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The mobility for the elderly population encompasses different dimensions of urban life including housing, transportation, work-related activities and social interactions. The initiatives for the elderly are mainly undertaken in the areas of health while in reality, this is only a part of the overall picture that might be considered while planning urban accessibility strategies.

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Special Issue 2.2018

ELDERLY MOBILITY

ISSN 1970-9889
University of Naples Federico II

TeMA

Journal of
Land Use, Mobility and Environment

Special Issue 2.2018

Elderly Mobility

Published by

Laboratory of Land Use Mobility and Environment
DICEA - Department of Civil, Architectural and Environmental Engineering
University of Naples "Federico II"

TeMA is realized by CAB - Center for Libraries at "Federico II" University of Naples using Open Journal System

Editor-in-chief: Rocco Papa
print ISSN 1970-9889 | on line ISSN 1970-9870
Licence: Cancelleria del Tribunale di Napoli, n° 6 of 29/01/2008

Editorial correspondence

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TeMA

Journal of
Land Use, Mobility and Environment

TeMA Elderly Mobility
SPECIAL ISSUE 2.2018 | 67-84
print ISSN 1970-9889, e- ISSN 1970-9870
<http://dx.doi.org/10.6092/1970-9870/5767>



Review paper received 13 July 2018, accepted 17 September 2018

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www.tema.unina.it



How to cite item in APA format:

La Rocca, R.A. & Fistola, R. (2018). The Tourist-Religious Mobility of the "Silver-Haired People". The Case of Pietrelcina. *Tema. Journal of Land Use, Mobility and Environment*, 67-84. doi:<http://dx.doi.org/10.6092/1970-9870/5767>



THE TOURIST-RELIGIOUS MOBILITY OF THE "SILVER-HAIRED PEOPLE"

THE CASE OF PIETRELCINA

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ABSTRACT

This study deals with religious tourism as a particular social and cultural activity attaining high levels of interest also in the scientific context. Within this form of tourism, the segment of "senior travelers" plays an important role considering the increase of the population aging phenomenon. Although there is not yet a unique and shared definition of senior tourism, it is possible to outline some characteristics to define this specific form of use of the urban system. The case study of Pietrelcina (BN) in Campania has been considered as a meaningful example of international religious pole connected to San Pio cult. In this regard, the study is aimed to explore the possibilities of defining territorial strategies for the promotion of territorial resources. The main objective of this study is to overcome the sectorial approach, based on the "mono-pole supply" (the organization of tourist flows "exclusively oriented", centralized in the most popular destination), suggesting a systemic-territorial supply reconfiguration aimed at improving the accessibility to older slow tourism. The study, thus, proposes a reconfiguration of the territorial organization in order to prefigure a systemic territorial-supply aimed at improving particularly accessibility referred to older slow tourism. Slow tourism as innovative form of territorial use could improve the relationship between tourism and territory that was the original sense of pilgrimage.

KEYWORDS

Elderly; Silver Tourism; Territorial Tourism Accessibility; Pietrelcina (BN) Campania

1 INTRODUCTION

This study deals with the relation between two increasing phenomena that are affecting present cities. On one side the aging of the population, on the other side the growth of the tourism as a cultural and social practice. It is realistic to suppose that in the next future cities would face, among the others, these new demands related to urban living and territorial use. Our opinion is that town planning, whose main objective is the development of urban livability for all type of users (residential as well as non-residential), must have a leading role in the definition of strategies and interventions to get this target.

There is consensus on the opinion that tourism is the main existing industry both for the substantial contribution to GDP and for generating new job opportunities. As a producer of incomes, tourism has become the main driver of the urban transformation policies for increasing attractiveness from private investments as well as from tourist flows.

The lack in planning efficiency emerges when tourism load on the city has got unsustainable and invasive (the phenomenon is also defined as "over-tourism") and the use of extreme measures seems the only feasible solution as in the recent cases of Venice or Barcellona (La Repubblica, 2018; Hugues et al., 2018). On the contrary, the city of Amsterdam has taken a different approach to the problem, providing actions to subtly move tourists away from the most popular attractions by re-branding less known places thus redistribute tourist flows and entice tourists to venture further afield from the inner city. Tourism is a double-face phenomenon, it requires attention in the planning of its development, in order to share its benefits out among stakeholders, political administrative levels, and permanent residents. The sustainable tourism concept, even though still unclear, can be seen as an urban adjunctive load that does not upset the existing equilibrium of the city, but rather it extols territorial potentialities benefiting actively local communities (social, political and territorial level). This type of tourism in the western industrialized countries is assuming the label of "cultural tourism".

Concerning this theme, scientific literature is extremely copious, defining cultural tourism as a new form of activity, whose aim is developing a potential economy, saving territorial resources.

In the present study, we assume cultural tourism as defined by UNWTO (World Tourism Organization) in 1985 and later by ATLAS (Association for Leisure and Tourism Education) in order to point out that, in the wide range of cultural tourism definitions, religious tourism flows can be included. According to these definitions, that have gained official status, this study considers religious tourism as the movement of people that concentrate in places where something of "miraculous" and/or connected with faith happened, in order to boost their own culture too.

Focusing on this special tourism segment, this paper is structured in two main parts. The first part aims at pointing out the characteristics of religious tourism demand, a form of emergent tourism identified as "silver tourism". The second part analyzes the case of Pietrelcina (BN) in South Italy as a representative example to spark sustainable and aging-friendly form of territorial development.

2 ELDERLY POPULATION: A "LIQUID THRESHOLD"

In this paragraph, we tried to outline how it is not possible to define exactly who can be defined as elderly people, stating that the limit imposed by the statistical logic should be overcome through a more *flexible threshold* that could better fit the current social trends. The national, European and world demographic statistics show a progressive aging of the population. The 2017 Revision of World Population Prospects

prepared by the Population Division of the Department of Economic and Social Affairs of the United Nations Secretariat, for example, indicates an increase in the population aged over 65, outlining a rapid and global growth of aging population (Fig. 1). The conventional statistic threshold for seniority usually set in 65 years, as this age generally corresponds to the exit from employment.

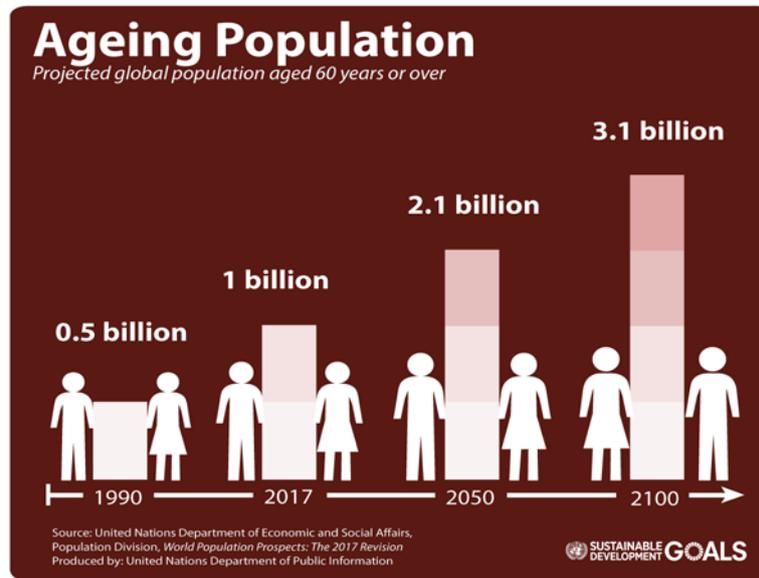


Fig. 1 Trend of growth for the world population aged 65 or over calculated by the United Department of Economic and social affair of the United Nation

However and at least for the western economy countries, the undeniable aging process requires some observations related not exclusively to the age, but also to the change in habits, in culture, in availability of leisure, in the composition and in the economic structure of the family itself that is modifying the current population's profile. These factors can be complemented by the medical progress and the better lifestyles leading to the improvement of the global life expectancy (Fig. 2).



Fig. 2 Average data of the global life expectancy forecasting calculated by the United Department of Economic and social affair of the United Nation

Thus, it is questionable whether it is possible to define a "flexible threshold", more responsive to the change before mentioned, instead of that one strictly defined by statistics. In support of this, in the last decade the concept of *active aging* is emerging to indicate how active the new aging population is, as well as their role in present communities. In Italy, for instance, elderly parents keenly contribute to the economy of their sons' family sometimes covering for the lack of social services to young families and working mothers (e.g., babysitting their nephews). In a recent survey conducted by Share (Survey of Health, Ageing, and Retirement, 2014) under the coordination of the Munich Center for the Economics of Aging (MEA), Max-Planck-Institute for Social Law and Social Policy, some life steps, defining the switch to senility, are indicated below:

- The exit from employment;
- The leaving from the family state of the last son;
- The nephew's birth;
- The consort's loss;
- The worsening in health conditions.

As many difficulties are evident defining exactly at what age this "life switch" happens, the report outlines five flexible classes to define the transition to the senility:

- Prolonged aging characterized by a slow transition from one step to the next;
- Medium-long aging characterized by an irregular transition from the different steps;
- Middle aging, characterized by a regular transition from one step to the next;
- Deferred aging, characterized by irregularity in the transition.

The classification could be arguable, especially for the definition of the single step (e.g. is there a fixed age for becoming grandfather/grandmother or to be widow/widower?) but it is worth underline how old age could be defined through wider limits than the statistical ones, varying from country to country according to culture and lifestyles. This consideration is even more meaningful for the object of this study that considers tourism, traditionally defined as the movement of people outside from their original residential place or usual environment for less than one year for different purposes other than employment. Mobility is a base activity for tourism, according to the given definition, and with respect to the present case study, it is assumed that religious tourist flows are made of people who, even though aged, have a good mobility capital. The interest of the study, thus, is focused on a specific demand of use of the city (the religious tourism flows) that could be defined as a not more young population of city-users. Some consideration concerning the aging population trend in Italy can be useful to better argue our research. In Italy, in 2017 according to the data of Italian Statistical Institute (ISTAT), older adults corresponding to 65 aged overcome 13.5 million and represent the 22.3% of total population. In 2007, the same population was 20.1% of total population (Fig. 3). ISTAT forecasts for the period 2015-2065 the growth between the 21.7% and the 32.6% of the total population. The reasons for this growth can be identified in two of the demographical phenomena that contemporary are occurring in this particular historical period. On one side the decline in birth rate¹ that can be observed as a bottom-up aging phenomenon. On the other side, the increase of the life expectancy that in Italy is about +19 years for a man that has 65 years nowadays, and about +22 years for a woman; the

¹ In Italy, in 2016 the birth rate decreased of about -2.4%, except for the province of Bolzano. The national fertility rate (average number of children per woman) also decreased, with reference to mothers of Italian nationality (1.34 children / woman) and foreign mothers (1.95 children / woman) (ISTAT, 2017).

increase is respectively of +0.1% e +0.5% from the year before (2016). By all the previous considerations and with regard to a brief literature review (Tab. 1), this study proposes to consider that population involved in the religious tourism could be composed by people within the age range 55-70 composing a new emergent demographic group defined as "active aging"². The innovation of this approach essentially consists of a new vision that considers elderly as a *resource*³ for the society rather than *claimers*.

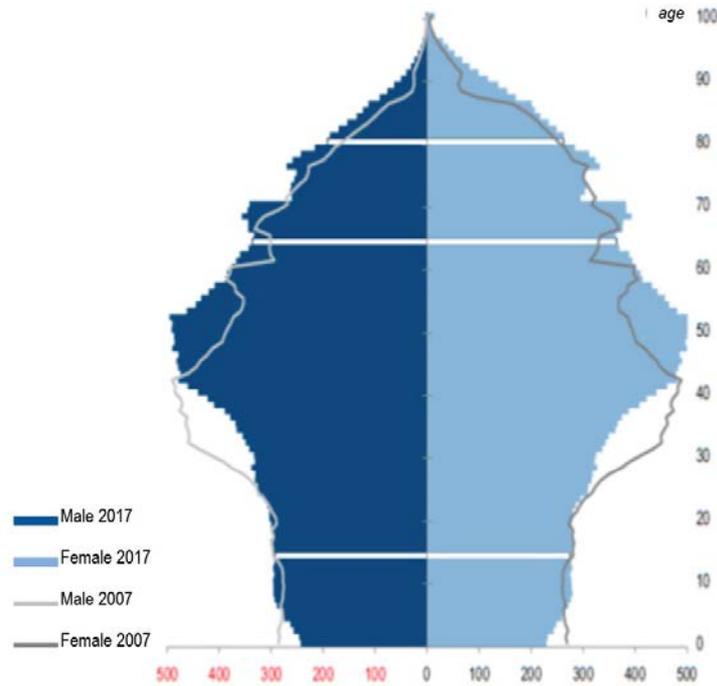


Fig. 3 Population pyramid in Italy: comparison 2007-2017 calculated by the Italian Statistical Institute (ISTAT, 2017)

SOURCE	DEFINITION	THRESHOLDS
World Assembly on Ageing (1982)	On a first approximation, the elderly population is defined as that composed of people with 55 or more years	Over 55
ISTAT	Population aged over 65 (ex-retirement age limit)	Over 65
World Report on aging and health, 2015	Older person: a person whose age has passed the median life expectancy at birth	No age defined
WHO, 2002 UNFPA, Help Age International, 2012 Active Aging Report, 2012 Tourage, 2014	According to a synthetic classification based on two age classes: older adults is population over 60 years and over 80 years. An analytic classification considers five-year or ten-year class starting from people 60 years old.	Different classes: 1. (60-69) = elderly 2. (70-79)= old people 3. (80-89) = very old people

Tab. 1 Definition of seniority thresholds in literature

² The European Union has recently defined this expression to intend the process of optimizing opportunities for health, participation and security in order to enhance quality of life (WHO, 2002). The concept also refers to the change in the organization of work system and the increasing of the retirement age.

³ The reverse mentoring for instance is a practice aimed at overcoming the gap between generations within the same company using the exchange of knowledge among different professional profiles.

3 ACTIVE AGING AND SENIOR TRAVELERS: THE SILVER TOURISM

The growth of tourism phenomenon also concerns the behaviors and preferences of elderly people that seems to be the most dynamic among the types of tourism demand (Fig. 4) even though data show a preference toward the residential trips⁴ or no trip in the case of people aged 65 or over (Figs. 5 and 6).

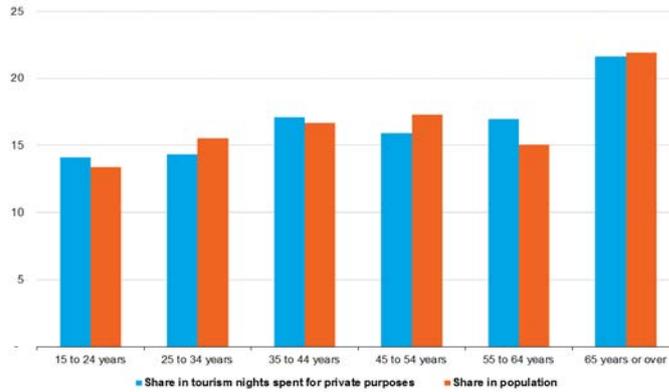


Fig. 4 Relation between EU population and tourism movement by classes of age (Eurostat, 2016)

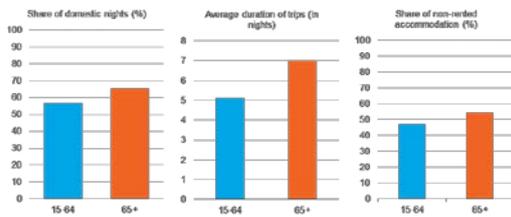


Fig. 5 Preferences in tourism by age (Eurostat, 2016) (left)

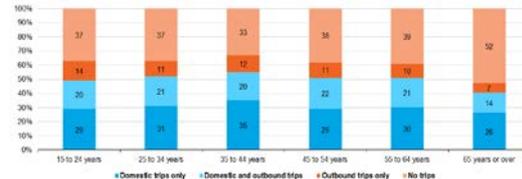


Fig. 6 Participation in tourism by classes of age (Eurostat, 2016) (right)

Silver tourism and the study of its preferences is the object of attention as it represents a possible segment of development for tourism market given the increase of this population.

Some researchers define silver tourism as the segment of population aged over 55 years, focusing on their behaviors (Shoemaker, 2000). Scholars indicate four different tourism markets according to the characteristics of the possible components, thus, they define a “no more young” population interested in the travel experience: a) the mature market (Lazer, 1985); b) the older market (Allan, 1981); c) the senior market (Shoemaker, 1989) and d) the more recent silver market (Branchik, 2010). Along this line, it could be shared the opinion concerning a re-definition of the limits that outline old people by using “fuzzy classes” that could be better defined in possible further development of this research.

An interesting contribution to the definition of the classes of age can be the survey requested by the Directorate-General for Employment, Social Affairs, and Inclusion and coordinated by Directorate-General for

⁴ Residential trips refer to the flows of tourism that remain inside the residential country, the trips abroad are not considered.

Communication (DG COMM "Research and Speechwriting" Unit) in 2011 on Active Aging. The first part of the report concerns the perception of aging. Across the 27 Member States, "old age" is felt to be within a range of 61-70 (average age about 65). As it would be expected, perception varies according to the age of respondents. Therefore, the perception of the age at which one stops being regarded as young is indicated within a range of 36-50 years (Fig. 7).

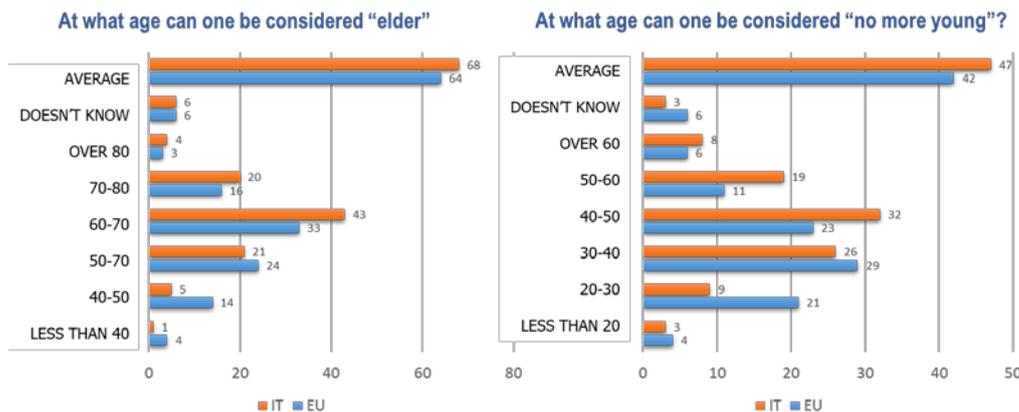


Fig. 7 Perception of aging in Italy and Europe (elaboration from Eurostat 2011)

This has supported our assumption of considering silver tourism as composed by a range of people within a minimum of 55 years to an upper threshold not well demarcated but composed of people able to move independently (without physical limitations and in good health).

In the light of this concerns, this study focuses on religious tourism as flows of people, tending to be aging, that will concentrate in cities and will involve the planning of the organizations and the assets of the cities chosen as destinations (Papa et al., 2014).

4 RELIGIOUS TOURISM: FROM CHARACTERISTICS OF FLOWS TO URBAN TYPES OF POLES

In this part of the present study, religious tourism (Amber, 2018) has been considered referring to two main aspects: on one side the composition of the flows of users (demand); on the other side the individuation of possible typologies of territorial poles that attract these flows (supply).

According to the National Institute for Tourism Research (ISNART, 2016), in Italy, religious tourism is estimated to be about 5 million of presences (about 1.5% of the total inbound tourism) that generates around 2.5 billion of euros of expenditure (accommodations, guides, restaurants, souvenirs). It must be observed, however, that only the 3% of total tourists stay overnight and this makes the monitoring of the phenomenon quite difficult. Nevertheless, this tourism is growing at about 1.2% in the last two years. Considering this segment of tourism as an emergent phenomenon worthy of attention, as data are difficult to achieve and not having possibilities to go forward through direct surveys, we referred to recent studies (BMT 2015; Coldiretti 2014; La Repubblica 2015; TTG_Italia, 2015) concerning religious tourism, in order to define a possible profile of the characteristics corresponding to religious tourism demand (Tab. 2).

Some specifications concerning the definition of religious tourism have been taken into account in order to better understand this phenomenon. The scientific debate main focuses on the difference occurring between pilgrimage and religious tourism. In the case of pilgrimage, it is possible to refer to a form of social mobility that seems to be not affected by the spread of tourism phenomenon. In the case of religious tourism, instead, it is possible to refer to people whose movements generated from different motivations that are not exclusively connected to the faith but concerns culture and leisure as well. This difference is more evident when the religious destination is a complex pole like Rome for example whose attractiveness is shared among several tourisms even though its role of leader of the Catholicism is indubitable for the presence of the Vatican State within the same city. The spread of Catholicism is the origin of the religious tourism because it has enlarged the number of the three original holy places (Rome, Jerusalem & the Holy Land & Santiago de Compostela).

PARAMETERS	CHARACTERISTICS	SOURCES
Age range	55-70	Shoemaker, 2000 Branchik, 2010
Sex	Women (57%) aged 51-65	Coldiretti, 2014
Education level	Graduate	La Repubblica, TTG Italia
Social Status	Married with sons	La Repubblica, TTG Italia
Employment	Retired (42%) Employer (16%) Housewives (18%) Independent (7%) Worker (8%) Craftsman (2%) Entrepreneurs (7%)	Coldiretti, 2014
Motivation	Religious Cultural Leisure	Istat, Coldiretti, 2014
Travel Type	Organized	La Repubblica, TTG Italia
Means of moving	Bus Bus + Airplane Bus + Train Train	La Repubblica, TTG Italia

Tab. 2 Possible profile of religious tourists

The following part of the paper, thus, focuses on the identification of possible typologies of attractive religious poles in order to better introduce the case study chosen as significant for a potential proposal of sustainable territorial development.

4.1 ATTRACTION POLES OF THE RELIGIOUS TOURISM: A POSSIBLE TAXONOMY

In this part of the study, we tried to outline a possible classification of the sites that polarize religious flows of tourism connected with the Catholic faith. Typologies of poles were not ranked at the present state of the research, but they have been defined by the literature trying to extract the general characteristics that can describe their organization as attractive religious poles and that could express the relationship between the motivation of movement and characteristics of the node-pole.

For this purpose, five classes of religious poles have been defined:

- Poles whose relevance is connected with the Holy Bible and with Evangelic history;
- Poles whose relevance is connected with the Holy Virgin Mary worship;

- Poles of relevance for evangelization;
- Poles of traditional and historical pilgrimages;
- Poles coincide with relevant cities for Christianity.

The first class refers to the main destinations of Catholic religious worship such as the Holy Land and the places of the birth of Christ, of the Catholic faith and the evangelical culture. These are complex poles both from the point of view of their urban organization and for the complexity of their political and cultural situation that affect the poles' safety condition for tourists. Nevertheless, in these poles, the flows of religious tourism are consistent and interlace with different cultures and religions.

The second type includes the poles whose relevance is linked to the cult of the Virgin Mary. In this class have been considered both the pole in which are located important sanctuaries dedicated to the Virgin (e.g., Pompeii, Fatima) and the places where the Virgin appeared (Lourdes, Medjugorje, Fatima) that are felt as sites in which miracles can still happen. The urban settlement briefly can be referred to three main urban development patterns:

- The attraction pole and the inner city coincide (Pompeii, Loreto) and the presence of the holy place represents the main urban function;
- The attraction pole is external to city but its presence influences the organization of the whole urban system and the urban supply of services and facilities (Lourdes);
- The pole is independent of urban settlement and is physically distinct from it (Međugorje in Bosnia, Montevergine in southern Italy).

The third class refers to poles that are relevant places, connected with the history of missionaries that offered a humanitarian contribution to the Catholic evangelization (e.g., the places of Mother Theresa of Calcutta).

The fourth typology refers to the traditional routes of pilgrimage (e.g., the Camino de Santiago or the Via Francigena); they are not strictly linked to religious faith, but they can be meant as a way to test personal challenges and to rediscovery slow and simple way of living (Fistola & La Rocca, 2018).

In the fifth typology, poles coincide with cities relevant in the history of the Catholic religion. The poles are strictly linked to the life of the holy person who made miracles and had a sanctification process as certification of him/her accomplishments (St Francis and St Claire of Assisi, St Pio of Pietrelcina and San Giovanni Rotondo, St Rita of Cascia, and so on). The case study proposed belongs to this last typology of attractive religious poles.

5 THE CASE STUDY OF PIETRELCINA (BN) IN CAMPANIA

Pietrelcina is a small city close to Benevento (12 km) the fifth province of the Campania region, in the South of Italy. The city is worldwide famous among the religious poles for being the birthplace of Father Pio (Francesco Forgione), who become a saint in 2002. The municipality (28.7 sq. km. with about 3,114 inhabitants and a density of about 109 ab/sq. km.) has a strategical position within a territory where many other less known attractive poles are located. At present, strategies of territorial development give great attention to the "places of San Pio" but considered as single points within the attractiveness of the municipality, in the lack of a systemic vision that, on the contrary, could improve the potentialities of this particular territory.

As outlined in some studies (Bencardino & Marotta; 2004; Corrado, 2005; Fadda, 2004; ONT, 2008) the main weaknesses of territorial policies of development concern two distinct but deeply connected levels: on

the one hand, the dearth of a systemic vision through which territorial resources could be improved (we refer particularly to the absence of a structured system of accommodation to increase a settled tourism). On the other end, a still weak political leadership, able of triggering cooperation between public and private stakeholders, according to a wider and long-term vision of promotion of the territorial system of resources, rather those of "isolated polarities".

5.1. THE IMPACT OF THE TOURIST FLOWS IN PIETRELCINA

Availability of data represents the main difficulty when studying tourism phenomenon (La Rocca, 2014). In this regard, the management of commuter tourism is much more complicated by the need of apply direct analysis to measure the incoming flows that can also modify by the effect of several variables (i.e., the occurrence of specific events, seasonal and climatic conditions, reliance on tour operators, etc.). Although we do not yet have resources to carry out a wide and exhaustive survey on the field, the analysis of the impacts generated by the tourist load in Pietrelcina was carried out in coordination with the Municipality that provided data to evaluate the phenomenon in the period 2013-2014. The limited availability of data, however, allowed us to elaborate a first suitable procedure to estimate the impact of the incoming tourism load. The tourist pressure index has been estimated about the average number of urban waste (data available on the Regional Waste Observatory Information System of the Campania Region) produced by the equivalent population in a year (365 days) calculated as:

$$Wm = \frac{1}{n} \sum_{i=1}^n \left(w_i \frac{1}{respop} \right) \quad (1)$$

Where:

Wm is the average daily urban waste production per capita in the municipality "i";
 n is the number of municipalities in the neighboring territory;
 w_i is the total production of urban waste from the municipality I;
 $respop$ is the residential population at the date of the surveys.

In the case study, the territory is composed by the municipalities of Benevento, Paduli, Pago Veiano, Pesco Sannita bordering Pietrelcina (Fig. 8). Table 3 and 4 contain the values referred to the production of urban waste for the considered municipalities.

Obtained from (1) the average daily per capita production in the considered territory (0.81 kg / day in 2013; 0.84 kg / day in 2014) and counting the total production of urban waste registered in Pietrelcina in the years 2013 and 2014, the value of the equivalent population (eq_pop) is obtained from the report (2):

$$eq_pop = \frac{w_p}{365} \frac{1}{w_m} \quad (2)$$

where:

eq_pop is the equivalent population (residents + tourists);
 w_p is the total annual production of urban waste in the municipality of Pietrelcina;
 w_m is the value of the average daily production of urban waste per capita calculated previously.

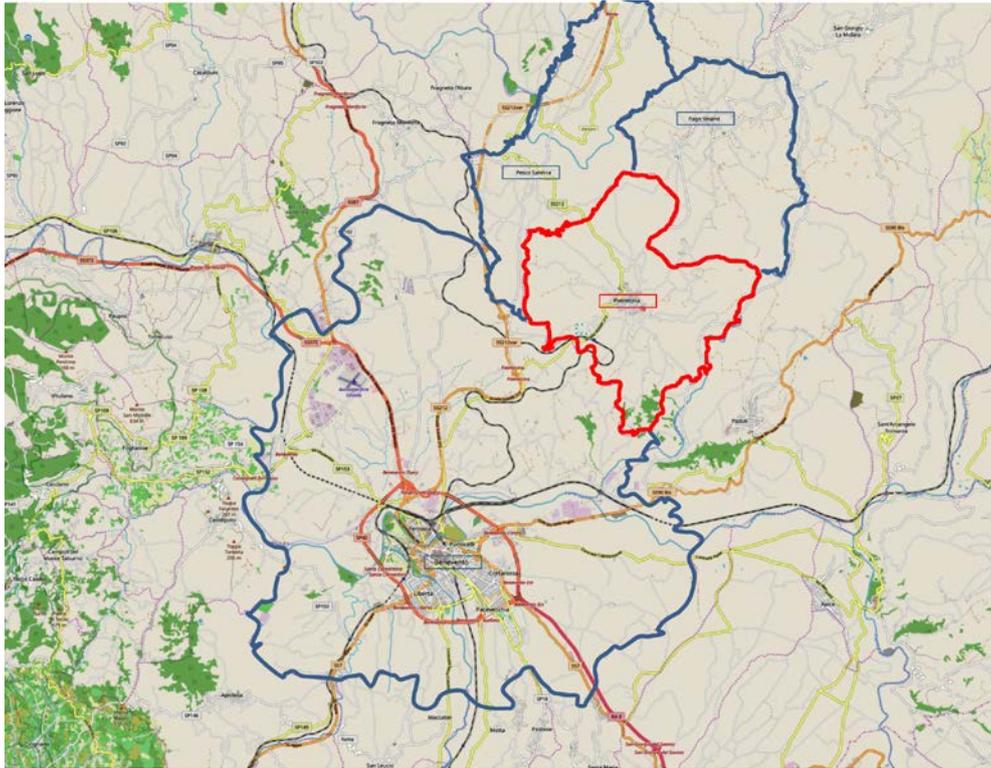


Fig. 8 Pietrelcina and neighboring municipalities

MUNICIPALITY	RESID. POP.	PROV.	TOT. WASTE [Kg]	SWC [%]	WASTE PER CAPITA/DIE [Kg]
Benevento	60,797	BN	25,009,882	63.06%	1.13
Paduli	4,045	BN	1,010,540	71.17%	0.68
Pago Veiano	2,497	BN	689,958	72.83%	0.76
Pesco Sannita	2,050	BN	509,550	55.94%	0.68
Pietrelcina	3,075	BN	1,043,953	69.40%	0.90

Tab. 3 Urban Waste production in 2013 in the considered municipalities

MUNICIPALITY	RESID. POP.	PROV.	TOT. WASTE [Kg]	SWC [%]	WASTE PER CAPITA/DIE [Kg]
Benevento	60,770	BN	24,147,448	65.00%	1.09
Paduli	4,022	BN	994,168	69.00%	0.68
Pago Veiano	2,459	BN	834,216	76.00%	0.93
Pesco Sannita	2,011	BN	493,340	53.00%	0.67
Pietrelcina	3,083	BN	1,069,886	75.00%	0.95

Tab. 4 Urban Waste production in 2014 in the considered municipalities

By deducting from the value of the equivalent population obtained from (2) the value of the resident population an estimate of the values of the daily and annual tourist presences can be obtained (Table 4).

TOURISTS	2013	2014
Presence/day	456	399
Presence/year	166,440	145,569

Tab. 5 Estimate values of tourists in Pietrelcina

Considering that tourists do not produce quantity and type of waste like the residents, it was decided to adjust the estimated values have been corrected by an incidence rate corresponding to the percentage of urban waste not produced by tourists (metal, WEEE, pruning, batteries and accumulators, tires, toners, textiles, metal packaging, household composting, etc.), to the total quantity of MSW. The estimated corrective value for the Municipality of Pietrelcina is 12.87% both in 2013 and 2014. In table 6 the values of the estimated presences of tourists have been shown. Another step of the procedure has taken into account that the city of Benevento (as capital city of the province) attracts part of the tourists, the estimated values had a further correction and final value have been referred to a range of annual tourist presences calculated on the basis of the illustrated procedure (Tab. 7 and Fig.9).

TOURISTS	2013	2014
Presence/day	514	450
Presence/year	187,860	164,303

Tab. 6 Estimate of the final presence of tourists in Pietrelcina (minimum values)

TOURISTS	2013	2014
Presence/day	1075	776
Presence/year	392,613	283,206

Tab. 7 Estimate of the final presence of tourists in Pietrelcina (maximum values)

The assessment of "tourist weight" on the urban system can be expressed through indicators that relate the variables linked to tourist flows with the population and the extent of the concerned area.

Although the limited availability of data, already underlined, we elaborated an estimation of tourist pressure applying the procedure to the period 2000-2002 during which some significant events occurred (Fig. 10). The values of the tourist intensity indicators (tourists/residents) and density (tourists/sqkm) in correspondence with these peaks express the "weight" of the phenomenon in the territory under study.

Although the values reveal the presence of significant tourist flows, at present, the Municipality of Pietrelcina has not yet implemented an organic management design of these flows that could act as amplifiers for the promotion of the territory of the province of Benevento. Furthermore, the characteristics of the tourist demand, as outlined in the present study, could increase the quality levels of the facilities offered to a population that is no longer young either resident or temporary (Giannopoulou et al., 2014).

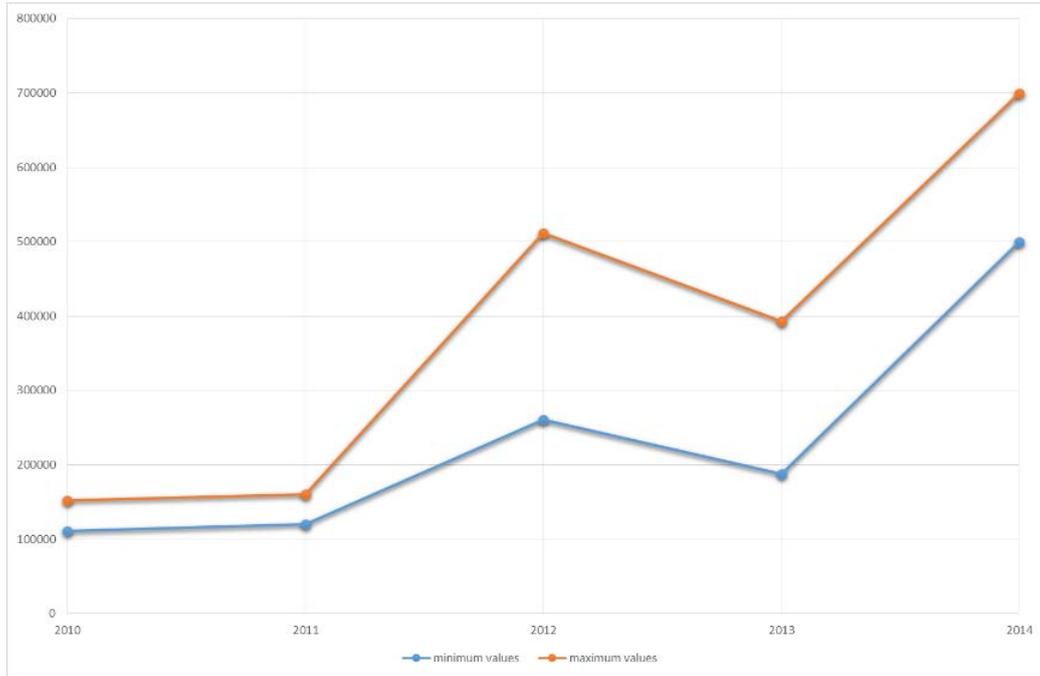


Fig.8 The estimated values of the tourists in Pietrelcina per years (authors' elaboration on EPT and Municipality data)



Fig. 10 Medium trend of tourist flows per year and tourist indicators in Pietrelcina 2000-2002. Tourist density expresses the number of tourist presences per sqkm; the tourism intensity refers to the ratio between tourists and inhabitants (authors' elaboration on EPT data)

6 SUSTAINABLE TERRITORIAL ACCESSIBILITY: A PROPOSAL FOR THE CASE STUDY

The proposal arising from the previous analysis and considerations is based on the key idea that the polarization attractiveness of Pietrelcina could be an occasion to shift the territorial resources towards a global design of tourist-oriented development of the provincial territory according to a systemic and holistic vision. The whole territory, thus, could benefit from the positive effects of tourism and could be part of an integrated system of services and facilities to promote less known but significant cultural and territorial heritage.

A final step of the work, therefore, concerned the identification of places of complementary tourist attractions to be implemented through coordinated actions of promotion and development of the present resources (Figs. 12 and 13). By the use of web-scraping techniques, a first map of the attractive poles have been elaborated and, then, compared with the alphanumeric EPT databases in order to evaluate their presence as officially recognized elements (Fig. 11).

A possible hierarchy of these poles have been elaborated on the basis of the physical distance (Fig. 12) from the initial pole of Pietrelcina: we considered as principal poles the ones located at a maximum distance fixed in 20 km; as secondary poles, we considered the ones located at a maximum distance equal to 50 km. The resulting network of connections represents a first attempt to connect the poles within a "religious tourism network" dedicated to elderly users.

It should be specified that the study needs further developments as well as the analysis carried out.

At this stage of the research, it is reasonable to state that the first objectives set have been achieved.

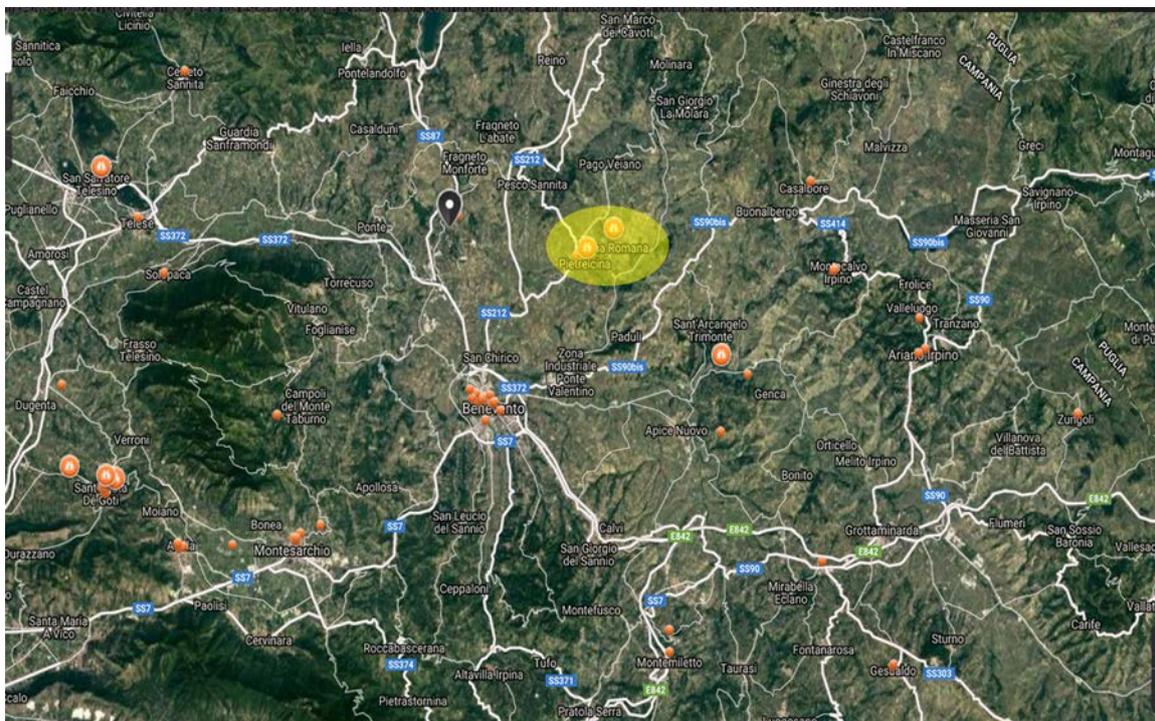


Fig. 11 Poles of attraction for religious and cultural tourism in the concerned territory. In yellow the area of Pietrelcina

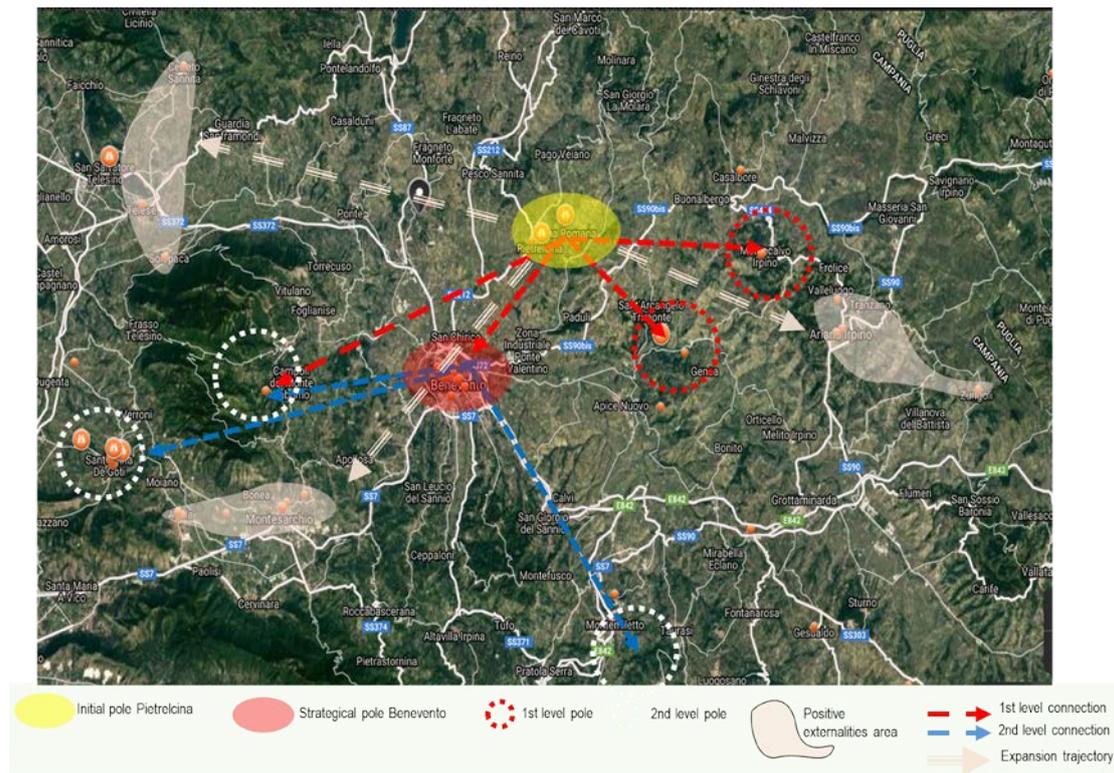


Fig. 12 From the pole to the network. The map shows the possible connection among the different attractive poles within the considered territory and the potentialities of generating positive effects by the cultural religious tourism development

7 CONCLUSION

The study has underlined two phenomena that are affecting the dynamics of evolution of current urban systems. On the one hand, the growing aging of the population requires careful retraining of the urban services supply to improve accessibility for all users; on the other hand, the increase of the tourism phenomenon as a "social practice" which is now indispensable for current lifestyles.

The goal of studying the relationships between these phenomena derives from the awareness that they cannot be extraneous to the debate regarding the need to adapt urban planning tools and procedures to such emerging needs.

The growth trends of both phenomena make it possible to envisage that the tourist population, in the coming decades, may be composed of a "no more young" population characterized by the willingness to travel also because of the desire to increase and strengthen their knowledge.

In line with these considerations, the study focused on the segment of religious tourism which currently has a high level of interest due to the consistency of the movement flows that it is able to activate.

Nevertheless, the analysis carried out still shows limits in the availability of data, useful for the evaluation of this phenomenon. However, the study examined the case of Pietrelcina in Campania region, as the main international religious pole, with the aim of highlighting the role of "territorial driver" that it could play within a development plan that is compatible with the peculiarities of the territory.

The tourist flows generated by religious motivation can represent a kind of fruition able to act as an amplifier of sustainable and non-invasive behaviors if properly managed and if included in a great master plan that prevents the massification of the development model.

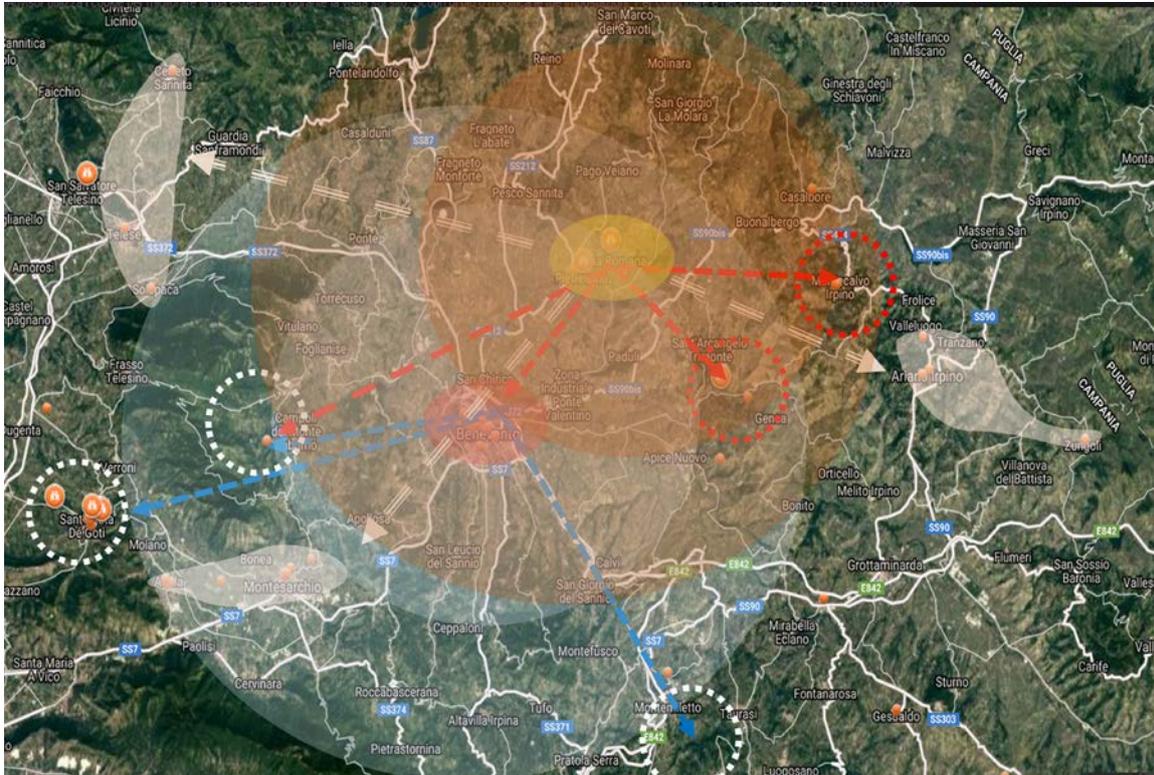


Fig. 13 A possible sustainable territorial tourist accessibility map. In this first state of the study, territorial accessibility has been defined referring to the hypothetical distance among poles. In-depth definition will be the object of further development of the study

Religious tourism, in fact, has a characteristic that makes it different from the other tourist typologies. It consists in the particular link with the visited territory, as the destination coincides with the place of the cult itself. However, it is necessary that this place is made accessible before it can be considered as a "destination".

ACKNOWLEDGEMENTS

This work has been supported by Fondazione Cariplo (Grant n° 2017-0942). The authors acknowledge the financial support from the Fondazione Cariplo.

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WEB SITES AND DATABASES

- <http://mkt.unwto.org/barometer>
- <http://www.eptbenevento.it/>
- <http://www.isnart.it/>
- <http://www.ontit.it>
- http://www.repubblica.it/cronaca/2018/04/28/foto/venezia_tornelli-195004799/1/#1
- http://www.who.int/ageing/publications/active_ageing/en/
- <http://www2.unwto.org/>
- <https://ec.europa.eu/eurostat/>
- <https://www.bmtnapoli.com/>
- <https://www.coldiretti.it>
- <https://www.istat.it/>
- <https://www.ttitalia.com/>
- <https://www.un.org/development/desa/en/>

IMAGE SOURCES

Cover image: <https://www.businessinsider.com>;

Figg. 1 and 2: <https://www.un.org>;

Fig. 3: <https://www.istat.it>;

Figg. 4, 5, 6, and 7: <https://ec.europa.eu/eurostat>

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