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Analysing cultural tourism in France and Italy

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SESSION 5: TOURISM, CULTURE AND CREATIVE INDUSTRIES

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Introduction

France and Italy are two neighbouring countries of Latin culture. They both have an important historical and cultural heritage and they are very popular destinations. In both countries, tourism and culture are interrelated and have justified this study on the relationship between cultural activities and wider tourism.

Indeed, culture is not limited to visiting museums and historical monuments. The discovery of natural beauty, the participation in entertainment such as festivals, exhibitions, classical music concerts, operas, theatre performances or simply visiting a city or a working company are all cultural activities enjoyed by tourists. Cultural activities can be considered characterized by seasonality because they are differentially distributed during the year. Both in Italy and France, the peak tourist season is the summer, when many cultural events take place.

This study shows that cultural activities are increasingly common practice when traveling abroad as much as when traveling within own country. Although there are differences in intensity of cultural practices by gender, age, education level, income levels, place of residence (according to the size of municipalities or sub-national region) or by country of residence (France or Italy), it seems important to highlight that touristic cultural activities concern everybody.

Supporting a so rich historical heritage and developing cultural activities are certainly a way to promote destinations. The study of links with other activities and expectations of tourists is certainly instructive as much as the knowledge of the main characteristics of cultural holidays such as type of accommodation and duration of the stay enjoyed by these tourists.

The first part of the paper introduces the principal sources for cultural data collection, including tourism, in Italy and France. In the second part of the paper, main figures of cultural participation of the Italians, and cultural and natural heritage tourism flows in Italy during 2015 are described. Right after, two analyses - a cross sectional during 2015 and longitudinal one over last three years - on cultural practices of French tourists are illustrated.

The work continues describing cultural tourism through some tourist characteristics, such as class of age, level of education and type of municipalities of residence. In particular, this analysis is carried out over holidays flows in the Italian study, whereas indicators over tourists are considered in the French part.

The paper is concluded by summarizing differences in the tourists’ characteristics between Italy and France in occasion of cultural tourism, but also highlighting common aspects, and finally trying to formulate some indications, supported by data analyses, to facilitate the growth of the sector.

1 The paper reflects the joint efforts of the authors and their own opinions.
2 The French part of the study is based on a response to a request of the Minister for Culture which was published http://www.entreprises.gouv.fr/files/files/directions_services/etudes-et-statistiques/4p-DGE/2015-11-4p48-tourism-culture.pdf
The Italian part of the study is based on data collected by the Trips and holidays Survey at http://www.istat.it/en/archive/180088 and http://siqual.istat.it/SIQaul/visualizza.do?id=8889024&refresh=true&language=EN
Every year, lots of tourists, same-day visitors and people who live in the same places where sites are, visit the cultural and natural Italian heritage. There are many sources for measuring participation in cultural and natural Italian heritage. Data on cultural and natural tourism are estimated both from the tourism supply side and from the demand side. The Occupancy in collective accommodation establishments Census Survey carried out by Istat measures the whole number of arrivals and nights spent in collective accommodation establishments in Italy, both by residents and non-residents. In particular, it measures the flows in the so-called "city of historical and artistic interest." With regard to tourism demand side, data are gathered by two sample surveys: Trips and Holidays Sample Survey, conducted by Istat, measures the flows of resident travelling in Italy and abroad, whereas the International Tourism Sample Survey, conducted by the Bank of Italy, counts resident and non-resident travelers at the Italian borders (road and rail crossings, international ports and airports) with the aim of the compilation of the two balance of payments' items "Travel " and " International passenger transport". Both surveys estimate overnight stays in all types of accommodation - rented and non-rented - and detect cultural holidays as well. Moreover, the surveys monitor same-days visits, part of which is attributable to visits to the artistic and natural Italian heritage.

Considering the point of view of the institutions, the complete volume of visitors of the national cultural heritage, including tourists and non-tourists as well, can be obtain by counting the daily tickets issued, with free or paid admission. The attendance in State museums, which cover about 9% of the over 4,500 institutions in Italy, is provided annually by the Ministry of Cultural Heritage and Activities and Tourism of Italy (MIBACT). The complete information of the national artistic and museum heritage, including State museums, is measured every three years by the census Survey on Museums, Monuments and similar Institutions, carried out by Istat in collaboration with the Ministry, the Regions and Autonomous Provinces. The aim of the survey is collecting information about museums, monuments, archaeological areas and similar institutions (galleries, collections, historic buildings and other permanent exhibitions), public and private alike, to describe dimensions, forms of management, activities and services offered. This census, in addition to data on admittance, provides the important information on the residence of the visitors.

Complete the information framework on cultural participation of the residents, data on the entertainments attended by persons aged 6 years old and over published yearly by Istat. Information is gathered from 2006 with the Multipurpose Sample Survey on households: aspects of daily life. Among the leisure activities, those related to cultural and natural heritage are visiting museums, exhibitions, archaeological sites, monuments and attending theatre and concerts of classical music/opera.
The SDT survey

The SDT survey, which monitors tourist demand, is carried out each month by post among a group of 20,000 individuals aged 15 years old or older, who are representative of France’s resident population. Respondents are asked about all of their tourism-related travels (at least one night spent away from home) and on the various activities, particularly cultural ones, in which they engaged during these trips. By convention, in this survey the term “French [person]” refers to a person residing in France.

Cultural activities and practices

For the purposes of this survey, “cultural activity” encompasses the following activities engaged in by tourists when on holiday:
- Visit to a city
- Visit to a museum, exhibition, monument or historical site
- Attendance at a festival, concert, theatre performance or other cultural event
- Visit to a working company
- Other cultural activities

For the purposes of this survey, “tourist cultural practice” is defined as taking part in at least one cultural activity, according to the nomenclature set out above, in the course of a holiday stay. If a person takes part in the same cultural activity several times in the course of one holiday, this counts as a single tourist cultural practice. Visiting several historical monuments during the same holiday would thus be considered to be a single cultural practice. A holiday may include several cultural practices (up to five) if the individual has taken part in different cultural activities (attending a festival and visiting a museum are two distinct practices).

Three years’ worth of data

The results presented here are based on data for all personal trips by individuals each year, but also on data that uses the structure of the survey panel. When studying uncommon behaviours, it is useful to examine the occurrence of events over an observation period that extends beyond the calendar year. To do so, it is important to observe each individual’s behaviour for the entire period in question. The constant turnover in the panel and the need to have a sampling that will allow us to extrapolate results for the entire population means that we must work not on the last three calendar years, but on rolling three-year periods (the last three years of observation for each individual in the panel).
1. Main figures of cultural heritage participation in Italy in 2015

The Italian cultural and natural heritage, very rich and varied, contributed to make Italy one of the main international tourist destinations (fifth in 2015\(^3\)) and the first country for number of sites (51) protected by UNESCO. Italy provides, with over 4,500 institutions, on the one hand, a large amount of small and medium sized institutes spread over the entire territory, which represent important cultural strongholds, but enable to attract a large public; on the other hand, a short list of big institutes, of an international appeal, able of absorbing a large part of visitor flows.

The latest available data collected by Istat reported that in 2011\(^4\) the overall Italian museums reached 103,888,764 admissions, of which 38.8% were for visits to State institutes, although these accounted for only 9% of the total institutes. The participation of non-residents visitors was significant (44.9% of visitors) and, in some cases, by far higher than the amount of Italians. Foreign visitors of the Museum Centers\(^5\) (big international institutions that represent less than 1% of the total institutions, but able of absorbing 29% of visitors) were 71% of the audience.

In the last 20 years the audience in State institutions increased by 72%, passing from 25 million admissions in 1996 to almost 43 million in 2015, which was the peak of the time series (Figure 2). The recovery observed in the last two years, in particular, has been possible also thanks to some measures\(^6\) taken by the Ministry of Cultural Heritage and Activities and Tourism, such as the promotion of non-fee paying admissions in the State museums during the first Sunday of the month (since July 2014), which has been a driving force also for fee paying.

In the ranking of the cultural activities made by the Italians during their spare time 2015, visits to museums and exhibitions were in the first position (29.9% of the population aged 6 and over), followed by visits to archaeological sites and monuments (23, 6%), participation in theater performances (19.6%). Finally, at the last position, well ahead compared to other types of cultural activities, there were the concerts of classical music and opera (9.7%) (Table 1).

![Figure 2: Number of Visitors in State Institutions](source: MIBACT)

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\(^2\) At the time, is taking the survey on 2015

\(^3\) Some principal Museum Centre are Palazzo Ducale in Venice, Castello Sforzesco in Milan, Archaeological Areas of Pompei and Herculaneum; Colosseum, the complex of the Roman and the Imperial Forums in Rome; the Uffizi Gallery, Vasari Corridor in Florence.

\(^4\) L. 29 July 2014, n. 106 at [http://www.gazzettaufficiale.it/eli/id/2014/07/30/14G00121/sg](http://www.gazzettaufficiale.it/eli/id/2014/07/30/14G00121/sg)


\(^6\) D.M. 23 December 2014 at [http://www.gazzettaufficiale.it/eli/id/2015/03/10/15A01707/sg?sessionid=111hIV6Y9tNAgKeKZOHww__ntc-as5-qurl2b](http://www.gazzettaufficiale.it/eli/id/2015/03/10/15A01707/sg?sessionid=111hIV6Y9tNAgKeKZOHww__ntc-as5-qurl2b)
TABLE 1. POPULATION AGED 6 YEARS AND OVER FOR PARTICIPATION IN CULTURAL ENTERTAINMENTS ONE TIME PER YEAR AT LEAST. Years 2006-2015. Per 100 persons with the same characteristics.

<table>
<thead>
<tr>
<th>Years</th>
<th>Theatre</th>
<th>Museums, exhibitions</th>
<th>Classical music concerts, opera</th>
<th>Archaeological sites and monuments</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>20.0</td>
<td>27.7</td>
<td>9.4</td>
<td>21.1</td>
</tr>
<tr>
<td>2007</td>
<td>21.0</td>
<td>27.9</td>
<td>9.3</td>
<td>21.6</td>
</tr>
<tr>
<td>2008</td>
<td>20.7</td>
<td>28.5</td>
<td>9.9</td>
<td>21.4</td>
</tr>
<tr>
<td>2009</td>
<td>21.5</td>
<td>28.8</td>
<td>10.1</td>
<td>21.9</td>
</tr>
<tr>
<td>2010</td>
<td>22.5</td>
<td>30.1</td>
<td>10.5</td>
<td>23.2</td>
</tr>
<tr>
<td>2011</td>
<td>22.0</td>
<td>29.8</td>
<td>10.1</td>
<td>22.9</td>
</tr>
<tr>
<td>2012</td>
<td>20.2</td>
<td>28.1</td>
<td>7.8</td>
<td>21.2</td>
</tr>
<tr>
<td>2013</td>
<td>18.5</td>
<td>25.9</td>
<td>9.1</td>
<td>20.7</td>
</tr>
<tr>
<td>2014</td>
<td>19.0</td>
<td>27.9</td>
<td>9.3</td>
<td>22.0</td>
</tr>
<tr>
<td>2015</td>
<td>19.6</td>
<td>29.9</td>
<td>9.7</td>
<td>23.6</td>
</tr>
</tbody>
</table>

Source: ISTAT - Multipurpose Survey on households: aspects of daily life

2. Cultural and natural heritage tourism in Italy and in the European Union in 2015

Tourism is an important occasion to take part in the cultural life of a country or to appreciate its natural beauty. People can decide to take holidays just to practice cultural activities or visiting natural beauty or, more in general, a trip can become the occasion to include some cultural or natural visits during the stay. In both cases, a trip can be the right moment for visiting the artistic, architectural and archaeological heritage or for participating in cultural and folk events, shows or exhibitions.

In 2015, 68% of personal trips were made for taking holidays and, among these, those for practicing just cultural activities, were about one-fifth of the total (21.1%). Holidays for visiting the natural heritage of the place, such as parks or nature reserves, were as much as cultural visits, reaching the 20.8% of holidays for leisure/relaxation (Table 2).

TABLE 2. HOLIDAYS BY MAIN TYPE OF ACTIVITY AND QUARTERS.
Year 2015, percentage composition

<table>
<thead>
<tr>
<th>QUARTERS</th>
<th>TYPE OF ACTIVITY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Cultural activity (a)</td>
</tr>
<tr>
<td>January- March</td>
<td>27.3</td>
</tr>
<tr>
<td>April- June</td>
<td>21.5</td>
</tr>
<tr>
<td>July- September</td>
<td>14.0</td>
</tr>
<tr>
<td>October -December</td>
<td>44.6</td>
</tr>
<tr>
<td>TOTAL</td>
<td>21.1</td>
</tr>
</tbody>
</table>

(a) Cultural activity includes visit to artistic, historical and archaeological heritage and attending cultural and folkloric event, show, exhibition.
(b) Including health treatment, shopping, study/sport holiday, food and wine holiday, attending sport event, hobby, entertainment/theme park, voluntary work.

Source: ISTAT – Trips and holidays Survey

7 The frequency of cultural or natural holidays is definitely affected by the type of question introduced to detect the activity carried out during the stay. In fact, being a unireponse question, it detects only the main activity. Certainly, a share of cultural and natural visits is also made as secondary activities when visiting relatives and friends or even when travelling for business. It would be interesting measuring these dimensions of “secondary” cultural tourism, by introducing new questions for all types of trips. Consequently, the activity that most characterizes holidays of Italians, which is leisure/relax (45.5% of all holidays in 2015), could be joined by a greater share of stays for cultural and natural activities.
As much as the overall volume of holidays, cultural holidays and natural heritage visits were more concentrated in summer when there is the peak of trips. However, these activities are affected by seasonality, being differently distributed during the year: holidays for cultural visits were concentrated during autumn (44.6%), when this is by far the most frequent activities, and winter (27.3%), almost like holidays for the practice of typical season’s sports (29%). Conversely, holidays for visiting the natural beauty of the place were concentrated in periods with a more favorable climax: in spring (25.2%) and summer (21.7%), coming after holidays for leisure/relax that remained, anyway, the most common type in these two periods (40.7% and 57.8% respectively).

The ideal duration for visiting museums seemed to be 1-3 nights (31.9% of the short holidays), while the natural visits required a longer stay (26.1% of holidays of 4 nights or more) (Table 3). Compared to the main destination, about a half of domestic holidays was not characterized by any activity (48.3%), except having relax or fun, whereas those taken just for cultural and natural activities were both less than 20%. When the Italians went abroad, instead, their main interests change: firstly they practiced cultural activities (32.4% of all outbound holidays), secondly they just had fun or relax (31.1%) and finally they took visits to natural beauty (27.9%).

**TABLE 3. HOLIDAYS BY TYPE OF TRIP, MAIN DESTINATION AND MAIN TYPE OF ACTIVITY.** Year 2015, percentage composition

<table>
<thead>
<tr>
<th>TYPE OF ACTIVITY</th>
<th>TYPE OF TRIP 1-3 nights</th>
<th>TYPE OF TRIP 4 or more nights</th>
<th>TOTAL</th>
<th>DESTINATION Domestic</th>
<th>DestINATION Outbound</th>
<th>TOTALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural activity(a)</td>
<td>31.9</td>
<td>11.5</td>
<td>21.1</td>
<td>18.9</td>
<td>32.4</td>
<td>21.1</td>
</tr>
<tr>
<td>Natural heritage</td>
<td>14.9</td>
<td>26.1</td>
<td>20.8</td>
<td>19.5</td>
<td>27.9</td>
<td>20.8</td>
</tr>
<tr>
<td>Leisure/relax</td>
<td>35.4</td>
<td>54.3</td>
<td>45.5</td>
<td>48.3</td>
<td>31.1</td>
<td>45.5</td>
</tr>
<tr>
<td>Others (b)</td>
<td>17.7</td>
<td>8.0</td>
<td>12.6</td>
<td>13.3</td>
<td>8.6</td>
<td>12.6</td>
</tr>
<tr>
<td><strong>TOTALE</strong></td>
<td><strong>100.0</strong></td>
<td><strong>100.0</strong></td>
<td><strong>100.0</strong></td>
<td><strong>100.0</strong></td>
<td><strong>100.0</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

(a) Cultural activity includes visit to artistic, historical and archaeological heritage and attending cultural and folkloric event, show, exhibition.
(b) Including health treatment, shopping, study/sport holiday, food and wine holiday, attending sport event, hobby, entertainment/theme park, voluntary work.
Source: ISTAT – Trips and holidays Survey

The greater attraction to foreign cultural heritage than national can also be observed from other sources. For example, in 2015, taking into account all nights spent in collective accommodation establishments in the so called “cities of historical and artistic interest” (170 million and 495 thousand nights, equal to the 27.4% of total nights), those spent by residents were less consistent (39.2%) than those spent by non-resident (60.8%).

In confirmation of this, we can also consider the number of holidays the Italians spent in destinations that include at least a city. In 2015, 23.5% of this type of holidays was spent in Italy, comparing to 53.5 % abroad (Table 4).

**TABLE 4 : HOLIDAYS BY MAIN TYPE OF DESTINATION AND MAIN DESTINATION.** Year 2015, per 100 trips in the same destination

<table>
<thead>
<tr>
<th>TYPE OF DESTINATION</th>
<th>DESTINATION</th>
<th>Domestic</th>
<th>Outbound</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seaside, cruise ship</td>
<td></td>
<td>49.0</td>
<td>51.4</td>
<td>49.4</td>
</tr>
<tr>
<td>Mountains, highlands, hills</td>
<td></td>
<td>28.0</td>
<td>16.2</td>
<td>26.1</td>
</tr>
<tr>
<td>City</td>
<td></td>
<td>23.5</td>
<td>53.5</td>
<td>28.4</td>
</tr>
<tr>
<td>Countryside (including lakeside, river, etc.)</td>
<td></td>
<td>9.9</td>
<td>11.4</td>
<td>10.1</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td>3.4</td>
<td>1.8</td>
<td>3.1</td>
</tr>
</tbody>
</table>
Source: ISTAT – Trips and holidays Survey

- The assumption is that “visiting city” could be considered a proxy variable for measuring cultural tourism.
At European level\(^9\), the disparity between domestic and outbound holiday is not so obvious, though, on the whole, it is in favor of outbound holidays: in 2013, holidays including at least one visit to a city were 43% but those spent in domestic destination were 41.6%, whereas those spent abroad were 46.5% (Figure 3). The 70% of the countries\(^10\) belonging to European Union made more outbound holidays with cities among the destinations, than domestic holidays of the same type. Certainly, this variable is affected by the different landform of the countries and by tourist attitude which can be different country by country. So, firstly, it should be assessed the level of concentration of cultural sites in the cities for each country and the different tourists attitude, to be able to associate these kind of holidays to cultural ones.

**FIGURE 3 : NUMBER OF HOLIDAYS SPENT IN CITY BY MAIN DESTINATION.** 2013, EU28 \(^a\). Holidays made by tourist aged 15 years and over.

(a) EU-28 aggregated estimated for the purpose of this publication. Based on 26 Member States for which data are available. Not included Malta and Sweden.

*Source: Eurostat (online data code: tour_dem_tthd).*

### 3. Cultural practices of French tourists in 2015

In 2015, more than a third of French citizens (39.4% – Table 5) engaged in at least one cultural activity when on holiday (see box). An equivalent percentage (34.9%), even though they went on holiday, did not take part in a cultural activity. Finally, 25.2% of French citizens did not go on holiday at all\(^11\).

**French tourists are increasingly taking part in cultural activities**

In the space of a few years, the percentage of French citizens combining tourism and culture has increased. The share of those who visited a museum, an exhibition, a monument or a historical site when on holiday grew from 11.9% in 2010 to 14.1% at 2015. The share of those who attended a festival, a concert, a theatre production or some other cultural event under similar conditions also increased from 5.6% in 2010 to 6.8% in

\(^9\) *Source: Eurostat (online data code: tour_dem_tthd).*  
\(^10\) Data available for 26 countries.  
\(^11\) At least one night spent away from home.
2015. At the same time, the percentage of those who did not go on holiday also grew (24.2% in 2010 compared with 25.2% in 2015).

The most popular cultural activity during a holiday trip is discovering a city: 33.5% of French citizens did so in 2015, and those who took part in other cultural activities (19.7%) very often also visited a city (75% of cases). On the other hand, very few tourists visited working companies.

Table 5: Cultural practices of French citizens when on holiday

<table>
<thead>
<tr>
<th>Share of the resident population 15 years old or older, who</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>took part in a cultural activity at least once during the year</td>
<td>34.6</td>
<td>32.8</td>
<td>34.8</td>
<td>36.2</td>
<td>37.8</td>
<td>39.4</td>
</tr>
<tr>
<td>when on holiday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>excluding visits to cities</td>
<td>14.9</td>
<td>14.7</td>
<td>14.9</td>
<td>16.7</td>
<td>18.6</td>
<td>19.7</td>
</tr>
<tr>
<td>visits to cities</td>
<td>31.3</td>
<td>29.7</td>
<td>31.5</td>
<td>32.4</td>
<td>33.0</td>
<td>33.5</td>
</tr>
<tr>
<td>museum, exhibition, monument or historical site</td>
<td>11.9</td>
<td>11.7</td>
<td>11.7</td>
<td>13.6</td>
<td>13.8</td>
<td>14.1</td>
</tr>
<tr>
<td>festival, concert, theatre, other cultural event</td>
<td>5.6</td>
<td>5.5</td>
<td>6.2</td>
<td>6.4</td>
<td>6.6</td>
<td>6.8</td>
</tr>
<tr>
<td>visit to a working company</td>
<td>0.4</td>
<td>0.4</td>
<td>0.4</td>
<td>0.2</td>
<td>0.3</td>
<td>0.3</td>
</tr>
<tr>
<td>other cultural activity</td>
<td>1.7</td>
<td>1.9</td>
<td>3.9</td>
<td>3.6</td>
<td>3.9</td>
<td>4.1</td>
</tr>
<tr>
<td>... went on holiday but did not engage in a cultural activity</td>
<td>41.2</td>
<td>43.1</td>
<td>40.3</td>
<td>38.9</td>
<td>36.5</td>
<td>34.9</td>
</tr>
<tr>
<td>... did not go on holiday</td>
<td>24.2</td>
<td>24.1</td>
<td>24.9</td>
<td>24.9</td>
<td>25.7</td>
<td>25.2</td>
</tr>
</tbody>
</table>

Key: in 2015, 39.4% of French citizens took part in a cultural activity; 33.5% discovered a city, and 14.1% visited at least one museum, exhibition, monument or historical site. These various activities are not mutually exclusive.
Scope: French citizens aged 15 years old or older
Sources: DGE, Banque de France, SDT survey

More culturally-focused trips outside France

Holidays outside France gave rise to a cultural activity far more frequently than those within France (71.1% of holidays compared with 30.2% – see Table 6). Visits to cities were extremely frequent abroad (59.7% of holidays compared with 20.6% in France). The same is also true of visits to monuments and historical sites, museums and exhibitions (42.9% of foreign trips compared with 10.9% in France). Although holidays in France were also the source of cultural discoveries, they were proportionally more linked to leisure and sports activities.

Regardless of the cultural activity in question – visits to a city, attendance at a festival or a visit to a museum or monument – the summer was the peak season. Departures on holiday are more numerous at this time, and holidays are more highly focused on cultural activities. Conversely, winter holidays, which are frequently associated with winter sports, are less often connected to a cultural activity.

Table 6: Holidays that resulted in a cultural activity in 2015

<table>
<thead>
<tr>
<th>Percentage of holidays that resulted in at least one...</th>
<th>Total holidays</th>
<th>Holidays in France</th>
<th>Holidays abroad</th>
</tr>
</thead>
<tbody>
<tr>
<td>cultural activity</td>
<td>35.9</td>
<td>30.2</td>
<td>71.1</td>
</tr>
<tr>
<td>cultural activity excluding visits to cities</td>
<td>21.4</td>
<td>16.8</td>
<td>49.5</td>
</tr>
<tr>
<td>visits to cities</td>
<td>26.1</td>
<td>20.6</td>
<td>59.7</td>
</tr>
<tr>
<td>visit to a museum, exhibition, monument or historical site</td>
<td>8.2</td>
<td>10.9</td>
<td>42.9</td>
</tr>
<tr>
<td>attendance at a festival, concert, theatre performance or other cultural event</td>
<td>3.4</td>
<td>3.1</td>
<td>5.4</td>
</tr>
<tr>
<td>visit to a working company</td>
<td>0.7</td>
<td>0.6</td>
<td>1.4</td>
</tr>
<tr>
<td>other cultural activity</td>
<td>4.0</td>
<td>3.8</td>
<td>5.3</td>
</tr>
</tbody>
</table>

Scope: French citizens aged 15 years old or older
Sources: DGE, Banque de France, SDT survey
One long holiday out of five results in the visit to an exhibition, a museum, monument or a historical site

It is more likely that those going on holiday for a week will take part in a cultural activity than those who only spend one night away. Nonetheless, the percentage of holidays that give rise to a cultural activity does not increase proportionally with the length of the holiday. As it turns out (Figure 4), although only 10.9% of short stays (fewer than four nights) result in a visit to a museum, exhibition, monument or historical site, compared with 18.9% of stays of between four and six nights, the proportion only rise to 20.5% for longer holidays (seven nights or more).

![Figure 4: Length of cultural holidays](image)

**Key:** in 2015, 3.4% of holidays of between 1 and 3 nights resulted in a visit to a festival, concert, theatre piece or other cultural event.

**Scope:** French citizens aged 15 years old or older

**Sources:** DGE, Banque de France, SDT survey

4. Cultural practices of French tourists over a three year period\(^{12}\)

Nearly three quarters of French citizens took part in a culture activity on holiday in the past three years

Cultural practices on holiday may vary from one year to the next. Certain individuals alternate leisure holidays with cultural holidays, while others engage in the same activity year after year. Thus, examining individual practices over a multi-year period gives a different image of cultural practices during holidays. In the space of three years, one French citizen out of nine (11.1% – Table 7) attended at least one festival, concert or other cultural event while on holiday; nearly one citizen in five (19.6%) visited a historical monument, exhibition or a museum, and more than two in five (42.1%) visited a city while on holiday. Nearly three French citizens out of four (73.7%) took part in at least one cultural activity (including a visit to a city) while on holiday in a three-year period, which means that only one in four did not take part in any cultural activity on holiday, either because they did not go on holiday (14.3%), or because they did go on holiday, but did not take part in a cultural activity (12.1%).

\(^{12}\) The constant turnover in the panel and the need to have a sampling that will allow us to extrapolate results for the entire population means that we must work not on the three last calendar years, but on rolling three-year periods (the last three years of observation for each individual in the panel).
A high concentration of cultural activities among a minority of tourists

Each year, between 12 and 14% of French citizens visit a museum, a historical monument or an exhibition at least once during a holiday stay. Among them, more than one out of two (7.1%) is an enthusiast – i.e. an individual who takes part in this activity every year over a three-year period. Attending festivals, concerts or other cultural events is also primarily practiced by enthusiasts. Each year, between 5.5% and 6.6% of French citizens practice this activity. Nearly two thirds of them (3.9%) are enthusiasts. By multiplying the number of holiday stays with at least one cultural activity, some tourists carry out many more tourist cultural practices than others (see definition in box). Thus, although nearly one French citizen out of three (31.6% – figure 5) took part in at least one cultural practice (visits to cities excluded) during a holiday stay within a three-year period, half of these practices were carried out by a mere 7.4% of the population, i.e. less than one in four. The concentration of cultural practices among a minority of tourists is notable for every type of activity. Only 5.2% of French citizens, the greatest enthusiasts for this type of tourism, were responsible for half of all holiday stays that included at least one visit to a museum, monument, historical site or exhibition. A mere 3.4% of French citizens were responsible for half of all holidays that included at least one attendance at a festival, concert or other cultural event.

Young people are festival enthusiasts, retirees prefer museums, exhibitions and historical sites

Among festival enthusiasts, young people – and students in particular – are overrepresented. Although only 11% of holiday goers are students, they make up 16% of festival enthusiasts. Among enthusiasts of museums, exhibitions sites or historical monuments, those 65 and older are overrepresented: 30% of enthusiasts for these types of activities are more than 65, whereas they represent only 20% of holiday goers. Those in managerial positions are overrepresented among enthusiasts of festivals, museums, exhibitions, sites and historical monuments.

**Table 7: Cultural practices by French tourists over a three-year period**

| All cultural activities | 73.7 | 28.4 |
| Cultural activities excluding visits to cities | 31.6 | 11.6 |
| Visits to cities | 42.1 | 22.6 |
| Museums, exhibitions, monuments, historical sites | 19.6 | 7.1 |
| Festivals, concerts, theatre performances or cultural events | 11.1 | 3.9 |
| Visits to working companies | 0.9 | 0.2 |
| Other cultural activities | 7.4 | 2.7 |

Scope: French citizens aged 15 years old or older.
Sources: DGE, Banque de France, SDT survey.
5. Characteristics of cultural and natural heritage tourism in Italy in 2015

More cultural holidays in rented accommodation

When residents travelled for domestic cultural visits, they clearly preferred rented accommodation (86.1% of cultural holidays) to non-rented (13.9%) (Figure 6). However, when they visited the natural beauty of the place, the share of non-rented accommodation was higher (30.9%).

**FIGURE 6 DOMESTIC NIGHTS FOR HOLIDAYS BY MAIN TYPE OF ACTIVITY AND ACCOMMODATION.**

Year 2015, per 100 nights of the same type of activity

(a) Cultural activity includes visit to artistic, historical and archaeological heritage and attending cultural and folkloric event, show, exhibition.
(b) Including health treatment, shopping, study/sport holiday, food and wine holiday, attending sport event, hobby, entertainment/theme park, voluntary work.
Source: ISTAT – Trips and holidays Survey

Richness of cultural sites and natural beauty makes many regions tourist top destination

The Italian regions that received the largest number of cultural holidays in 2015 were Lombardy, Umbria, Lazio, Friuli-Venezia Giulia, Tuscany, Campania and Sicily, where the proportion was higher than the national average of cultural holidays (18.9%) (Figure 7). Many of these regions certainly have a large concentration of the main
State museums (e.g. Colosseum, the complex of the Roman and the Imperial Forums and Castel Sant’Angelo in Rome; the Uffizi Gallery, Vasari Corridor and the Galleria dell’Accademia in Florence; The Last Supper by Leonardo da Vinci in Milan; the Archaeological Areas of Pompei and Herculaneum near Naples; the Royal Palace at Caserta with the Park and the Aqueduct of Vanvitelli) but other regions, such as Umbria and Tuscany, have a very large number of cultural sites disseminated throughout the territory. The definition of "widespread Country museum" is entirely appropriate: in Italy, in fact, in 2011 there were 1.5 museums /institutes every 100 square kilometers and one every 13,000 residents.\(^\text{13}\)

It should be highlighted that, in 2015, Lombardy reached the top of ranking for cultural activities due to the large number of holidays spent for the participation in the exhibition EXPO2015 held in Milan.

\section*{FIGURE 7: DOMESTIC HOLIDAYS BY REGIONS OF DESTINATION AND MAIN TYPE OF ACTIVITY.}

Year 2015, per 100 holidays in the same region of destination

\begin{figure}[h]
\centering
\includegraphics[width=\textwidth]{figure7}
\end{figure}

(a) Cultural activity includes visit to artistic, historical and archaeological heritage and attending cultural and folkloric event, show, exhibition.

(b) Including health treatment, shopping, study/sport holiday, food and wine holiday, attending sport event, hobby, entertainment/theme park, voluntary work.

Source: ISTAT – Trips and holidays Survey

The natural heritage is very important especially for the Italian regions of the South and Islands, even if there are some exceptions in the other areas such as Liguria, Piedmont/Valle d’Aosta and Trentino Alto-Adige in the North, Tuscany in the Centre, were the shares of holidays were higher than the national average (19.5%).

\textsuperscript{13} Museums, Monuments and similar Institutions Survey, Istat 2011 at http://www.istat.it/en/archive/106183
More cultural holidays for women, people of 25-44 years old, with medium level of education
Cultural tourism can be considered the result of a conscious choice made by the active part of the population (aged 15 and over) who decide which main activities practice during the stay. In order to promote this type of tourism it could get some leverage on these segment of tourists, though holidays taken by those under 15 years old represent a quite share of flows (16% of total holidays and 15.4% of cultural/natural holidays). When people make holidays, it is a strengthened behavior that gender is not a discriminating factor. However, compared to the main activity chose by population aged 15 and over, in 2015 there was a greater propensity to do cultural tourism by women than by men, both for domestic holidays (55.1%) and mainly for outbound (59.5%). Men, conversely, preferred to visit the natural beauty of the place, particularly in Italy (52.8%).

In Italy the largest number of holidays was carried out by people aged between 25 and 44 years old (37.9%), with larger shares for cultural (42.2%) and natural (41%) holidays. Young people between 15 and 24 years old took fewer holidays (8.9%), as usually, even in the case of cultural activities (7.5%) or natural visits (5.9%). However, when young people went abroad, the share of cultural holidays rose up to 22.2%. Also seniors (65 years old and over) did not travel so much in Italy (19.9%), much less for cultural activities (14.2%). They travelled a little more, however, to see Italian natural beauty (22.5%).

Considering the level of education, cultural holidays and natural visits as much as the overall amount of holidays spent in Italy, were mostly carried out by those with a medium level of education (42.5% of cultural holidays and 48.9% of natural heritage holidays). For the other levels of study, destination was discriminating. Those with a high educational level, generally preferred travelling abroad (35.2%) than in Italy (27.8%), particularly in the case of outbound cultural holidays (45.1%) and in the case of outbound natural heritage (38.5%). When they took domestic holidays, the percentages decreased to 29% in both cases. Those who have a low education level, conversely, confirmed their preference for domestic destinations, both for visits to natural beauty (21.7%), and, especially, for cultural trips (28.5%).

Who lives in the North or in small or medium municipalities of residence takes more cultural holidays
As usual, even in 2015 the largest number of domestic holidays was originated from tourists who reside in the North-West (28.9%) and North-East (33.9%) of the country, compared to the smaller share of those who live in the Centre (21.8 %) and the South-Islands (15.7%). However, when the residents travelled for domestic cultural activities, the share of holidays coming from the Center rose to 26.5% and the share of started from the South-Islands increased to 22.5%. Otherwise, holidays from the North-West fell to 21.7% and those from the North-East decreased to 29.3%. Less evident differences had noted when residents travelled for visiting the national natural heritage.

With regard to the size of municipalities, usually, those who live in big municipalities (>50,000 inhabitants and centres of metropolitan areas) or in the suburbs of metropolitan areas, took less holidays than those who live in medium-small sized municipalities (< 50,000 inhab.), both domestic and outbound. This behavior was particularly evident in the case of cultural tourism within national territory. Only 10% of domestic cultural holidays came from the centres of the metropolitan areas because people who live there preferred to take holidays for visiting natural beauty (27.6%). Those who live in big municipalities (>50,000 inhab.) and in the suburbs of metropolitan areas contributed to 24.8 of domestic cultural holidays whereas residents living in the municipalities with 50,000 inhabitants or less (where 47.4% of total domestic holidays came from) gave risen to more than 65% of domestic cultural holidays. Outbound cultural holidays, instead, mitigate these great disparities: 24.7% of these came from the centres of the metropolitan areas, 36.8% from the municipalities with more than 50,000 inhabitants and from the suburbs of metropolitan areas, 38.5% from the municipalities with 50,000 inhabitants or less.

6. Individual characteristics and cultural practices among French tourists

One of French citizen in 25 is a "culture vulture" tourist

The French population can be broken down into various "classes" or subpopulations when it comes to cultural practices on holiday (Figure 9). The category of those who do not go on holiday (no holiday in three years) makes up 14.3% of the population. Among those who do go on holiday, there are those who have not taken part in any cultural activity in three years (12.1% of the population), those who have visited one or more cities, but have not taken part in any other cultural activity (42.1% of the population), and those who have taken part in at least one other cultural activity (31.6% of the population). This last group can be broken down into three sub-populations, based on the number of tourist cultural practices. One French citizen out of ten (10.2%) took, on average per year, less than one holiday that included at least one cultural activity (excluding visits to cities).
A slightly higher percentage (17.4%) engaged in, on average per year, between one and three tourist cultural practices. Finally, the population of the culture vultures consists of French citizens who engaged in at least ten tourist cultural practices within three years, excluding visits to cities. This represents an average of more than three tourist cultural practices per year. One French citizen in 25 belongs to this group.

"Cultural tourism" is correlated to income and education levels

Individuals with graduate or post-graduate degrees account for only 1.7% of the sub-population of those who did not go on holiday (Class A), but they represent nearly half of the culture vultures (Class D3 – Figure 10a). There is a close correlation between an individual's level of education and their intensity of tourist cultural practices. In the classes of those who took part in few cultural activities (A, B and C), those with a baccalaureate degree or less are in the majority (and overrepresented). Those with some higher education (technical degree, bachelor's or higher) are clearly overrepresented in the classes of French citizens that took part in an average of more than one holiday cultural activity per year (Classes D2 and D3).

The same type of correlation can be observed between income levels and intensity of cultural practices (Figure 10b). Nevertheless, the imbalance between subpopulations is less distinct. Income levels have a higher influence on the rate of holiday departures and on the number of holidays per person. The number of chances to take part in a cultural activity on holiday is thus much greater for individuals with high incomes, which explains a significant percentage of high incomes among French citizens who took part in at least one cultural activity, excluding visits to cities, over a three-year period. The breakdown of incomes is relatively similar,
whether the number of tourist cultural practices per year is less than one (Class D1), between one and three (Class D2) or greater than three (Class D3).

Culture is for all ages
The breakdown by age groups shows that the correlation between age and tourist cultural practices (Figure 10c) is not as clear. Nevertheless, those over 65 are overrepresented among those not leaving on holiday and the culture vultures. Young people are present in every class. Nearly one culture vulture out of six is under 30 (16.9%), a proportion that is close to that of the reference population (18.9% of French residents 15 years old or older are younger than 30). Finally, those between 30 and 64 years old are present in every class, although their share is larger among those who did not take part in a cultural activity or who simply visited cities.

Culture vultures are primarily urban dwelling and are in a relationship. They take more holidays and engage in more cultural practices when they do.
City-dwellers, Parisians in particular, are enthusiasts of tourist activities: those who live in large urban areas (100,000 inhabitants or more) represent two thirds (65.8%) of culture vultures, and only 39.8% of those who do not go on holiday (between 43% and 55% of the other classes). The share of those living in a household consisting of two persons (basically couples) is far higher among the culture vultures (65.4% of this group) than for the population as a whole (35.0%). Nearly one culture vulture out of five (18.0%) lives alone. The proportion of single individuals varies little from one class to the next – between 16.9% (Class C: those who only visit cities) and 23.9% (Class A: those who do not go on holiday).
Culture vultures engage in six times as many tourist cultural practices as the average. They go on holiday more frequently (1.5 times more holidays than the average) and engage in many more cultural practices during their
holidays (four times greater than the average, or roughly 2 distinct cultural practices per holiday on average, compared with one cultural practice for every two holidays on average for the total population).

CONCLUSION

Tourist trip is generally a good moment for cultural activities. A preliminary descriptive analysis of the data indicated that, in 2015, the segments of the Italian population more involved in cultural tourism within national borders, were women, adults between 25 and 44 years old, people with a medium level of education and residing in small or medium municipalities. However, it was clear that culture became a main attraction abroad for young people aged 15-24 years old, for those with a high level of education or living in big municipalities. Consequently, it can be told that on the whole there was a quite good propensity to make cultural holidays but, in some segments of population it depended on the destination: in some cases tourists were more oriented towards foreign countries, in other cases towards Italy. For further segments, however, the propensity to make cultural holidays was weaker, regardless the destination.

In 2015, one French citizen out of three took advantage of holiday travel to discover a city, 14.1% visited at least one museum, exhibition, monument or historical site, and 6.8% attended at least one cultural event (festival, concert, etc.). These percentages rose slightly in recent years. Holidays outside of France are richer in cultural activities. Tourism is a significant vector for access to culture. Over a three-year period, three-fourths of French citizens took part in a cultural activity when on holiday. For the others, either they did not go on holiday (14.3%) or they did go, but did not take part in a cultural activity (12.1%). Conversely, certain French tourists enjoy a high concentration of cultural activities. Tourists who are major "culture consumers" are most often urban-dwelling college graduates who are in a relationship. Although age is not the decisive criterion, those over 65 tend to engage in cultural activities. Young tourists are also often cultural adepts. Therefore, the initiatives for the promotion of cultural tourism over the domestic territory, both for Italy and France, could be diversified in relation to the segment of the population have to be target. Some actions could tend to: 1. consolidate behaviors of those tourists already get used to traveling for culture; 2. move the existent cultural flows towards domestic destinations instead of outbound; 3. involve those who are not use to the experience of culture on holiday. The aim of these actions should be oriented to increase domestic cultural tourism flows, even getting involved those segments of the population who feel holidays as relaxing or entertaining moment mainly.

Inbound tourism is also a resource for cultural tourism. In Italy, for instance, it supplies a large part of the national cultural tourism\textsuperscript{15} and it could be increased by measures aimed to improve the reception of foreign tourists such as the introduction of multimedia tools in institutions translated into several languages, building a web site for each institution (in 2011 only half of these had developed a own web page) where to publish the calendar of activities and events, or taking part in the web communities such as Facebook or Twitter, blogs, online forums. Other initiatives should expand the free WI-FI connection to the visitors of the institutions and the use of internet booking and selling tickets.

For a cultural tourism growth, the presence on the territory of cultural sites and natural beauty is not enough. It is necessary the ability to make them usable by offering adequate services, including accommodation services. Strengthen and make more effective the supply of collective accommodation establishments can be an effort to do to promote the general growth of tourism, in particular cultural tourism, domestic and inbound as well. In that direction lays the action promoted in Italy by MIBACT to foster a digital and sustainable tourism in support of the collective accommodation, leading to an increase of arrivals and nights spent in these types of establishments. In France too, the policy of ("contrat de destination") is based on a combination of many

\textsuperscript{15} For further details, please see CNR, A. Palombini “Flussi turistici e pubblico museale: un tentativo di approccio analitico”. 2015. Italy
factors including of course developing the natural and cultural heritage but also services and all that makes a complete offer compatible with the challenges of sustainable tourism.

Finally, it cannot forget that cultural -and natural tourism- includes a part of same-day visits, which are the occasion for daily visits to the artistic heritage and natural beauty or attending exhibitions and concerts. However, these activities are still included into a more generic item "leisure and relax", in line with the indications of the IRTS-16.

The promotion of cultural tourism, with or without overnights, is a resource for increasing tourism itself and consequently increase cultural sector. Both sectors, in fact, feed one another. Certainly, not all tourism is cultural and not all culture fruition is fed by tourists and same day-visited. No doubt, however, the two areas can have mutual advantages.

References

Augusto Palombini (2015), Flussi turistici e pubblico museale: un tentativo di approccio analitico.


At page ‘Communication, culture, leisure and time use/Entertainments/Time series’

At page ‘Services/ Occupancy in collective tourist accommodation - yearly data/ Type of locality and country of residence’


