other locations and prefers staying at the resort of his choice. He tends to make the most of the opportunities of entertainment and of the natural and cultural resources available within the host community. He tries to be accepted by the local community by searching for opportunities for daily relationships and establishing friendship relationships.

- The D.I.Y. tourist is faithful to his resort. He spends his holidays at the same resort for several years in a row or sometimes returns there after a few years' break, maybe resuming a family tradition which had been interrupted for some reasons at a certain point. Even in the case they're not the owners but simply the tenants of the holiday home, they usually rent the same house for years and also leave personal belongings which they will need for their next holiday. The D.I.Y. tourist goes back to the same resort even for short periods during the year (Easter, Christmas, week-ends).

- The D.I.Y. tourist is satisfied with the resort. On the one hand, he points out its faults and downsides, on the other hand, he shows a high satisfaction with the chosen resort not simply because, as we saw beforehand, he often returns there, but also because he's ready to recommend the resort to both relatives and friends. Such apparent incoherence depends on the variables which may more or less strongly affect the opinion (eg. the ownership of a property; its being at an easy reach; the closeness of relatives and friends; etc.) as well as especially on

the fact that because the D.I.Y tourist's choices are totally auto-directed and well pondered, they hardly ever clash with their own expectations.

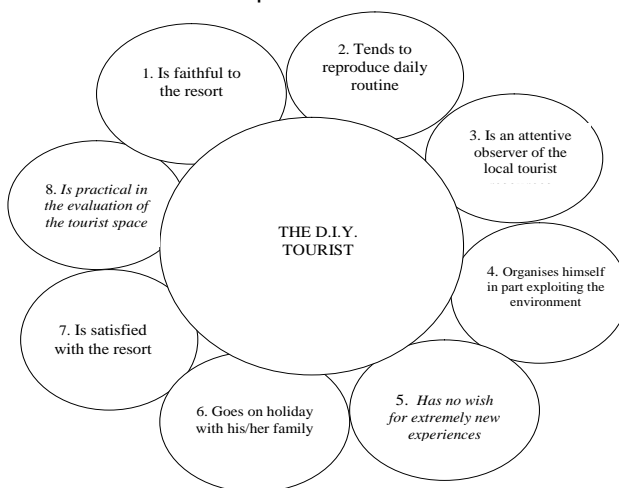
- The D.I.Y. tourist goes on holiday with his family and tends to reproduce daily routine. He befriends other families and/or stays with friends and/or relatives, leaving together for the resort or arranging to meet at the chosen tourist destination, never renouncing, though, his own independent spaces. He organises daily routine according to modes and criteria similar to those adopted in "everyday life". That is, he tries to build reassuring routine situations, within the limits of the new situation and of the times required by the holiday typology (fixed times for lunch and dinner compatible with the main holiday "activities"; favourite food, but frugal meals and restaurant-going to be preferred; spaces and equipments to be organised in such a way to reproduce those of the city home; car park the nearest possible for the whole length of the holiday..; lido or beach space to be possibly always the same; etc.). the availability of a car is fundamental to ensure local mobility to the whole family (eg. for the shopping).

- The D.I.Y. tourist is an attentive observer of the local tourist resources and shows a particular sensitivity towards the environmental resources available within the tourist resort where he spends his holidays. The D.I.Y. tourist considers: "I chose to come to this resort because the natural and cultural resources here available allow me to practice my favourite form of tourism, the better these resources are kept the more I'll be satisfied with my holiday. The local community has the duty to make such resources accessible and to organise welcoming tourist events, my duty on the other hand is that of evaluating the state of the resources I am using. In any case, while the resources are of the quality and quantity necessary to satisfy my tourist needs, the chances I'll come back to this resort are high".

- The D.I.Y. tourist is practical in the evaluation of the tourist space. Because of the fact that he's an attentive observer of the environmental context of the chosen holiday resort, he develops a series of data which allow him to develop ideas on how to improve his tourist stay conditions. If consulted, he's willing to give suggestions and practical solutions in order to improve the resort tourist supply. For example, in reporting a problem: "The bad quality of the landscape and environment", he indicates as solution: "Improve the landscape and environment"; in reporting another problem: "The lack/inadequacy of tourist structures and infrastructures", he suggests as solution: "increase/improve tourist structures and infrastructures"; etc.

- The D.I.Y. tourist organises himself bonding with the environment. A holiday in an official accommodation facility does not involve any particular duty, as all the services, both the basic ones (board and lodging), the accessory ones (beach umbrella, house cleaning, etc.), and the extra unessential ones (use of swimming pool, sport facilities, etc.) are organised and supplied by others, that is by the structure he's staying at. In the *D.I.Y. tourism* all will have to be planned and managed by the tourist. As he is aware of this situation, his behaviour will be guided by the need to organise his own stay. It will be therefore necessary to dispose of more or less stable spaces in which to carry out the main tourist activities (close to beach, friends, and holiday home), temporarily or permanently modifying the environment physical conditions (eg. planting a beach umbrella for the whole holiday duration). The building process of the specific "space" in which to achieve his own tourist experience occurs without having to follow a specific path, but it is achieved through the environment, which is modified and exploited by the tourist according to his needs and objectives.⁸

Figure 1 The dimension(s) which qualify the tourist experience as D.I.Y.



Source: Tourist Research Centre - Department of Sociology and Political Science of the University of Calabria: *D.I.Y. Survey*.

Table 1 Answers to the question: “How often did you come on holiday in this resort in the past years?” For interviewees’ place of origin (%)

Answers to the question: “How often did you come on holiday in this resort in the past years?”	Interviewees’ place of origin				Total
	South and Islands	Centre	North	Foreign	
1	5,1	5,1	7,1	12,8	6,4
2-3	13,5	11,1	12,5	17,9	13,0
More than 3	70,2	79,8	75,9	66,7	73,8
It’s the first time	11,2	4,0	4,5	2,6	6,8
Total	100,0	100,0	100,0	100,0	100,0

Source: Tourist Research Centre – Department of Sociology and Political Science of the University of Calabria: D.I.Y. Tourist Survey.

Table 2 Answers to the question: “Did you come on holiday in this resort?”

Answers	%
On your own	10,9
With your family	76,7
With relatives and friends	12,4
Total	100,0

Source: Tourist Research Centre – Department of Sociology and Political Science of the University of Calabria: D.I.Y. Tourist Survey.

Table 3 Answers to the question: “By what means of transport did you come to this resort?”

Answers	%
Plane	4,7
Train	8,1
Car	80,9
Motorbike	0,4
Coach	5,4
Camper	0,3
Caravan	0,2
Total	100,0

Source: Tourist Research Centre – Department of Sociology and Political Science of the University of Calabria: D.I.Y. Tourist Survey.

Table 4 Answers to the question: “The accommodation you are staying at is:” by interviewees’ place of origin (%)

Answers to the question: “The accommodation you are staying at is:”	Interviewees’ place of origin				Total
	South and Islands	Centre	North	Foreign	
Own property	44,6	52,1	52,5	59,5	50,0
In rent	41,3	11,5	13,1	9,5	23,1
Other	14,1	36,4	34,4	31,0	26,9
Total	100,0	100,0	100,0	100,0	100,0

Source: Tourist Research Centre – Department of Sociology and Political Science of the University of Calabria: D.I.Y. Tourist Survey.

Table 5 Answers to the question: “Would you recommend this resort to a relative or a friend?” for interviewees’ place of origin (%)

Answers to the question: “Would you recommend this resort to a relative or a friend?”	Interviewees’ place of origin				Total
	South and Island	Centre	North	Foreign	
Yes	50,0	62,6	57,6	73,8	56,9
No	29,9	22,2	24,1	11,9	25,0
Don’t know	20,1	15,2	18,3	14,3	18,1
Total	100,0	100,0	100,0	100,0	100,0

Source: Tourist Research Centre – Department of Sociology and Political Science of the University of Calabria: D.I.Y. Tourist Survey.

Table 6 Answers to the question: “Would you recommend this resort to a relative or a friend?” for interviewees’ age (%)

Answers to the question: “Would you recommend this resort to a relative or a friend?”	Interviewees’ age					Total
	up to 24	from 25 to 34	from 35 to 44	from 45 to 54	55+	
Yes	34,1	55,4	56,2	62,9	63,6	57,0
No	29,3	27,0	26,0	21,8	22,8	25,1
Don’t know	36,6	17,6	17,8	15,3	13,6	17,9
Total	100,0	100,0	100,0	100,0	100,0	100,0

Source: Tourist Research Centre – Department of Sociology and Political Science of the University of Calabria: D.I.Y. Tourist Survey.

CONCLUSIONS

The history of modern tourism is the same for all western countries. The first typology of mass tourism strongly developed in the '60s – '70s, responding to an ever growing demand for tourism coming from all the classes of a society which was experiencing a real economic growth. Cities were growing, urban and industrialised space attracted a large part of the population who fled the country hoping to find better living and economic conditions. In order to satisfy the growing demand for tourism, the number of tourist accommodation as well as the number of second homes for holiday use increased.

The early holiday homes were different from the ones we are familiar with today, as the beach or mountain property house was still a prerogative of a circumscribed well-off part of society. These houses were built in the holiday resorts nearest to the urban centre and were made in such a way that they could accommodate numerous families that would settle there from June to September. The holiday homes built at a later time were, instead, a type of investment for the local population that, encouraged by the increasing demand for tourism coming from the hinterland as well as from other places, decided to build houses which could provide for an unofficial extra income as well as for a durable immovable property.

In a later evolution phase of tourism, that is after the '70s, while in many tourist areas the residential family tourism gave way to the consumerist tourist, globalised and hetero-directed, who preferred standardized and professional tourist services, in other areas the population kept "investing" in the D.I.Y. tourism, thus supporting the growth of an informal and hidden tourist economy which had private accommodation at its centre.

This kind of tourism has produced a particular type of tourist: the D.I.Y. tourist that, despite being a widespread phenomenon, has not been analyzed on a scientific level, because of its informal and hidden character.⁹

As a consequence of this, the D.I.Y. tourist or, to quote Urry, the D.I.Y. "tourist's stare", has not been taken into serious consideration by the host communities and by the tourist operators. Yet, the D.I.Y. tourist, as well as the tourist who lodges in a hotel, is a tourist - he purchases things and brings wealth to the host communities, interacts directly with the local community, starting mechanisms of social and cultural exchange. The D.I.Y. tourist chooses his own holiday resort

autonomously, positively evaluating its resources availability. The host populations know that, although they won't invest in advertising and extra services, the D.I.Y. tourist will return anyway, for long or short periods of time with his family, to the same place for several years in a row. As already stated, the D.I.Y. tourist doesn't ask for much, he just wants to enjoy those basic services that any community should offer.

Promoting the D.I.Y tourism is not only useful and advisable, but it is also necessary. The host communities are by now used to receive this kind of tourist population, therefore are unconsciously inclined to believe that it is a well-established and unmodifiable situation. Still, in quite a few cases, a once very popular resort, was suddenly fled by tourists.

REFERENCES

- AA. VV. (2009). *XVI Rapporto sul Turismo Italiano*. Milano, Franco Angeli.
- Aledo, A. & Mazón, T. (2004). *Impact of Residential Tourism and the Destination Life Cycle Theory*. In F.D. Pineda, C.A. Trebbia and M. Mugica (Eds.) *Sustainable Tourism*, Southampton, WIT Press.
- Battimani, P. (2001). *Vacanze di pochi vacanze di tutti*. Bologna, Il Mulino.
- Bauman Z. (2001). *Dentro la globalizzazione. Le conseguenze sulle persone*. Bari, Editori Laterza.
- Beato, F., Nocifora, E., Pieroni, O., Romita, T., Ruzza, C. & Savelli, A. (2007). *Tracce di turismo sostenibile*. Rende, Celuc Università della Calabria.
- Boyer, M. (1997). *Il Turismo: dal Grand Tour ai viaggi organizzati*. Trieste, Electa Gallimard.
- Boorstin, D.J. (1961). *The Image. A guide to pseudo-events in America*. New York, Vintage Books.
- Cohen, E. (1974). Who is a Tourist? A conceptual clarification. *The Sociological Review*, Vol. 22, No.4, pp.527-554.
- Corbin, A. (1996). *L'invenzione del tempo libero*. Bari, Editori Laterza.
- De Rita, G. & Bonomi, A. (1998). *Manifesto per lo sviluppo locale*. Torino, Bollati Boringhieri.
- Dumazadier, J. (1993). *Sociologia del tempo libero*. Milano, Franco Angeli.
- Gallent, N., Tewdwr-Jones, M. & Higgs, G. (1998). Planning for Residential Tourism in Rural Wales. *Contemporary Wales*, Vol. 10, pp.103-126.
- Guidicini, P. & Savelli, A. (1988). *Il turismo in una società che cambia*. Milano, Franco Angeli.
- Gustafson, P. (2002). Tourism and Seasonal Retirement Migration. *Annals of Tourism Research*, Vol. 29, No.4, pp.899-918.
- Hall C.M. & Müller, D.K. (2004). *Tourism, Mobility and Second Homes: between Elite Landscape and Common Ground*. Clevedon, Channel View Publications.

- Huete, R. (2009). *Turistas que llegan para quedarse. Una explicación sociológica sobre la movilidad residencial*. Alicante, Publicaciones de la Universidad de Alicante.
- Istat. (2009). *Indagine sulle vacanze degli italiani*, Roma.
- Istat. (2004). *14° Censimento generale della popolazione e delle abitazioni*, Roma.
- Istat. (1994). *13° Censimento generale della popolazione e delle abitazioni*, Roma.
- Jaakson, R. (1986). Second-Home Domestic Tourism. *Annals of Tourism Research*, Vol. 13, pp.357-391.
- Lash, S. & Urry, J. (1994). *Economies of Sign and Space*. London, SAGE.
- Liotard, J.F. (1981). *La condizione post-moderna*. Milano, Feltrinelli.
- Mantecón, A. (2008). *La experiencia del turismo. Un estudio sociológico sobre el proceso turístico-residencial*. Barcelona, Icaria.
- Mazón, T. & Aledo, A. (2005). *Turismo residencial y cambio social. Nuevas perspectivas teóricas y empíricas*. Alicante, Aguaclara.
- MacCannel, D. (1976). *The tourist: a theory of the leisure class*. New York, Schocken. (trad. it.: *Il Turista*, Utet, Torino, 2005).
- MacWatters, R.M. (2009). *Residential Tourism-(De)Constructing Paradise, Tourism and Cultural Change Series*. Clevedon, Channel View Publications.
- Roma, G. (2001). *L'economia sommersa*. Bari, Editori Laterza.
- Romita, T. (2010). *Il Turismo residenziale. Nuovi stili di vita e di residenzialità, governance del territorio e sviluppo sostenibile del turismo in Europa*. Milano, Franco Angeli.
- Romita, T. (2009a). Il turismo c'è ma non si vede, *Rivista del Turismo del Touring Club Italian*, No.4, pp.4-11.
- Romita, T. (2009b). *Turisti per caso: ai margini o dentro il mercato?* In AA. VV., *XVI Rapporto sul Turismo Italiano*, Milano: Franco Angeli.
- Romita, T., Perri, A. (2009). El turista fai-da-te. in Latiesa Rodriguez, M., ed., *El turismo en el mediterraneo: posibilidades de desarrollo y cohesion*, Madrid, Editorial Universitaria Ramon Areces.
- Romita, T., Muoio, C. (2009). Turismo residencial: paisaje y consumo de lugares. In T. Mazon, R. Huete and A. Mantecon (Eds.) *Turismo urbanizacion y estilos de vidas*, Barcellona: Icaria.
- Romita, T. (2008). Il turismo sostenibile: l'impatto sull'ambiente del turismo che non appare. In O. Iakouvidou (Eds.) *Thessaloniki: ZITI*.
- Romita, T. (2007). Sustainable Tourism: the Environmental Impact of Undetected Tourism. *Tourismos*, Vol. 2, No.1, pp.47-62.
- Romita, T. (1999). *Il turismo che non appare*. Soveria Mannelli, Rubbettino.
- Smith, V. (1977). *Hosts and Guests. The Antropology of Tourism*. Philadelphia, University of Pensylvania Press.

EDNOTES

- ¹ Paragraphs “INTRODUCTION”, “THE D.I.Y. TOURIST EXPERIENCE “and “CONCLUSIONS” are by Tullio Romita; Paragraphs “THE COTTAGE TOURIST INDUSTRY”, “HETERO-DIRECTED AND SELF-DIRECTED TOURISTS” and “THE D.I.Y. TOURIST” are by Antonella Perri. Acknowledgements for the English version go to Fabrizia Del Vecchio.
- ² Subject widely dealt with in the *XVI Rapporto sul Turismo in Italia* published by Mercury - Florence and largely used in this work.
- ³ Thus giving way to the so-called “undetected tourism”, so defined because non quantified and non-quantifiable by official statistics. For an in-depth study on the subject refer to T. Romita (1999).
- ⁴ Essays by MacCannel (2005), Urry (1997), Cohen (1985) and Augé (1999) are particularly useful; among the Italian literature, for the most part derived by the foreign one, the essays by Costa (1989), Savelli (1989), and Nocifora (2002) were particularly useful; as far as the research on undetected tourism is concerned, we used essays by Romita (1999) and reports published by Mercury, Florence (2003, 2004, 2005).
- ⁵ We are referring to the activities carried out by the Tourist Research Centre of the Department of Sociology and Political Science Team of the University of Calabria. These activities started in 1997 and were first synthesized in Romita’s volume (1999). The field research was carried out at different times and aimed at studying the D.I.Y. tourist figure. The first survey dates back to 2004, the second to 2005 and the last to 2007. During the three surveys, more than 1.500 interviews were carried out in August, at both sea and mountain resorts. Some of the results of the first two surveys have been published in Romita and Perri (2006).
- ⁶ For the sake of brevity we will be using only a part of the research and of the acquired results, that is the one more directly linked to this work objectives.
- ⁷ The questionnaire is part of the research documentation and can be required from the Tourist Research Centre of the Department of Sociology and Political Science of the University of Calabria (tromita@unical.it).
- ⁸ On this subject refer to Beato et al. 2007.
- ⁹ To give an idea of the phenomenon, it is enough to remember that in Calabria the average is of one house every two inhabitants, that in some villages there’s a summer population reaching up to fifteen times the normal average and that the research we carried out registered a tourist influx within private accommodation in some villages which is, by itself, higher than in the more than 400 municipalities of Calabria.

SUBMITTED: JAN 2010

REVISION SUBMITTED: MAY 2010

ACCEPTED: JUN 2010

REFEREED ANONYMOUSLY

Tullio Romita (tromita@unical.it) is a Director of the Tourist Research Centre, Department of Sociology and Political Science of the University of Calabria (Italy). University of Calabria - Department of Sociology and Political Science – Via Pietro Bucci Cubo 0B - (87036) Arcavacata di Rende (CS).

Antonella Perri (antonellaperri@libero.it) is a Field Manager of the Tourist Research Centre, Department of Sociology and Political Science of the University of Calabria (Italy). University of Calabria - Department of Sociology and Political Science – Via Pietro Bucci Cubo 0B - (87036) Arcavacata di Rende (CS).