

IRPET

Istituto
Regionale
Programmazione
Economica
Toscana

NORTH AMERICAN

UNIVERSITY

PROGRAMS

IN ITALY

A study conducted by Hulda and Daniele Liberanome, carried out at the request of the *Association of American College and University Programs in Italy* (AACUPI), with financing from the Marchi Foundation

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INTRODUCTION TO THE 2008 EDITION OF THE IRPET STUDY

PAST IRPET STUDIES

In distant 1982, the *Istituto Regionale per la Programmazione Economica della Toscana* (RPET) published, for the very first time, research on the flow of international visitors in Tuscany present there for study with some precious data taken from a then completely innovative point of view, *i.e.*, the economic impact of the presence of our students, teachers and their relatives and friends on the Italian economy, clarifying the economic, organizational and cultural aspects of academic tourism.

Based on only 23 North American programs operating in Tuscany, that first IRPET study indicated a sum that went from forty to forty-two billion liras of direct expenditures for the 1991-1992 academic year in Florence. This sum, together with the sums spent indirectly by visiting students and professors, for their own personal purchases and for stays on the part of their parents, friends and relatives and their personal purchases, together with the indirect effects on the regional economy, reached approximately eighty billion liras.

In September of 2001, the Association of American College and University Programs in Italy (AACUPI) published research in the form of a Final Report, “North American University Programs in Italy”, carried out by IRPET, at the request of AACUPI, through financing from the Carlo Marchi Foundation. The results of this research, done by Hulda and Daniele Liberanome, were presented at the symposium “Educating in Paradise. The Experiences of North American College and University Programs in Italy”, held in Florence, October 5-8, 2000. This Final Report is herein published, both in English and in Italian.

The research carried out about eight years ago, in the spring of 2000, another eight years after the first IRPET study, took into consideration 76 programs situated all throughout Italy, but principally in Rome with 29 entries and in Florence with 25, including the 10,000 students enrolled, amongst which were 3,780 in Rome and 4,260 in

Florence. It was based on the hypothesis that they contributed to a certain degree to the tourist flow towards Italy in the form of academic tourism, and, especially, to the tourist flow towards cities of art, and, therefore, to the economic impact of the tourist sector and to the results connected to it. For the purposes of the study, this presence on Italian soil then represented an expenditure directly connected to the programs of 334 billion lire; comprehensively 548 billion lire, if we include indirect expenditures. This total meant, then, more than one per cent of the expenditure, attributable on the whole to foreign tourists, in Italy, a total sum of around fifty thousand billion lire annually*.

SITUATION IMMEDIATELY FOLLOWING THE LAST IRPET STUDY

In November of 2001, the AACUPI member programs were 81 with 33 located in Rome, 26 in Florence, 5 in Bologna, 2 in the Naples area, 2 each in Padua and Venice, and a single program in Cortona, Genoa, Macerata, Milan, Parma, Perugia, Prato, Sesto Fiorentino, Vicenza, Viterbo and in Switzerland, at Riva San Vitale.

The terrorist attacks that occurred on New York soil on September 11, 2001, had many consequences and ramifications on the American cultural and intellectual world, evident and understandable only now, and, certainly, unforeseen by the executors of the aggression. Amongst these, the concept of internationalization of study and research at the university and post-university level has become, slowly but surely, over the past seven years, an important goal to carry out to better prepare our students for globalization in all branches of research and achievement, and to assist their professors in professional updating. The worldwide prestige of a personal presence abroad in the North American university realm now, as never before, is a goal to achieve.

Reaching a high ranking, one of the top places in the annual indexes of quality, such as “America’s Best Colleges” published by the *U. S. News and World Report* in the USA, or the “Times Higher World University Rankings” by the *Times Higher Education Supplement* in Great Britain, or “The Academic Ranking of World Universities” edited by the Shanghai Jiao Tong University, means authority amongst the universities that count, as well as an advantage in the academic recruiting

* Tani, Piero. Presentation on 7 October 2000. *Atti del Convegno Educating in Paradise*. Quaderni del Circolo Rosselli, XXI, fasc. 73, 2/2001, Alinea Editrice, Firenze.

market. The process of ranking takes into consideration many different indicators of quality, such as the level of internationalization, the number of students who study abroad, the number of foreign students who study on the home campus, the number of international publications and acknowledgements obtained by the academic corps. Even the public state universities, traditionally more provincial in the pool of student options, today worry about courses abroad and long-distance collaboration, despite limited funding furnished by state legislators.

STUDY ABROAD AND GLOBALIZATION

Furnishing the students in higher education with a formative experience different from that possible in one's own country is no longer the main purpose of setting up a stable presence on foreign soil; rather the intention is to establish international relationships on various levels. In many institutions, in fact, departments of an innovative nature have sprung up that can boast audacious titles and duties (for example, Dean for Global Education, Vice President for European/African Operations, Provost for Global Affairs); there are those that exclusively handle external international relationships, or global affairs. Agreements to exchange students and professors between American universities and their equivalents located all over the world come into being daily, with joint courses and degrees, so as to reinforce a presence in both of the collaborating countries.

On the basis of statistics published by the U.S. government and by authoritative dailies such as the *New York Times*, more than 225,000 North American university students study abroad ever year; about two-thirds of these study in Europe. More or less a third, approximately 50,000 students, study abroad for about 110 days which is equal to a semester abroad. Now, less than 10% remains abroad for an entire academic year, from September to May: datum which starkly contrasts with about 80% of study abroad students that did so in the 1960's.

EFFECTS OF THE PRESENCE OF FOREIGN STUDENTS IN ITALY

Consequently, the numerous academic programs that proliferate, above all in the summer, offering brief courses, often only a month long: traveling courses aimed at a very specific subject, such as Venetian architecture in the 1700s, or at specialized experiences, such as an

archeological dig, or, better still, courses that last fifteen or twenty days in a specific locality. The typical student, and even more his or her parents, are vigilant consumers today, attentive to the “price for quality” ratio. The costs for tuition, room and board in a study abroad program, continue to rise in a dizzy way. In any case, the fact remains that despite the extremely unfavorable current dollar/euro exchange rate, North American students continue to arrive in Italy with greater frequency and in numbers unimaginable ten years ago.

Italy, therefore, continues to be an important and singular destination for highly planned academic development at the university level greatly sought out by North American colleges and universities. Italy is constant in meaning availability for new experiences, both planned as well as spontaneous, in cultural and intellectual areas, and for new sources of knowledge and pleasure that do not exist on the home campus of these institutions of higher learning. Spending a semester or an academic year on Italian soil in an AACUPI program means, for each and every one of our students, a change for life, a future marked by worldly broad-mindedness on all levels, and by personal and professional creative development not possible on the home campus.

In the panorama of experiences offered by the numerous AACUPI members, one can observe a remarkable variety of course offerings, both undergraduate as well as graduate, applicable toward a B.A., B.S., B.F.A., M.A. or PhD degree. No two programs are alike, from an ideological, historical, didactic, organizational or structural point of view. In the majority of cases, courses offered are in general culture, Liberal Arts, along with courses in Italian language, literature and culture. History of art, along with the study of figurative arts, attracts many North American students as does the learning of the Classics, and of archaeology, in particular. Programs dedicated to the study of architecture are ever more numerous and include history, planning and restoration. It is a relevant fact that the majority of university students arriving in Italy today have never seen a building built before 1900.

Moreover, classes offered in history of music, opera and music composition are more popular than ever before. Business and political, historical and social sciences are gaining ground. Also, Italian fashion, from design to merchandising is also frequently the subject of study in our programs, especially in Florence and in Milan. Interdisciplinary courses are very common. Since students sojourn on the Italian campus for shorter periods of time, their courses are mostly taught in English. For years, some programs have had ongoing relationships with the Italian

universities in Bologna, Catania, Florence and Padua, and their students who are linguistically prepared take courses in Italian at the Italian athenaeum even though, mostly, these students remain enrolled in their home campus degree program.

As an integral part of the study abroad experience, all programs propose excursions or study trips to the enrollees, within Italian borders, to illustrate on site subject matter taught previously in the classroom. In order to facilitate effective integration and cultural exchange, many programs offer the possibility of volunteer work as an extracurricular activity.

Worldwide, young people can expect a more complicated future global life, and they carry the immediate weight of its complex meanings. Meeting a different culture head on leaves a lasting impression that insinuates itself into every corner of the student's body and mind. Beyond pure pleasure, a trip through Italy and a prolonged presence in this land are full of unexpected emotional, spiritual and intellectual immediacy and palpable euphoria. An extended stay in Italy for a foreign young adult is like hearing a profound symphony that permeates the soul and returns to the mind as a pleasant melody repeated and reappraised through the continuous passage of time. Paradoxical is the sense of the new and the antique in constant collision that is part of the complex aura here composed of beauty, diversity and individuality. The tone and texture of the experience resulting from the magnificent climate and the ever-present luxurious postcard views are unique and immovable. The Italy of Virgil and Dante, of Michelangelo and Raphael, of Montale and Machiavelli, inspires noble epic ambitions that constantly evolve and are life-changing for those who witness them for the very first time.

AFTER STUDYING IN ITALY

After a lengthened stay in Italy, the foreign student unwillingly returns home, but, in every case, feels more mature and self-confident, with a vision and a sensibility towards things abroad that he or she did not possess before the international academic experience. After study abroad, students have a greater interest in further study of language and culture. In this way, a greater respect for other peoples and other cultures produces future academic professionals and politicians more willing to worry about the world's future and its realities. The experience abroad, thus, defines an epoch in the life of a young person and continues to

influence it forever. The impact deriving from such an experience is always positive and influences one's future life and career in an unequivocal manner. He or she will always return, more than once, for the rest of his or her life, to the place of true rebirth. The role of Italy in this process persists in attracting an ever-growing presence of study abroad programs on the university level that offer an earth-shattering metamorphosis to North American youth.

One continues to note the importance of these data, both from a quantitative point of view since they represent factors that cannot be ignored when compared to the tourist flow towards Italian artistic localities, as well as from a qualitative point of view, since they refer to a population that tends to create a relationship with the surrounding Italian reality and to appreciate the different contents of the Italian tourist offering. This growth, we can conclude, is destined to not cease in the near future, with results that do not affect only and principally Rome and Florence, but carry over into all of the Italian provinces.

DATA TODAY

Only seven years after the historical aggression in New York, precisely in September of 2008, our members count 134 with more than 20,000 students enrolled in any given year, in established programs in small and large centers, located throughout the Italian peninsula, from north to south, in 32 towns, with secondary presences in at least ten other towns. Rome and Latium host the greatest number of programs, 54, with about 10,500 students enrolled, and followed by Tuscany with 50, with more than 8,000 students, mainly in Florence. We have programs in Alba, Arezzo, Ariccia, Ascoli Piceno, Asolo, Bàcoli, Bologna, Castel Gandolfo, Como, Cortona, Ferrara, Genoa, Macerata, Marino, Milan, Orvieto, Padua, Parma, Perugia, Prato, Sansepolcro, Scandicci, Sesto Fiorentino, Siena, Sorrento, Turin, Venice, Vicchio, Vicenza and Viterbo, with courses occasionally offered also in Catania, Lecce and Syracuse.

Today, this ever-growing development in various fields is an extremely meaningful trend, apparently destined to not cease, if one considers that the number of AACUPI programs has almost doubled since the last study was carried out. On a parallel track, the number of students has doubled, to 20,000 present in any given year, compared to

the 10,000 we had in 2000, then, an increase of 15-20% in the preceding two years.

Following an up-date of the initial research carried out and then published, we not only believe we can emphatically restate these ideas, but we can also affirm that the AACUPI college and university programs are responsible for:

- a flow of tourists equal to 12% of the nation's flow of tourists directed to places of historical interest;
- direct revenue for our economy equal to 396,832,000.00 euros, combined with indirect expenditures for a total of 632,126,000.00 euros;
- a notable degree of loyalty to the idea of visiting Italy as tourists on the part of a section of the North American population which, because of its age and income, has the possibility of returning to our country several times, and dedication shown by the presence of the second and third generation of family members in some AACUPI programs, those founded more than thirty-five years ago;
- the creation of a context within which it is possible to develop relationships containing real cultural exchange between academic tourists and Italian residents.

In conclusion, our activities, which clearly appears to be growing, heralds numerous and sundry benefits for the Italian tourist industry.

FUTURE RESEARCH 2010

We sincerely hope that in 2010, AACUPI will be able to find the funding necessary to repeat, with IRPET or another specialized institution of the sort, an up-dated, adequate, comprehensive and wide-reaching research project on the economic, organizational and cultural impact of our North American college and university programs within Italy.

For further information on AACUPI, please consult www.aacupi.org.

Portia Prebys
President
Association of American College and University
Programs in Italy

Rome, September, 2008.

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The Association of American College and University Programs in Italy is deeply grateful to the Carlo Marchi Foundation for their direct support of our commission of an up-dated version of the 1992 study on academic tourism by the *Istituto Regionale per la Programmazione Economica della Toscana*. On the eve of the twenty-first century, Rosanna Marini, President of the Carlo Marchi Foundation, and Vice President Anna Maria Petrioli Tofani readily comprehended our plea and understood the necessity of giving additional weight, analysis and form to the American and Canadian flow of academic tourism, and to the structures utilized by American and Canadian study abroad programs, underlining fully the economic, cultural, and organizational aspects both within Tuscany, and throughout all of Italy, to better understand the Tuscan phenomenon. We wholeheartedly thank them for their perceptive understanding and straightforward aid.

I remember all too well the initial attempts during the summer of 1992 in Florence to convince and encourage AACUPI member institutions to provide all of the data necessary to produce a meaningful IRPET study of our presence in Tuscany. After a tumultuous decade of seemingly insurmountable fiscal and legal difficulties and international bureaucratic challenges, most institutions were extremely hesitant to furnish IRPET with details on numbers of students, employees, and faculty. There seemed to be no need to define and quantify our presence so specifically. What was our Association trying to do? Why? Stringent reassurances on AACUPI's part were necessary before institutions would supply budget data, enrollment figures, faculty and staff profiles, descriptions of property owned, or leased, or even sundry information about former students of ours returning to favourite and meaningful old haunts. Times were decidedly different then, for guests and hosts, alike.

And, yet, the 1992 IRPET study published, for the very first time, valuable data, from a completely innovative point of view, on the flow of international visitors in Tuscany for study, shedding light on the economic, organizational and cultural aspects of academic tourism. Based on only twenty-three American programs, that IRPET research

indicated they spent directly between forty and forty-two billion Italian liras, in the single academic year 1991-1992, in Florence. This amount, added to the amounts spent indirectly by students and guest faculty and staff for personal shopping and visits by parents, family members and friends, and their relative expenditures, along with the indirect effects on the regional economy, added up to approximately eighty billion Italian liras. In addition, it was discovered, few students fail to return, time and time again, to their own personal paradise. For AACUPI and local government, this study was decidedly useful, in short, a huge success. We, too, for the very first time, became a tangible presence with legitimate data available, gathered and analyzed by an Italian entity.

IRPET, commissioned by AACUPI with the support of the Carlo Marchi Foundation, has brought up to date the 1992 survey, extending it to seventy-six AACUPI programs distributed throughout the entire national territory of Italy. This IRPET Study 2000, a precise analysis of the economic magnitude of this flow of tourism for academic purposes from North America in terms of the economic, organizational and cultural impact on each of the geographic regions in Italy where AACUPI study programs are located, was formally presented by Prof. Piero Tani, President of IRPET, on October 7, 2000, at a special Carlo Marchi Foundation symposium at the Villa del Poggio Imperiale during the international meeting "Educating in Paradise" held in Florence, from October 5-8, 2000. This serious investigation evaluates AACUPI's academic tourism in terms of net output, directly and indirectly, generated by expenditures on the part of the programs themselves, their students, and guest faculty and staff from the United States and Canada.

We especially thank Piero Tani and his staff at IRPET, along with Hulda and Daniele Libermanome, for meeting this challenge with their fine organizational and analytical skills in making this current study another tangible reality.

Cooperation and collaboration on the part of representatives of AACUPI member institutions that participated in this study engender my sincere gratitude on a collective scale. To all of you who provided both questions and answers, preliminary and final data, physical, spiritual, intellectual and human resources, I extend special thanks. Organizing Committee members Ermelinda Campani, Heidi Flores and Adrienne Mandel did a fine job coordinating member participation. Mario and Gianfranco Borio's sage counsel was invaluable. We really do need one another in order to paint a comprehensive portrait.

To the generosity, expertise and friendship of Riccardo Pratesi, I owe particular appreciation. Sincere gratitude, as well, goes to friend and counselor Valdo Spini without whose creative inspiration over the years the mere idea of either IRPET study would not have been conceived.

This formidable initiative and result could not have been completed without the care and intelligence of my assistant, James Zarr, whom I thank and gratefully acknowledge.

Portia Prebys

President

Association of American College and University
Programs in Italy

Rome, June 15, 2001.

Translated by James Zarr.
Edited and revised by Portia Prebys.

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The study was done by Hulda and Daniele Liberanome, external collaborators, in the context of the Activities Program of the IRPET's Research Section, and was coordinated by Alessandro Cavalieri; other collaborators for the statistical part were Gianna Falsini and Giovanni Carocci. The final composition of the text is the work of Chiara Coccheri.

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1. INTRODUCTION

That tourism is important to the Italian economy is a well known fact. In this regard, we will limit ourselves to indicating some figures concerning 1998, a year when the crisis in Asian countries and tension in Latin America gave rise to a certain cooling in the world economy, with the significant exception of the US.

Despite an unfavorable macroeconomic scenario

- tourist consumption at current prices was equal to 133,796 billion liras, with an increase of 3.8% over the previous year (Table 1);
- the sector had produced 5.5% of domestic added value, or almost double that of the area of textile and clothing products sector (Table 2).

TABLE 1
TOURIST CONSUMPTION IN ITALY, CURRENT AND INVARIABLE VALUES

	Current values (in billions of liras)			Invariable values pr. '95 (in billions of liras)		
	1997	1998	Av. % Incr '97-'98	1997	1998	Av. % Incr '97-'98
Tourist consumption by foreigners	51,272	52,018	1.5%	48,323	48,031	-0.6%
Tourist consumption by Italians	77,613	81,778	5.4%	72,393	74,558	3.0%
	128,885	133,796	3.8%	120,716	122,589	1.6%

Source: Ciset processing of IIC data and the "General Report on the Economic Condition of the Country (1999)"

TABLE 2
WEIGHT OF THE ADDED VALUE OF THE TOURISM SECTOR COMPARED TO THAT
OF SOME OTHER AREAS IN THE ITALIAN PRODUCTION SYSTEM (1998)

	Value (in billions of liras)	% with respect to the Travel and Tourism industry
Travel and tourism industry	112,823	100%
Agriculture	52,323	216%
Energy	112,375	100%
Food, beverages and tobacco products	52,155	216%
Textile and clothing products	58,455	193%
Commerce	252,397	45%
Hotels and restaurants	65,043	173%

Source: Ciset processing of UIC data and the "General Report
on the Economic Condition of the Country (1999)"

The tourism sector certainly is a rather composite one, and the factors that work together to make it so vital are numerous and diverse.

In this study, we propose to tackle one of those factors, namely, the university-level programs of North American universities in our country which, as will emerge in what follows, play a role that is in no way marginal, and that, for the most part, eludes official statistics, even those we will cite in the next chapter. In fact, those data are based mostly on data drawn from the accommodating hotel facilities which students and professors use only minimally.

Our analysis is based predominantly on the results of a thorough survey conducted with the help of AACUPI (*Association of American College and University Programs in Italy*), on interviews conducted with students and program directors themselves for the purpose of getting a better sense about some problem areas, and on data and information coming from AACUPI.

The study is divided into three main parts: the first is dedicated to pinpointing some aspects, in general, of the tourism phenomenon which would be useful for better understanding the position and magnitude of North American university programs; the second will present the methodological aspects linked to the survey; while the last, by far the major one, will present and analyze the results of the survey.

2. FOREIGN TOURISM IN ITALY: SOME PROBLEMS

The tourism sector owes a significant portion of its economic performance to the presence of foreign visitors, whose consumption in 1998 was equal to 39% of the total.

Among those visitors, a particularly striking position is occupied by those of North American origin, since the United States, according to ISTAT figures, ranked second in 1998 in terms of the flow of visitors into Italy.

The North American tourist comes from a medium-high income bracket and, therefore, buys services and products of a high quality and price. In 1998, the United States were, in fact, ranked first as the source of tourists in high- and luxury-class hotels. In addition, reiterating the portrait Becheri¹ painted of them, they are great lovers of shopping and local wines and cuisine, thus energetically setting in motion a series of sectors linked to tourism as understood in a strict sense.

The importance of North American tourism can also be gathered by distinguishing the types of international tourist demand for Italy based on the reason behind the visit. As Table 3 reveals, a considerable portion of foreign visitors head for sea-side, mountain or lake destinations with the intention of passing a recreational holiday with limited cultural content. Another portion, instead, spends its time in Italy at hot springs and is, therefore, primarily interested in the therapeutic characteristics of the places in which they stay. Others prefer to pass their time of rest in artistically interesting contexts and choose hilltop locations. A final portion of foreign tourists comes to Italy to admire its masterpieces and heads for cities of historical and artistic interest.

¹ E. Becheri, *Il Turismo a Firenze: un modello per le città d'arte* (Florence, 1995), pp. 215-6.

TABLE 3
ARRIVALS AND STAYS IN HOTELS
BY CATEGORY AND COUNTRY OF ORIGIN (1998)

COUNTRY OF RESIDENCE	LUXURY 5 STAR, 5 AND 4 STAR HOTELS		3 STAR HOTELS AND TOURIST RESIDENCE HOTELS	
	Arrivals	Stays	Arrivals	Stays
ITALY	9,425,893	23,822,777	17,759,658	66,852,559
United States of America	1,943,713	4,383,717	1,062,556	2,699,109
Germany	1,704,657	7,129,645	3,100,661	15,286,874
Japan	1,416,752	2,704,913	500,713	1,083,447
United Kingdom	844,266	2,915,539	724,067	3,141,754
France	650,047	1,596,019	1,015,864	2,998,334
Other European countries	2,351,560	7,152,393	3,406,370	12,430,817
Other non-European countries	1,453,567	3,196,140	1,225,279	3,158,514
TOTAL	19,790,455	52,901,143	28,795,168	107,651,408

COUNTRY OF RESIDENCE	2 AND 1 STAR HOTELS		TOTAL	
	Arrivals	Stays	Arrivals	Stays
ITALY	8,366,676	35,503,055	35,552,227	126,178,391
United States of America	444,456	1,008,271	3,450,725	8,091,097
Germany	1,510,825	7,593,140	6,316,143	30,009,659
Japan	69,789	148,700	1,987,254	3,937,060
United Kingdom	224,050	857,135	1,792,383	6,914,428
France	320,059	915,742	1,985,970	5,510,095
Other European countries	1,432,070	5,368,067	7,190,000	24,951,277
Other non-European countries	525,765	1,423,765	3,204,611	7,778,419
TOTAL	12,893,690	52,817,875	61,479,313	213,370,426

Source: ISTAT

Read from this viewpoint, the flow of tourists in 1998 can be subdivided as follows:

TABLE 4
ARRIVALS AND STAYS OF ITALIANS AND FOREIGNERS IN ACCOMMODATION
ENTERPRISES, BY TYPE OF LOCATION (YEAR 1996)

Locality	<i>Foreigners</i>			<i>Italians</i>		
	Arrivals	Stays	Days per capita	Arrivals	Stays	Days per capita
Total number of accommodation enterprises						
Cities of historical and artistic interest	11,446,033	30,946,086	2.7	8,798,138	24,017,925	2.7
Mountain resorts	2,342,781	13,612,711	5.8	4,133,958	23,484,308	5.7

Locality	<i>Foreigners</i>			<i>Italians</i>		
	Arrivals	Stays	Days per capita	Arrivals	Stays	Days per capita
Lake resorts	2,604,352	12,729,722	4.9	1,392,367	5,957,563	4.3
Sea resorts	5,579,978	32,595,910	5.8	11,012,776	65,930,579	6.0
Hot spring resorts	1,128,090	5,537,239	4.9	1,495,606	8,525,235	5.7
Hilltop and various sites	1,058,601	5,268,617	5.0	1,427,074	4,337,906	3.0
Other locations	5,164,402	17,333,362	3.4	11,826,832	41,093,143	3.5
TOTAL	29,324,237	118,023,647	4.0	40,086,751	173,346,659	4.3

Source: ISTAT

Tourism to cities of art, therefore, takes on a very particular importance since it is subject to international competition to a lesser and different extent than that directed to those locations primarily suited to recreational vacations.

What is offered by the cities of art is, indeed, strongly differentiated, and the artistic heritage in general, and particularly in Italy, can often be considered unique; the tourist who wishes to admire it cannot help but go to the spot where it is located. The position of seaside, mountain and lake resorts is completely different: what they have to offer is relatively more homogeneous with that of similar resorts in other countries of the world, with a weaker competitive position.

Emblematic in this sense is the concern expressed by Spanish authorities when faced with the fact that their country, though rich in artistic masterworks, attracts visitors almost 70% of which head to seaside resorts.²

Furthermore, as Manente has shown, the index of expenditures by tourists in cities of art is up to three times higher than that of visitors to beach or mountain resorts, with significant spending in the areas of shopping and food, and rather lower spending in recreational activities.³

If, for a country like Italy, known throughout the world for its beauty, urban tourism takes on particular significance, some developments in the international context pose new dilemmas and require specific promotional commitments.

² A. Montanari, "Turismo e sviluppo sostenibile nelle città storiche spagnole" in *Turistica III* (1994), p. 50.

³ M. Manente, "Dinamiche della domanda e comportamenti di consumo. Dalla dimensione fisica a quella economica del turismo" in M. Ciacci (ed.), *Viaggio e Viaggiatori nell'Età del Turismo* (Florence, 2000), p. 154.

First of all, increasing openness in the world's frontiers, greater circulation of information about admirable artistic treasures in every corner of the globe, together with increasing ease in organizing stays in distant places, also made possible by the Internet, put the international art lover in front of a wider range of stimuli and options for his or her trip.

Besides information about art masterpieces, the masterpieces themselves more and more frequently tour the world in large international exhibitions that draw increasing interest. The art tourist is, therefore -- and we also see this in our survey -- more and more drawn to temporary exhibits rather than the continual, or permanent, ones of a given place. Moreover, there exists the possibility, not a theoretical one, of admiring certain masterpieces outside the contexts in which they are usually to be found.

If, therefore, particular importance resides in foreign tourism for cultural purposes, and if a new effort is necessary to give their just eminence to what our cities of art have to offer, marked attention should be paid to the North American visitor who, for the most part, comes to Italy precisely for this purpose.

Data gathered at the national level does not exist concerning the division of tourists who visit cities of art on the basis of their nationality, but those regarding Tuscany provide an indication in that direction, showing that the North American tourist clearly prefers to visit Florence or, in second place, Siena, as compared to seaside resorts.

For the purpose of preserving what cities of art have to offer, it is fitting to keep in mind what Lazzarotti,⁴ among others, has claimed, namely, that, besides works of art and urban planning, whose protection currently poses new difficulties, the artistic heritage also includes the environment and landscape (like the hills surrounding Florence), daily customs and traditions and, finally, the cultural crossroad that comes to be created.

All these elements must, therefore, be managed and safeguarded.

In fact, if the difficulty of preserving our artistic heritage in the age of mass tourism is well known, so, too, safeguarding the city's customs and traditions means maintaining its attractiveness for the tourist. Some scholars have, in fact, dwelt on the similarity that exists

⁴ L. Lazzarotti, "Le città d'arte come unità di analisi per lo strategic management: dal governo delle complessità al governo dell'evoluzione. Prospettive di ricerca", in M. Ciacci (ed.), *op. cit.*, p. 205.

between the life-cycle of a product and that of a city, where the city risks entering a phase of stagnation when its general offering, including its customs and traditions, becomes increasingly similar to that of cities like it in other parts of the world. In situations of this sort, we witness a crisis in the numerous local small- and medium-sized enterprises that characterize what is offered to the tourist, and the profitability of the whole sector suffers from it.

TABLE 5
PRESENCE OF FOREIGN TOURISTS IN TUSCAN APT OFFICES
FOR SOME NATIONALITIES (YEAR 1999)

		USA	France	Germany	United Kingdom	Japan	Total Foreigners
Coast and Archipelago (except Pisa)	hotel	66,767	114,982	1,235,283	122,250	4,779	2,379,964
	non-hotel	11,715	71,683	1,530,998	53,723	586	2,704,125
	Total	78,482	186,665	2,766,281	175,973	5,365	5,084,089
Montecatini & Chianciano Hot springs	hotel	128,163	103,409	375,644	137,958	12,409	1,260,960
	non-hotel	9,769	7,889	78,804	26,844	270	224,089
	Total	137,932	111,298	454,448	164,802	12,679	1,485,049
Florence	hotel	1,213,333	299,788	380,053	365,371	640,414	4,838,280
	non-hotel	153,736	101,125	553,709	102,384	23,834	1,601,375
	Total	1,367,069	400,913	933,762	467,755	664,248	6,439,655
Pisa	Hotel	53,289	38,515	135,617	37,922	9,773	455,984
	non-hotel	7,769	26,517	190,632	30,659	537	445,282
	Total	61,058	65,032	326,249	68,581	10,310	901,266
Siena	hotel	175,986	43,126	138,430	56,475	18,611	704,266
	non-hotel	62,471	28,605	204,701	68,281	2,726	573,785
	Total	238,457	71,731	343,131	124,756	21,337	1,278,051
Others	hotel	86,496	46,879	111,098	49,859	28,797	610,890
	non-hotel	52,941	17,927	125,546	33,776	687	387,099
	Total	139,437	64,806	236,644	83,635	29,484	997,989
Total for Tuscany	hotel	1,724,034	646,699	2,376,125	769,835	714,783	10,250,344
	non-hotel	298,401	253,746	2,684,390	315,667	28,640	5,935,755
	Total	2,022,435	900,445	5,060,515	1,085,502	743,423	16,186,099

Source: IRPET

If tourism must, then, maintain its character as a moment for cultural exchange and the city must function as a cultural crossroad, it is evident that mass tourism generates high social diseconomies, and the interaction between residents and tourists surely will suffer for this. By now, the phenomenon has been well studied whereby the inhabitants of a place develop growing antagonism towards those visitors who use their public goods and services, which they consider their own, and, furthermore, they blame those visitors for the general rise in prices in many sectors of the economy, such as rents.

To find a solution to such problems, attempts have sometimes been made to limit the influx of tourists by means of regulatory measures. These are ineffective methods, and not only because it is complicated organizationally to maintain the “closed number” for certain artistic properties. Such measures, in any event, create general dissatisfaction in the visitor, which works to the detriment of the sector’s economy, since that visitor tends not to remain in the city he or she could not admire as desired. In addition, the limitation of flow in certain places does not at all resolve, but may even accentuate, the problem of safeguarding the urban heritage taken as a whole, since tourists who could not get into museums, exhibits or monuments overcrowd public spaces to an even greater extent, causing them unavoidable harm.

On the other hand, not even price dynamics, with the automatic market adjustment that could derive from it, represents a solution in itself. If high prices can be a disincentive for a poorer tourism without working to the detriment of sector revenue, they cannot automatically guarantee that the city’s peculiar features will be safeguarded; but, perhaps to the contrary, they create the conditions for bringing it into a stagnation phase.

To confront such difficulties it is necessary, instead, as Barucci⁵ has indicated, to use a series of composite incentives capable of attracting a visitor with a high cultural level, one who intends to respect the artistic heritage, understood in the broad sense, of the host city and who is able to create positive interaction with residents.

Obviously, a relationship of this kind cannot set in where the average presence of the tourist is such that his or her visit must be considered transient. Available data show that such is the average situation in Italy: the average hotel stay for foreign tourists in cities of art

⁵ P. Barucci, “Per un turismo nelle città d’arte”, in M. Ciacci (ed.), *op. cit.*, p. 22.

is 2.4 days, extremely low compared to the wealth offered by cities like Rome or Florence.

If, therefore, it is necessary to entice a tourism that has the will to interact with the artistic and human heritage of Italian cities of art and that will stay in them for a sufficient length of time, in order to bring that about, particular value is assumed by those tourists who arrive in Italy to study, in the first place, all those attracted by North American university programs, but also those who attend the numerous courses in Italian language and culture, in restoration, and in other subjects dealing with artistic properties, courses that are proliferating in Italian cities of art.

As we will see more clearly in what follows, those tourists who attend North American university programs desire to create a strong relationship with the artistic heritage, understood in the broad sense of the term, of the cities where they are staying; they remain there for much longer periods of time on average; they tend to return to Italy after their stay for study purposes; and they tend to promote Italian cities of art among their friends.

Their role and their presence, therefore, appear to be in a position to counterbalance some of the negative effects of mass tourism in cities of art and to guarantee significant revenues for the tourism sector and those sectors linked to it.

These elements, together with others, emerge from an analysis of the survey we conducted among directors, students and professors in the North American programs in Italy. But first we would like to discuss some of the methodological aspects of that survey.

3. METHODOLOGICAL ASPECTS OF THE SURVEY CONDUCTED AMONG THE NORTH AMERICAN UNIVERSITY PROGRAMS IN ITALY

The phenomenon of the tourism generated by North American university programs eludes current statistics and cannot, therefore, be analyzed in the absence of an appropriate survey. The earlier study of this matter, which was limited to Tuscany, also made use of a direct survey.⁶

⁶ P. Baglioni, H. Liberanome, "Il Turismo con finalità di studio accademico in Toscana", research presented at the seminar, *Tourism for Academic Study in Tuscany: the Research Results* (Florence, 3 March 1993) and published by the *Istituto Regionale*

This survey, therefore, provides the basis for the present study and was conducted using three different methodologies:

- a) our questionnaires, which were sent to a sub-group from the population of directors, professors and students in North American programs in Italy;
- b) data provided by AACUPI;
- c) our direct interviews with some groups of students at some of the university programs.

We prepared three distinct kinds of questionnaires intended for directors, professors and students.

The form sent to directors asked, by means of 18 questions, for information about the history of the programs, about their structure in terms of the kinds of services offered, about the number of the people who make use of those services and provide them, about any problems that have arisen with regard to public authorities, and then about some matter of a managerial nature.

The form sent to students and to professors, in many ways similar, asked, by means of 13 questions, for some personal information (age, field of study, etc.), then for data about accommodations, about kinds of spending and spending preferences, about the arrival of family members and friends, if any, about their preferences regarding free time activities, about their interaction with the local population and with the city, finishing by asking for a general opinion of the time spent here and of their course of studies. Where possible, a series of possible responses were prepared from which the professors and students could choose the one that best suited them.

In those cases where a qualitative judgment was required concerning certain phenomena, the student or the professor was able to choose among four different levels of approval.

The questionnaires were distributed with the active support of AACUPI, which got program directors involved during a session held for

that purpose during one of their meetings; AACUPI then directly saw to sending out the questionnaires and encouraging their compilation.

The questionnaires were sent at the beginning of April, and the majority of them were returned by the end of June.

Those responding to the survey consisted of:

- a) 62 directors out of 72 (86%), not including the 4 programs that had just been admitted to AACUPI;
- b) 76 North American professors out of 289 (26%);
- c) 825 students out of 10,020 (8%).

The number of students responding to the questionnaire may seem limited when compared to the overall population, but, unless one presumes that data should be gathered at least three times a year, one must, first of all, take into account the fact that the students involved can only be those in the semester in which the survey takes place. In this case, the semester was the spring term, which has a smaller number of students than the summer term, and probably also than the fall term.

On the other hand, the limited number of responses from students does not invalidate the representative nature of the sample for at least a couple of reasons:

- a) students responded from more than 65% of the programs that offer services to more than 70% of the student population;
- b) the data was extremely homogeneous, and we noted only one instance (regarding the length of stay in Italy) where the dispersion around the average was high, and we have duly pointed this out;
- c) the data was then confirmed by means of comparison with a parallel survey conducted on some of the data from AACUPI.

From the point of view of how the responses were distributed throughout Italy, keeping in mind that the survey also analyzed the relation between these university programs and their locations, we note that the missing responses involve a larger number from Rome than from Florence and other cities.

In the light of the overall representative nature of the sample, and with the intention of obtaining figures related to the whole sphere involved, AACUPI once again was involved and was able to reconstruct,

using its own records and telephone inquiries, some global figures that were useful to our analysis. In particular, we refer to the overall size of the student population, the number of university programs, their start-up dates and the disciplines taught in them, pivotal elements in our analysis.

Finally, in order to focus on some particular problems, we conducted interviews with groups of students at universities located in Florence, Bologna and Cortona. The interviews involved about 10-15 young people from each institution, and they lasted approximately 30-60 minutes per group. The results were of great use for a deeper analysis of the data, which we present below.

4. THE SURVEY OF NORTH AMERICAN TOURISM FOR ACADEMIC PURPOSES

The research on North American university programs in Italy was based on the hypothesis that they contributed to a certain extent to the flow of tourists into our country, and especially into cities of art, and that, hence, they contributed to the economic performance of the sector and of those sectors related to it.

After conducting the survey, not only do we believe that we can emphatically restate these ideas, but we can also affirm that the university programs are responsible for:

- a flow of tourists equal to 6% of the nation's flow of tourists directed to places of historical interest;
- direct revenue for our economy equal to about 436 billion liras;
- a notable degree of loyalty to the idea of visiting Italy as tourists on the part of a section of the North American population which, because of its age and income, has the possibility of returning to our country several times;
- the creation of a context within which it is possible to develop relationships containing real intercultural exchange between tourists and Italian residents.

Their activity, therefore, which clearly appears to be growing, heralds numerous and various benefits for the Italian tourist industry.

4.1 THE HISTORY AND DEVELOPMENT OF NORTH AMERICAN UNIVERSITY PROGRAMS IN ITALY

The founding of study programs in Italy by North American universities is a phenomenon that mainly goes back to the Post-War period. The American Academy of Rome, created at the end of the 1800s, was, in fact, an institution aimed at a limited number of established scholars, conceived after the model of similar high-level academies founded in Rome by both the French and the English. For a long time it remained isolated, being joined later, in 1931, solely by Smith College of Florence. The mainspring accompanying the growth in the number of North American programs was represented by the discovery of Europe on the part of broad spectrum of the US population, which certain did not identify itself with the restricted core of scholars at the American Academy.

At present the number of North American university programs in Italy has, instead, reached the considerable number of 76 institutions, counting only those that are members of AACUPI, the association that includes the majority and the most representative of those programs. This growth in numbers did not occur in a steady fashion; instead, it moved ahead in fits and starts.

TABLE 6
CHRONOLOGICAL DEVELOPMENT OF NORTH AMERICAN UNIVERSITY PROGRAMS

Year in which the university programs were founded	Number of programs	%
Since 1990	25	33%
1979-1989	14	18%
1969-1979	19	25%
1945-1969	15	20%
Up to 1945	3	4%
TOTAL	76	100%

One of the first periods of significant growth occurred during the 1970s, probably as a result of essentially economic factors, while a weakening in the growth trend during the 1980s was met by a robust resumption beginning in the 1990s, so much so that in the last decade their number increased by 50%.

This is an extremely important trend and one, it would seem, destined not to fade away if one considers that, just at the tail-end of this year, all of 4 new programs joined AACUPI.

It should be noted that the engine driving the most recent growth seems to be the North American state universities. In fact, while they were more hesitant to create sites in Italy up until the beginning of the 1990s, since then they have created half of the new university programs.

In parallel, the number of students has grown significantly, with an especially marked trend in recent years.

Table 7 shows the results of the information provided by the directors, which we report as percentages of growth, since the data available does not concern the entire group of directors, though it does represent a considerable portion of them.

TABLE 7
TREND OF GROWTH IN THE NUMBER OF STUDENTS

	1998/1999	1999/2000
B.A.	+14.5%	+9.9%
M.A.	+2.8%	+0.0%
Ph.D.	+24.1%	+8.2%
Diploma	+31.3%	+22.7%

As for AACUPI's survey, which allows us to add an absolute overall figure as well, the number of students who are attending or will attend courses in 2000 surpasses 10,000, with a growth trend of 15-20% compared to the previous two-year period, consistent with what the table shows.

This figure is extremely important, both from a quantitative point of view, since it represents a factor that cannot be ignored in the context of tourist flow to artistic sites, and from the qualitative point of view, since it refers to a population that tends to create a relationship with the surrounding reality and to appreciate the diverse content offered to the tourist. Furthermore, taking the recent birth of new programs together with the growth in the number of students in already existing ones, the conclusion can be drawn that this positive trend is not destined to halt in the near future.

4.2 *A BRIEF INTRODUCTION TO THE NORTH AMERICAN UNIVERSITY PROGRAMS IN ITALY*

The North American university programs in Italy differ significantly among themselves in various respects, especially in their size, in their relationship with the home institution, and in their organization.

The average size is rather small, so that it is true that the vast majority do not receive more than 100 students, and a considerable number even receive fewer than 50.

TABLE 8
SIZE OF THE UNIVERSITY PROGRAMS

	Number	%
Up to 50 students	22	31%
50-100 students	25	35%
From 100 to 300	18	25%
Over 300	7	10%
Total	72	

The 4 programs that joined AACUPI in 2000 were not considered

Source: AACUPI

There are, however, some programs we could consider to have a very high influx, like John Cabot University, with 850 students a year, or Syracuse with 800. Obviously, the reality these programs have to face is, as a result, substantially different.

The difference in size of the programs is connected, though not necessarily, to their relationship with their home institutions.

On one hand, we have programs open exclusively to those enrolled in the universities that established them (like, for example, Georgetown University), programs, hence, that are conceived as an overseas displacements of the student for one or two semesters.

Another matter, however, are programs like Temple University in Rome, which does not act for the exclusive benefit of students from the founding university, but where students from other universities can study.

In this case, the method used is that of university “credits”, given by the program in Italy and “spent” to obtain degrees in various institutions. A prior agreement between various universities in the US

could also exist to make joint use of one program in Italy. The scope of this agreement can sometimes be so narrow that one university might create and design a program for its own students, to then have it hosted within the program of another university.

Finally, there are cases of programs which are totally detached from any North American university and which, nevertheless, hold courses that are recognized as valid by various universities. A typical situation in this regard is that of the American Heritage Association, headquartered in Macerata, whose point of reference consists of two consortia of universities, the MCSA and the NCSA.

These new forms of ways to make use of programs in Italy are of relatively recent conception, and they reward synergies and cost reduction over the exclusive control of a given environment and program. These forms begin to introduce some competitive elements between the institutions themselves, since a student wishing to spend a certain period of time studying in Italy is able to choose among different programs.

One factor that greatly distinguishes programs is the cost of enrollment. This matter will be analyzed better later with the help of a specific table, but at this point we can already state that, though in some cases the sum in question may be less than \$5,000, in others it can be greater than \$15,000.

These university programs, then, have to confront substantially different organizational problems, depending on the level of the courses they offer and, consequently, on the kind of student that enrolls in them.

On one hand, we have institutions of extreme educational depth, which seek to provide high-level education to a limited number of students. A striking example of this is Harvard University at Villa I Tatti in Florence, which only offers courses to doctoral students doing research and which, not by chance, was not established recently.

On the other hand, Table 9 shows that other centers -- and they are the majority -- turn to a much broader and much younger public for their users, namely, first and foremost, those studying for the B.A.

The trend in the last decade not only shows that programs are oriented toward courses open to the great mass of students (all recently established programs, with one sole exception, are aimed at undergraduate students), but also that they offer a wide range of courses aimed at various disciplines, to the extent that currently only 25% of them concentrate on only one discipline.

TABLE 9
COURSES OF STUDY OFFERED BY NORTH AMERICAN PROGRAMS

Degree	Number	%
B.A.	57	90%
M.A.	20	32%
Ph.D.	3	5%
Diploma	5	8%

In other words, therefore, these university programs increasingly are becoming vehicles for attracting a broad spectrum of the student population to Italy, especially younger students. Indeed, the strong trend for growth in the student population we described earlier is the fruit of the greater interest in spending time on Italian soil shown by students slightly more than twenty years old.

Finally, let us keep in mind that part of the programs, though the minority (about 25%), own the property where they operate. This element poses significant issues, both organizationally and economically, also because the majority of these situations involve architectural properties of certain artistic value, which, consequently, require particular care in their maintenance.

The picture of the disciplines taught in these university programs is also evolving. While traditionally the chief interests that led North American students to cross the ocean were represented by classical studies, by art and art history, and by Italian language and culture, important threads of study are currently developing, namely, architecture, economics, and, more generally, the social sciences, which draw no direct benefit from closeness to Italy's artistic heritage.

TABLE 10
SUBJECT AREAS TAUGHT

Distribution of various subject matters	N. of universities	% of the total
Architecture	23	32%
Art and Art History	43	60%
Economics and Social Sciences	26	36%
Italian Language and Culture	37	51%
Classical Studies	13	18%
Other	15	21%

We would underscore this fact as an index of the profound change that is occurring in the phenomenon of tourism for academic purposes in Italy, which could possibly have positive effects, but also negative ones. In fact, it is evident that, while for lovers of subjects like art or Italian language and culture, our country is an almost obligatory goal, the situation is very different for students of economics and social sciences, for whom other countries can represent a truly significant option, as could also happen, though to a lesser degree, for students of architecture.

The multiplication of disciplines thus taught carries with it considerable organizational effort for the North American university programs, since it is taking place while enrollment numbers are in a growth phase, and, consequently, it is not easy to manage. Sometimes this issue can be partially resolved through agreements between a program and the university in the city where it is located. There are ten or so cases of this sort, but true integration happens only sporadically and, by preference, in smaller cities (Bologna, Macerata, Padua). Agreements are quite rare between North American programs and municipal or public libraries, as we will see below.

This would be an occasion, not only to support the preparation of the academic calendar by North American programs, but also to create a solid and continuing opportunity for educational exchange. The fact that this opportunity should be thwarted is a negative one, especially for those programs in Florence and Rome, where the relationship with the resident and tourist population is more complex.

4.3 THE KINDS OF NORTH AMERICAN STUDENTS IN ITALY

The overall picture of North American university programs in Italy and their modes of operation is extremely heterogeneous, a fact which certainly does not make it easy to sketch a portrait of the typical

North American university student. If, in fact, the majority of these programs originate from institutions located in the northern part of the United States, the same cannot be said of their students with any certainty.

Regarding the kinds of courses the students attend and their age, however, the results obtained from the sample are as follows:

TABLE 11
NORTH AMERICAN STUDENTS IN ITALY

Degree	Number in % for the year 2000	Absolute number for the year 2000	Average age for the year 2000	Months present for the year 2000
	(*)	(**)	(*)	(*)
B.A.	86%	8617	20-21	5.0
M.A.	2%	200	25	5.7
Ph.D.	3%	301	32	4.5
Diploma	9%	902	24	5.2

(*) - source: survey

(**) - survey result multiplied by AACUPI figures.

It is clear to see that the vast majority of the North American university population is extremely young and in the early phase of their course of studies.

TABLE 12
ENROLLMENT COSTS FOR STUDENTS

Dollars	% of programs	% of students
Up to \$5,000	23%	8%
\$5,000-\$8,000	16%	11%
\$8,000-\$10,000	16%	33%
\$10,000-\$15,000	19%	16%
Over \$15,000	26%	30%

In terms of income, the students come from a class that is well-to-do, as is also shown by the fact that the annual cost of attending courses in Italy is, on average, around \$10,000. Table 12, which refers to a sample equal to half of the student population and does not, for simplicity's sake, take into consideration any differences concerning what is included in that cost (inclusive of food and lodging or not), still indicates that the amounts are significant. Furthermore, one can draw the apparent conclusion that the economic factor does not currently constitute a determining one in choosing a program for the majority of the students,

since a large number of them choose programs whose cost exceeds \$15,000.

In the same way, as we will see more clearly later, the students, on average, consider Italian prices acceptable, which demonstrates that their spending capacity is rather high. Evidently, this positive evaluation also reflects the trend of the Euro/\$ exchange rate, which was certainly favorable for the US at the time this study was carried out.

Obviously, this is an extremely general consideration, and, in fact, the interviews we conducted sometimes did reveal that the economic element is significant, with respect to the choice of locations where prices are lower, outside Rome and Florence, and to the choice of programs with lower costs.

As for the students' stay in Italy, the result that comes as a surprise, a figure of paramount importance in determining the weight of this phenomenon in terms of the overall flow of foreign tourists to places of artistic interest in Italy, is the fact that the B.A. students, those in their early years of study, tend to stay, not for a single semester, but on average for all of 5 months. This average is the result of a very wide range, because it is rare that a student stays exactly five months; there are numerous cases where the stay is extended to about 8 months, while rather often it lasts for only one semester.

Even those who attend more advanced courses, whether for the Master's or for the Ph.D., prefer to stay in Italy for relatively extended periods of time, thus producing an average overall stay greater than 5 months.

Given the length of time these students spend in Italy, it was felt appropriate also to analyze their activities and their preferences for their free time. These results are contained in Table 13.

TABLE 13
THE FREE TIME ACTIVITIES OF NORTH AMERICAN
STUDENTS IN ITALY

Activity	Monthly Frequentation			
	0	1	2-4	more than 4
Discos	27%	24%	32%	17%
Pubs	6%	9%	24%	60%
Cinemas	29%	35%	30%	6%
Restaurants/pizzerias	0%	4%	20%	76%
Other cities	2%	15%	51%	32%
Museums	2%	18%	42%	38%

Activity	Monthly Frequentation			
	0	1	2-4	more than 4
Exhibits	14%	29%	37%	19%
Theater/concerts	36%	46%	16%	2%
Sports activities	72%	7%	5%	15%
Sports events	63%	30%	6%	2%

One of the first elements of great importance that emerges is the fact that the tourist activity of the North American students is not limited to the cities where they live. As can be seen, more than 50% of them (or more than 5,000 individuals, using AACUPI figures) make a trip almost every week to other locations in Italy, and one third of them (or more than 3,000 individuals) even make more than one trip a week. This means that the Italian economic system draws benefits from the presence of North American university programs that are spread over a good portion of the nation and are greater than what might be assumed at first glance.

Secondly, it is clear that this kind of tourism is not aimed solely at the great and universally acknowledged artistic locations in Italy, but it also touches smaller urban centers which have much greater difficulty attracting international interest. In fact, it is evident, both because of the number of trips taken and because of the fact that the students often leave Rome and Florence, that their destinations fall outside the canonical pathways of mass tourism. Furthermore, as Table 14 shows, this flow to cities of lesser fame is also supported by the more detailed information that the students claim they receive.

TABLE 14
SUFFICIENCY OF THE INFORMATION RECEIVED ABOUT VARIOUS ACTIVITIES

Response	Information about:					
	cinema	other cities	museums	exhibits	theater/ concert	sporting events
Yes	88%	94%	92%	75%	66%	54%
No	8%	4%	6%	20%	26%	32%
No interest	4%	1%	2%	5%	8%	15%

Going back to Table 13, it shows that the students are more attracted to cultural activities (such as visits to museums and exhibits) than to recreational ones (such as playing sports or watching sports events). This indicates the high educational level (and, hence, also the

income level) of these North American students, even if, as it is good to underscore, sports events are advertised less among students (Table 14).

It should be noted that the students, despite the wealth and ample number of museums in Italy, are also attracted to exhibits, even though they receive less information about them.

This figure is even more significant since visits to exhibitions are not as encouraged by the incentive of reduced admission prices as they are for museums. In fact, as Table 15 shows, the museums (whether national or municipal) that offer reduced tickets to students are more than three times more numerous than exhibits that do so.

TABLE 15
CONCESSIONS THAT THE UNIVERSITY PROGRAMS ENJOY

Description	%
National museums	18%
City museums	39%
Exhibitions	16%
Public libraries	34%
University libraries	32%
Other	10%

It can be deduced, therefore, that temporary cultural events also assume considerable importance and attractiveness in cities with rather prominent permanent collections, and even for a public intent on learning about the artistic heritage of Italy.

As for the two items of Theater/Concerts, on one hand, and Cinema, on the other, the latter garners a greater consensus, a fact somewhat unexpected in part, given the dubbing into Italian to which foreign films are subjected and the relatively sparse distribution of screens where films are projected in their original language. Furthermore, original version screenings are not always understood by a North American audience, since films not produced in the US or in Great Britain are not, in general, accessible to the student population in question.

The high popularity of cinema seems, without a doubt, linked to the small distribution of information about concert and theater events; moreover, this success seems to indicate that the fact that non-Italian-language screenings are relatively rare might lead to reduction in a demand that could be even greater.

It is a rather well-established practice for North American students to dine in a restaurant or pizzeria, so much so that as many as 76% of them state that they do so more than once a week. This figure should also be read in the light of the fact that many university programs offer full room and board to their students and put completely furnished housing at their disposition. We could, therefore, have expected a greater influx to places like pubs, which are, instead, less frequented, though they do meet with significant interest. This phenomenon, clearly linked to the relatively low cost of restaurants and pizzerias in terms of dollars, still indicates a well-defined student choice of how to pass their free time that should induce those who operate such enterprises to make decisions to further encourage expansion in this demand.

A separate discussion should be devoted to discos, which, although they met with less favor than other places, do attract a respectable number of students in absolute terms. For example, with respect to the more than 4,200 students in Florence, we could conservatively maintain (calculating that those who say they go to discos more than four times a month do so five times) that the North American university programs account for almost 8,500 entrances a month for the city's discos. Given the significance of this number, it could, therefore, be advisable to adopt an *ad hoc* policy aimed at this public.

The relatively long stay of North American students in Italy, taken together with their average age, which we said was low, produces another economically significant effect. It is, in fact, usual for both relatives and friends to come to Italy to visit them and to remain here for several days. The results of the survey in this regard are contained in Table 16.

TABLE 16
VISITS BY FRIENDS AND RELATIVES TO NORTH AMERICAN STUDENTS

% of cases where this occurs	77%
average number of visitors	3.6
average days of the visit	14.1

Once again we note that multiple effects are connected to the presence of North American programs in Italy, given that, in this way, a significant number of foreign visitors come to our country, it would seem from a high income level, and they stay for a rather longer time than the average.

In absolute terms (by multiplying the figures derived from the survey by the entire student population derived from AACUPI figures), this means that, in the year 2000, more than 28,200 additional visitors will come to Italy, visitors who will stay for more than 400,000 nights. Also given the long period of their stay, we can infer that they, too, will not limit themselves to crowding the best known cities and historical monuments, while the income level of the students makes it possible to suppose that their parents and friends as well will make use of a certain level of services, with the subsequent spending.

4.4 THE KINDS OF PROFESSORS IN NORTH AMERICAN PROGRAMS IN ITALY

The survey we conducted also allowed us to gather significant data about the population of professors in North American programs in Italy, particularly those of North American nationalities.

Table 17 below shows the numbers and growth trend for the professors, divided according to nationality. It should be said that these figures refer exclusively to the universities whose directors answered the questionnaire, or 62 out of 72 active programs (not counting, that is, the four programs recently admitted to AACUPI); therefore, we are underestimating the real figure, even though the most significant institutions are included.

TABLE 17
ACADEMIC PERSONNEL IN NORTH AMERICAN PROGRAMS
(62 PROGRAMS OUT OF 72)

	1997/ 1998	1998/ 1999	1999/ 2000
Italian nationals	210	239	288
Variation		14%	21%
% of the programs that answered	3.4	3.9	4.6
% of the programs that answered and that have Italian personnel	6.2	6.5	7.6
North American nationals	194	228	289
Variation		18%	27%
% of the programs that answered	3.1	3.7	4.7
% of the programs that answered and that have Italian personnel	3.1	3.7	4.7
Total	404	467	577
		+16%	+24%

One notes that the phenomenon of the growth in students, together with the greater number of disciplines treated, has led to a noticeable progression in the number of professors, which has increased over a three-year period by about one fourth.

From the economic point of view, but also in terms of interaction between different cultures, it is significant that this trend is chiefly linked to North American professors.

It follows from the table that only a limited number of university programs are so structured that they can independently provide courses with their own professors. But whatever program makes a choice of this sort, it then discovers the need to confront substantial organizational problems, given the number of teachers it becomes necessary to manage.

TABLE 18
PROFESSORS' LENGTH OF STAY

More than 1 year	24%
Less than 1 year	68%
Months on average	5.5

From the answers received from the professors (73 in number, or about 25% of the teaching population of the university programs that provided data on the matter), it emerges that about one fourth of them now live permanently in Italy and have become a permanent cultural bridge, together with their families.

Alongside these teachers there are those who come from North America for periods of less than one year, but who still remain here, on average, for almost half a year.

It happens rather frequently, with 58% of the teachers who do not reside permanently in Italy (or 168 individuals out of the entire sample), that they are accompanied by their families. From our sample, it emerges that each professor has 1.7 family members, on average, accompanying him or her, and these family members also remain for 5.5 months, for a total number of visit days equal to 47,909.

As a further group of tourists brought about by the presence of the professors, the friends who come to visit them should be considered. We note that, for this group, the average stay is quite a bit lower compared to that of the friends and relatives of the students and is closer to the general national average, though still higher.

On the other side, the number of acquaintances who come to visit them is, instead, high (about 5), demonstrating the fact that non-permanent teachers act as a catalyst for their friends.

Considering the shortness of their average stay, the general contribution of the teachers' friends in terms of days spent in cities of art is rather limited (about 5,000), but not insignificant, also because they probably stay in Italy for more time than that they spend visiting their friends.

TABLE 19
THE NUMBER AND LENGTH OF STAY OF FAMILY MEMBERS ACCOMPANYING
NON-PERMANENT TEACHERS AND THE FRIENDS OR RELATIVES THAT COME
TO ITALY TO VISIT THEM

	Family members	Friends/ relatives
% of teachers visited or accompanied	58	81
Number of teachers visited or accompanied	168	235
Average number of family members or friends per teacher	1.7	5.4
Number of family members or friends	285.6	1269
Average length of the visit or stay (in months)	5.5	
Average length of the visit or stay (in days)	167.75	4.3
General total number of days of the visit or stay	47,909	5,436

In addition, similar to what was done in the case of the students, the free time choices of the professors were reconstructed.

TABLE 20
THE FREE TIME ACTIVITIES OF NORTH AMERICAN PROFESSORS IN ITALY

Activity	Monthly Frequentation in Percentages			
	0	1	2-4	more than 4
Pubs	41%	17%	24%	19%
Cinemas	31%	28%	31%	11%
Restaurants/pizzerias	1%	9%	33%	57%
Other cities	3%	24%	46%	28%
Museums	0%	10%	34%	56%
Exhibits	4%	19%	53%	24%
Theater/concerts	25%	35%	30%	10%
Sports activities	77%	5%	5%	13%
Sports events	81%	16%	2%	2%

Their interests are purely and typically cultural, with scarce interest either in sports events or pubs.

Once again we would underscore that exhibits exercise great attraction, even in historical-cultural cities of the importance of Rome and Florence, notwithstanding the fact, as the following table shows, that less publicity is given to such exhibits as compared to museums generally. Furthermore, it demonstrates that professors use the time they spend teaching in Italy as an occasion for better getting to know our country in general, and smaller urban centers in particular, and they are able to obtain the information about them that they need with decided ease.

TABLE 21
ADEQUACY OF THE INFORMATION RECEIVED ABOUT VARIOUS ACTIVITIES
ACCORDING TO THE PROFESSORS

Response	Information, in percentages, about:					
	cinema	other cities	museums	exhibits	theater/ concerts	sporting events
Yes	88%	96%	94%	90%	82%	64%
No	8%	3%	4%	6%	14%	8%
No interest	5%	1%	1%	4%	5%	27%

With respect to non-academic personnel, the presence of these university programs is significant, more as an employer than as a center of gravity for foreign tourist influx, given the small number of North American non-academic workers (even that number has been growing noticeably of late).

TABLE 22
NON-ACADEMIC PERSONNEL IN NORTH AMERICAN PROGRAMS
(62 PROGRAMS OUT OF 72)

	1997/ 1998	1998/ 1999	1999/ 2000
Italian nationals	158	166	251
Variation		5%	51%
% of the programs that answered	2.5	2.7	4.0
% of the programs that answered and that have Italian personnel	4.2	4.2	5.6
North American nationals	10	11	15
Variation		10%	36%
% of the programs that answered	0.16	0.18	0.24
% of the programs that answered and that have Italian personnel	0.16	0.18	0.24
Total	168	177	266

In the year underway, the university programs have employed 266 professors and non-academic staff members, almost double their numbers in the previous two-year period.

This trend, as far as non-academic staff are concerned, is certainly connected to the increased number of students, but the increasing difficulties in managing their facilities experienced by those programs owning property should be given equal consideration.

It is certain that a large increase in non-academic employees is common to programs aimed at the masses, like John Cabot University, and programs that are quite specialized but that own very prestigious residences of historic value, like Harvard University and its Villa I Tatti, situated in the Florentine hills.

Finally, we would call to mind, in passing, that within these university programs there are also slots for individuals who find themselves at a rather advanced stage in their studies, so that they do not need courses of instruction, but are, instead, capable of giving lectures and writing scientific treatises.

Such individuals form the category of “fellows”, who have not been specifically counted in this survey, but who still filled out and returned some questionnaires. The university programs they frequent are, for the most part, the more advanced ones of Harvard University and the American Academy of Rome.

The importance of their presence certainly is neither numerical nor economic, but rather in terms of cultural exchange and growth.

4.5 THE NORTH AMERICAN UNIVERSITY PROGRAMS AND THE CITIES WHERE THEY ARE LOCATED

The cities that host the largest number of university programs are Rome and Florence, given that 29 are located in the former and 25 in the latter (or more than 70% of the overall number), with about 80% of the total number of students who come to Italy.

This choice, which falls on the two front-ranking Italian cities in terms of artistic wealth, shows *per se* that the desire of the North American programs, and thus of their students, was and is to pass some time in one or the other of the most interesting Italian cities from an artistic and historical point of view.

TABLE 23
UNIVERSITY PROGRAMS IN THE VARIOUS CITIES

	Number	Students	% of number	% of students
Universities in Florence	25	4260	33%	43%
Universities in Rome	29	3780	38%	38%
Universities in Bologna	6	505	8%	5%
Universities in Padua	2	340	3%	3%
Universities in Naples	2	160	3%	2%
Other universities	12	975	16%	10%
	76	10020		

Nevertheless, within the shift taking place in the picture of North American programs, we are witnessing a progressive development of interest in smaller urban centers, given that almost one third of the programs located outside Rome and Florence, in cities like Padua, Parma, and Vicenza, were created precisely during the last decade. Indeed, two of the four programs that joined AACUPI in the year 2000 are located outside the two main cities, one in Viterbo and the other in Perugia.

The interviews that accompanied the statistical survey revealed one possible explanation for this phenomenon, namely, the desire on the part of students and program directors to create real interaction with the Italian population, a goal more difficult to realize in cities with a larger tourist flow and where the relationship between foreign visitors and the local population is low. Pitzer College expressly chose Parma as its site, and it houses its students in Italian families, precisely to attain the above result.

As far as the two largest centers are concerned, Rome gradually is tending to be preferred to Florence. In fact, since 1995, all of seven university programs have chosen it as their site, as opposed to only one for the Tuscan city. This phenomenon, already noted in the study made on the subject of academic tourism in 1993,⁷ has, therefore, intensified. For this reason, the Tuscan capital has lost its preeminence, at least in terms of the number of university programs located there, even though those operating in Florence, since they have been, for the most part, established longer, attract a greater number of students than those in Rome.

⁷ See Note 5.

The reasons for the greater approval of Rome compared to Florence for establishing new programs would require an in-depth study. The interviews, however, did reveal the fact that, according to the directors, the capital permits their students to have greater contact with the resident population, and there are fewer occasions for contact with their compatriots. Nevertheless, the explanations could, perhaps, also be found in the attitude of public authorities in their regard, if it is true, as emerges from the questionnaires, that Rome, compared to Florence, offers reduced entrances to its municipal museums to more than 50% of the university programs.

The relation between North American students and professors and the cities where they pass their Italian interlude was the subject of a specific section of the questionnaire, which aimed, first of all, at understanding the perception these long-term tourists have regarding some of the main public services they use.

TABLE 24
NORTH AMERICAN STUDENTS' EVALUATION OF PUBLIC SERVICES
AND OF THE CITIES WHERE THEY RESIDE

	Florence				Rome				General			
	bad	not good	fair	excellent	bad	not good	fair	excellent	bad	not good	fair	excellent
Cleanliness	20%	41%	30%	9%	20%	43%	29%	8%	19%	43%	29%	8%
Safety	5%	29%	47%	19%	4%	28%	47%	20%	4%	28%	48%	20%
Bus	6%	26%	51%	16%	8%	29%	49%	15%	7%	27%	49%	16%
Trains	3%	20%	53%	24%	4%	21%	53%	22%	4%	21%	53%	22%
Prices	2%	29%	54%	15%	2%	27%	54%	17%	2%	26%	55%	17%

Generally, we can see that these evaluations are rather close to each other, but they still privilege smaller cities, and between Rome and Florence, to some degree the nation's capital over the Tuscan capital.

From this table one can deduce that the chief criticism leveled at Italian cities is that they do not maintain an acceptable level of cleanliness; more than 60% of those interviewed did not consider this aspect satisfactory.

The high cost of living, on the other hand, does not seem to distress more than one third of the North American students, and more so in Florence than elsewhere, an obvious sign of the high average income

level and the effect of the high exchange rate for the dollar. The percentage, more than 30%, of those who are dissatisfied certainly is not of secondary importance, but there does not seem to be a price emergency for our larger cities.

Transportation services both inside and between cities, which these students use extensively, are viewed positively in the majority of cases, although there remains a portion, more than 30%, that is critical, with a peak in Rome. The consistency of the evaluations concerning the railway system, which the students use rather similarly, itself demonstrates that the judgment used by those interviewed in the sample is rather homogeneous.

Finally, we would note that safety, seen as a growing problem by Italians, is not judged in the same way by North American students.

TABLE 25
NORTH AMERICAN PROFESSORS' EVALUATION OF PUBLIC SERVICES AND OF
THE CITIES WHERE THEY RESIDE

	Florence				Rome				General			
	bad	not good	fair	excellent	bad	not good	fair	excellent	bad	not good	fair	excellent
Cleanliness	14%	29%	57%	0%	41%	38%	22%	0%	28%	37%	31%	4%
Safety	0%	29%	50%	21%	6%	39%	42%	12%	6%	32%	40%	22%
Bus	13%	13%	63%	13%	27%	33%	27%	12%	14%	26%	38%	22%
Trains	0%	20%	53%	27%	12%	33%	39%	15%	6%	29%	43%	22%
Prices	0%	33%	47%	20%	6%	18%	58%	18%	6%	30%	45%	19%

The evaluation of the professors on these subjects repeats, in large measure, what we stated earlier, with still less sensitivity to prices and a substantially greater good will toward the services offered by the City of Florence.

4.6 *THE REASONS WHY THE NORTH AMERICAN STUDENT COMES TO ITALY*

One of the purposes of this survey was precisely to get better knowledge of the reasons that prompt a North American student to undertake a period of study in Italy.

A question specifically for that purpose was, therefore, inserted in the questionnaire, setting a pre-defined series of responses and leaving the possibility of providing additional responses.

The results of the survey are contained in the following table:

TABLE 26
DETERMINING FACTORS IN THE CHOICE OF ITALY

Reasons	%
Advice of professors	28%
Advice of friends	40%
Italian-American origins	23%
Artistic heritage	54%
Other	42%

The position of North American university programs in Italy with respect to the competition to which they are subjected from similar programs located in other countries is especially strong in the case of students who want to come to our country either because of its artistic heritage or because of their Italian-American origins.

Such situations certainly are rather frequent, but adding them up and sifting out those cases where the student answered as having both these reasons for coming to Italy, they correspond to about 66% of the cases.

There remain, therefore, all of 44% of the students who head to Italy for reasons completely different from those described earlier, reasons that, therefore, differ from those originally at the source of the birth of North American university programs in Italy.

Of this 44%, about one half decided to come to Italy on the advice of professors, but, above all, on that of friends. If we add to this figure the fact that about 68% of the sample interrogated was, in any event, urged to come to Italy as a result of this kind of advice, we arrive at the conclusion that, here, too, the "word-of-mouth" effect is rather important.

In other words, the satisfaction the individual student draws from his or her stay in Italy, or the positive image he or she has of our country, has a decisive influence on a significant portion of the student population which otherwise would not head to our country.

But no less significant is the fact that approximately another 22% of North American students come to Italy almost exclusively for reasons that are different from those initially hypothesized when the questionnaire was drawn up.

To understand clearly what lies hidden behind this “other”, therefore, some direct interviews were conducted with the students involved, from which it emerges that the North American economic and university system itself is what pushes the student to spend a certain period abroad. In a high-grade curriculum, an interlude of this sort is more advisable than ever.

This data goes well together with the growing tendency in the social science instruction in North American university programs, as an index of the fact that not only the students in fields clearly tied to the place where they spend a period of time studying, but a much higher percentage of students want to go abroad. Academic tourism is of great interest; therefore, it is a phenomenon that will tend to take on substantial dimensions and that Italy must be capable of tapping in a substantial way.

This phenomenon is essential new, as a comparison with the earlier study conducted by IRPET on this matter⁸ shows, and a significant expansion of North American academic tourism can be expected in the near future.

Therefore, it will be up to the North American university programs in our country, with adequate support, to direct to Italy a substantial part of this flow of tourists who would not have any particular reason to come to our country.

Moreover, it happens with a certain frequency that it is exactly this kind of student who ends up enthusiastic about his or her stay in Italy, so much so that many clearly annotated that fact on the questionnaire. By means of these programs, therefore, a North American student audience develops an important attachment to Italy and, hence, is also ready to advise acquaintances to make a similar choice.

One further reason, expressed less frequently, for deciding to go abroad and to Italy is provided by economic factors.

⁸ *op. cit.* p. 14.

4.7 *TOURIST PRESENCE IN ITALY LINKED TO THE UNIVERSITY PROGRAMS*

At this point we can summarize, in the following table, what had come to light earlier in relation to the overall tourist presence linked to the North American university programs.

The estimate contained here was obtained by multiplying the total number of professors in the universities whose directors answered the questionnaire and the total number of students, determined by AACUPI, by the average presence in days resulting from the survey. We would point out that this estimate is conservative in at least three respects:

- a) permanent professors, that is, those who reside in Italy for more than one year, are in no way taken into consideration, nor are their family members, friends or relatives;
- b) the only professors considered are those from universities whose directors answered the questionnaire (or 62 out of 72);
- c) non-academic staff is in no way considered.

Despite these warnings, the importance of the contribution AACUPI university programs make to the flow of foreign tourists into Italy clearly emerges.

Based on the most recent ISTAT figures available to us, those concerning the year 1998, the total number of foreign tourist presences in all locations of historical or artistic interest is about 32 million. The university programs alone generate a flow of tourism that is, therefore, about 6% of that amount, within which they figure only in part.

TABLE 27
NORTH AMERICAN STAYS IN ITALY DUE TO UNIVERSITY PROGRAMS OF STUDY

		Number	Average stay in months	Overall stay in days
Students	B.A.	8,617	51	1,314,093
	M.A.	200	5.7	34,770
	Ph.D.	301	4.5	41,312
	Diploma	<u>90</u>	5.2	<u>143,057</u>
		<u>2</u>		
	Total	10,020		1,533,232

	Number	Average stay in months	Overall stay in days
Relatives and friends of students	28,250	0.46	398,325
Non-permanent professors	97	5.5	32,966
Families of non-permanent professors	286	5.5	47,909
Friends of professors	1,269	0.14	5,457
OVERALL TOTAL			2,017,889
Average length of month	30.5 days		

Besides this presence in absolute terms, for the various reasons shown in the first section, the figure concerning the average stay of the tourist attracted by AACUPI programs is significant, and the result this produces is certainly significant.

If the general average stay in cities like Rome and Florence is 2.4 days, not only do the students remain, on average, for more than five months, as do their professors, but a large number of the friends and relatives who come to visit them stay in those cities seven times as long (in the case of the students' relatives and friends) or almost twice as long (in the case of the professors' friends) as other foreign tourists.

4.8 *INTERACTION WITH ITALIANS*

So, we have seen how the Italian stay of students and professors in North American university programs in Italy is extended enough to create real interaction between them and the resident population.

Part of the survey was, therefore, dedicated to those aspects. First of all, what emerged was the fact that occasions for encounters between North American students and young Italians are rather frequent.

Indeed, in almost half the cases, as the following table indicates, those enrolled in North American university programs habitually spend their free time with Italians, which indicates that these interwoven relationships involve real acquaintance and interaction.

TABLE 28
HABITUAL FREE-TIME COMPANIONS OF THE STUDENTS

	%
Only fellow students	41.5%
Only non-Italians	9.5%
Also Italians	49%

In addition, it is evident that residence in cities other than Rome and Florence encourages contacts between residents and student tourists, with a figure that corroborates our earlier hypothesis about the reason for the growth in the number of North American programs in smaller cities.

TABLE 29
CITIES WHERE THOSE WHO ALSO SPEND
THEIR FREE TIME WITH ITALIANS LIVE

	%
Florence	40.5%
Rome	25.3%
Others	34.1%

There are, however, the other 50% of cases where students do not, instead, enter into enduring contact with their Italian contemporaries and often, indeed, do not go outside of their circle of friends in their own university program.

On the other hand, it is necessary to take into account some factors that restrict that interaction, significant though it is.

First of all, agreements on cooperation between North American programs and Italian university institutions are essentially quite rare, and their courses habitually are taught inside the North American programs, despite the increasing organizational complexity thus brought about.

There obviously are cases of a different sort, usually more widespread outside Rome and Florence, like that of Macerata or of Brown University in Bologna, but, generally, the students do not often have an occasion to meet their Italian contemporaries in the course of their studies.

There do exist some agreements between university programs and Italian universities concerning use of libraries, but they are not very common, involving only 39% of those programs whose directors filled out the questionnaire.

Of that percentage, the majority, 40%, involves programs located in Rome, with 30% each referring to Florence and other cities, demonstrating that efforts to create opportunities to meet are greater outside of the two largest cities, and, in any case, more intense in Rome than in Florence.

Nor does this picture change with respect to agreements with public libraries, given that, in this case as well, only 39% of our sample has any such agreement.

Among these, the majority are, once more, in Rome (more than 40%), one third are in Florence, and the remaining part are in other cities.

We can, therefore, conclude that relations between North American students and their Italian contemporaries often are created outside academic programs and class times, and that an important possibility exists for increasing them through appropriate agreements between institutions.

Furthermore, students lodge, not infrequently, at the site of their universities or in places those universities rent exclusively for the benefit of their students. This is true to such a degree that almost half of the directors who answered the questionnaire, who manage 37% of the students, concern themselves with providing lodging for them as well.

In any case, even beyond creating a stable friendship with Italian contemporaries, which also is hindered by the factors indicated earlier, the interaction created between students and residents is generally more than satisfactory, as the following table indicates.

TABLE 30
STUDENT RELATIONSHIPS WITH ITALIANS

	%
Bad	8%
Not good	25%
Fair	51%
Excellent	17%

North American university programs thus contribute to a solution, though a partial one, for the problem of sustainable tourism in Italian cities of art, bringing them visitors of a high educational level, visitors who create an enduring and positive relationship with their populations and with the works of art they cherish.

Rather similar results also emerge from an analysis of the survey conducted among the professors, certainly a much smaller population, but a significant one from the point of view of cultural exchange, with figures that are even higher than those of the students.

TABLE 31
THE COMPANY KEPT BY PROFESSORS IN THEIR FREE TIME

Description	%
Only the family	13%
Colleagues and university students	9%
Only non-Italians	8%
Also Italians	70%

Consequently, the overall evaluation of the professors is rather flattering, with more than 85% of the sample judging their relationship with the resident population as good or excellent.

In spite of these results, the comments that recur at the end of the survey sometimes indicate a desire to create still greater contact with the population, a result that certainly can be attained by overcoming the obstacles that exist and that are partially described at the beginning of this section.

4.9 UNIVERSITY PROGRAMS AS ENTERPRISES

In the course of the preceding sections we have shown the breadth, the significance and, thus, even the complexity of managing university programs, by means of an historical and descriptive survey of the phenomenon, with the help of a series of quantitative data.

Hence, we now enter into a later part of the analysis, where the elements described earlier are quantified from an economic point of view.

It is fitting to precede these remarks with the observation that this economic quantification generally makes use of an estimate based on questions of an economic nature included in our questionnaire, to which, for reasons of confidentiality, a more limited sample responded (about 60% of the total). These elements were further corroborated by the results of interviews conducted with some directors and by what they indicated in their notes to the questionnaires. In any case, in order to arrive at results that are not overestimates, a series of conservative hypotheses were followed, based on which the final figures were deduced.

The university programs, given the considerable number of their students and professors, represent enterprises that often are rather complicated to manage. In such enterprises, the directors habitually

manage only expenditures, since the students pay tuition and fees to the universities or institutes in North America.

We have, therefore, proceeded to reconstruct the budget on the basis of directors' answers, then to reconstruct the flow of expenditures generated by the totality of the programs.

In order to arrive at this figure, we have taken into consideration, first of all, the tuition and fees paid by the students of the various programs. These results refer to about 60% of the programs, with about 75% of the students, and they were then used to estimate the remaining portion of the revenues. From that total, we then subtracted an amount that often is retained by the home institution for its profit or to manage the programs in North America.

This share, 20%, was indicated in interviews and on the questionnaires. This estimate, however, seems overly high, since we have institutions that are not for profit and whose revenues cover, to an extremely high percent, their expenditures. Furthermore, there are other cases, which we will also discuss below, of institutions whose expenditures are even greater than their revenues, since they own a site that requires significant and constant maintenance.

The following table, therefore, contains the results of an estimate which, as we can see, already indicates at this level how important the contribution of North American programs is to the economy of the cities where they are located.

TABLE 32
ESTIMATED INCOME/EXPENDITURES OF THE PROGRAMS

	Students	Average cost in millions of liras	Tuition revenues
Programs 1			
44	7395	27	200
Programs 2			
28	2625	27	71
		Total revenues	271
		% of the amount retained in North America	20%
		Program expenditures	217

Programs 1 - Those of the directors who communicated their tuition and fees.

Programs 2 - Those of the directors who did not communicate their tuition and fees.

Portion retained in North America - % deduced from interviews and questionnaires.

This significant overall budget is managed by the sundry programs in quite different ways, depending on their organization, which we have already described as quite varied.

In fact, we have cases where the tuition and fees only cover the cost of their courses, others where they include the courses and board, others the courses, room and board. Then, there are institutions where the situation is not unambiguous and some of the students pay a fee for one set of services while their companions pay a different fee and receive different services.

Table 33 divides the courses and the students based on the services covered by the fee, also indicating the weight in those doubtful cases we mentioned earlier.

TABLE 33
TYPES OF SERVICES PAID FOR BEFOREHAND

	% of 65 programs	% of the students of the 65 programs	Overall number of students out of the AACUPI total
Only for university courses (A)	32%	33%	3354
Only courses and board (B)	2%	1%	73
Only courses, room and board (C)	35%	24%	2406
Part A, part B, part C	12%	21%	2069
Part A, part C	2%	13%	1285
Part B and Part C	6%	8%	832

Sample: 90% of the programs (with more than 80% of the students)

It can, hence, be deduced that, although they make the expenditures described in the table, the North American programs do not cover all the needs of their student and academic population as far as food and lodging are concerned. In the following section, we will indicate the further expenditures that students and professors have to confront for those items.

Despite differing organizational structures, it still has been possible to identify some expenditure items of clear importance to the entire sphere of North American programs, namely:

- a) wages and salaries;
- b) collaborators;
- c) utilities;
- d) outside suppliers.

Of these those with the greatest weight are a) and d).

While, in the case of wages and salaries, the figure depends on the high number of academic and non-academic personnel and is essentially stable as a percentage for the various programs, the figure for outside suppliers can vary substantially from one program to another, even after the effect of a numerous student population has been filtered out.

One factor with a strong impact on these expenditures is, in fact, the program's need to maintain a site if it owns one. Such buildings, located in historic centers or in residential areas with a particular tone, carry considerable expenditures with them.

To measure this impact in some way, consider that, for certain programs with their own sites, expenditures for suppliers per student can be twenty times higher than the average of the other programs and can reach or surpass 80% of the entire available budget.

If we then also add to these difficulties all the management problems, we can understand why programs that own their own sites represent less than one fourth of the total. This figure is significant, since a North American university that owns its own site in Italy will necessarily have greater impediments to canceling their programs in our country and will, thus, be interested in their succeeding, even compared to what that university may itself organize in other countries where it has shallower roots. On the other hand, problems and management costs make the acquisition of a site difficult for North American universities and, therefore, lower any barriers to leaving Italy for those institutions.

The survey has allowed us to focus on the degree of difficulty that the program directors face when they have to follow Italian tax and fiscal regulations. In general, we can conclude that their knowledge and the tools they have available allow them to overcome these problems without any excessive difficulty. This does not mean that there is not a certain amount of complaining about the Italian tax system, which, besides seeming rather complicated in general, sometimes is considered unjust. Let us cite one case for all, namely, that of non-profit programs, which also are rather numerous, and which ask for tax treatment suited to their status, given that they produce no profit and feel that they benefit the Italian economy.

4.10 OTHER EXPENSES

As we mentioned earlier, the fees paid by the students may, indeed, not cover the expenditures for food and lodging they have to face in Italy.

As for lodging, we can deduce that about 3,800 students have to pay for their own lodging in Italy, renting an apartment or a room, staying with families or in hotels.

This figure is based on an estimate drawn from the analysis of the questionnaires, in which about 30% of the students in the programs that can offer lodging but do not necessarily do so decide to look for an apartment outside the university, or are forced to do so. The related expenditure, as deduced from the questionnaires, is, therefore, indicated in Table 34.

TABLE 34
EXPENDITURES FOR STUDENTS LODGING

Description	Average expenditure	% of the sample	Overall number	Months of stay	Total expenditures (in billions of liras)
Rent	1,135,107	25%	2,493	5	14
Families	1,054,114	4%	424	5	2
Hotels	2,240,834	6%	641	5	7
					<u>24</u>

As we see, this is an economic factor that cannot in any way be ignored, one to which, moreover, should be added the parallel expenditures of the professors, which add up to a further billion liras.

We would underscore that these expenditures involve only lodging outside the universities. For the impact of the lodging expenditure within the fees paid by the students, it is necessary to use an estimate, based on the fee lists of those programs that allow the student the freedom to choose whether or not to include lodging in their fees. This analysis shows that expenditures for lodging per student amount to about 10.5 million liras, for a total of about 64 billion liras.

As for expenditures on food, it was possible, using the survey, to indicate only those expenditures made outside the university with any clarity, since many programs already include partial board, and, in any event, the expenditures for university food services certainly do not cover costs.

TABLE 35
STUDENT EXPENDITURES ON FOOD OUTSIDE THE UNIVERSITY

Type	Average weekly expenditures	% of the sample	Overall number	Weeks of stay	Total expenditures (in billions of liras)
Restaurants /pizzerias	76,760	91%	9084	21	15
Purchases	54,786	81%	8137	21	9
			TOTAL		24

With this premise, the following facts emerge: students often prefer to go to pizzerias or restaurants rather than prepare their own food using purchased products; and they tend to choose places whose prices are rather reasonable.

To the figure indicated in the table, we must add about two billion liras more for food expenditures by professors, whose average spending in restaurants is double that of the students, testimony to the different kinds of places they choose.

Another significant item is represented by the total in luxury expenditures. By this term we mean both purely recreational expenditures (discos, pubs, etc.) and those for travel or for purchases of various sorts. We have also included here transportation expenditures, since they sometimes are related to travel.

TABLE 36
STUDENT EXPENDITURES FOR LUXURY GOODS

Description	Average weekly expenditures	% of the sample	Overall number	Weeks of stay	Total expenditures (in billions of liras)
Recreation	282,697	89%	8,967	5	13
Expenditures/ Italy	399,824	85%	8,519	5	17
Expenditures / Europe	686,335	54%	5,458	5	19
Clothing	201,871	68%	6,777	5	7
Transportation	124,450	79%	7,926	5	5
Other	131,815	36%	3,570	5	2
					64

It can be deduced that North American students make use of their period of study in Italy to get to know our country better and, in certain cases, other European countries as well. These students do not restrict themselves to visiting the cities where their programs are located, but they often go to other cities, including those frequently omitted from the usual routes of the tour operators.

Beyond its cultural and social importance, of which we have already spoken, this phenomenon thus has an economic significance which is even underestimated to some extent in the figure indicated here, since programs are not rare that organize their own trips to Italian cities, which should be added to those organized privately by the students.

The survey conducted among the professors shows that their overall luxury expenditures amount to about 2 billion liras, which corresponds to a per capita expenditure that is quite a bit higher than that of the students. Among the items that contribute in large part to this figure should be noted their spending on entrance fees for museums and exhibits which are especially attractive to that population.

One further factor in expenses directly connected to the presence of North American university programs in Italy needs to be taken into consideration. As we have indicated previously, the presence of students and professors attracts to our country a considerable number of their friends and relatives, who pass altogether about 401,000 nights a year in our cities. These visitors have to face costs for travel and sojourn similar to those faced by other foreign visitors in Italy.

According to IRPET data, the average daily expenditure of a foreign visitor in a city of art is 250,000 liras and, therefore, the entirety of the expenditures met by the aforementioned friends and relatives amounts to about 101 billion liras per year.

In the following table, we have summarized the expenditures directly connected to North American programs. This is probably an underestimated figure by default, as we have already underscored.

TABLE 37
SUMMARY OF EXPENDITURES DIRECTLY CONNECTED
TO NORTH AMERICAN PROGRAMS

Description	billions of liras
Program administrative expenditures	218
Lodging	25
Food	26
Luxury	65
Expenditures by relatives & friends	<u>101</u>
GENERAL TOTAL	436

The data is underestimated in that it refers only to AACUPI institutions. In effect, that Association represents the majority of and most significant North American university programs, but it also

constitutes a point of reference for other programs that, having reached a certain maturity, join the Association. Even those programs that are not members of AACUPI contribute in a positive way to tourism, although we are not able to estimate the amount.

5. CONCLUSIONS: ACADEMIC TOURISM AS AN ENGINE OF GROWTH FOR THE ENTIRE SECTOR AND ITS FUTURE PROSPECTS

Up to this point, our study has allowed us to appreciate the importance, both in economic and social terms, of the presence of the North American universities encompassed by AACUPI.

One further element should, however, be considered, one that makes their role even more significant for the development of this sector in Italy, namely, the loyalty to Italy generated in the students and professors who come here for academic purposes.

The tables that follow clearly indicate that both the one group and the other intend, in the vast majority, to return to Italy, despite the fact they have spent a period of time here that certainly was not brief. Evidently their experience was positive, as demonstrated in the written comments of numerous students at the end of the questionnaire, where they repeatedly expressed their satisfaction with the period they have spent here.

TABLE 38
STUDENT LOYALTY

	%
Students who will return to Italy	87%
Of these, to see:	
- the city in which they studied	50%
- the chief cities of art	35%
- also less well known cities	68%
- other	29%

It is, moreover, reasonable to think that a great number of those students and professors really will return to visit our country, given that they belong to a medium-high income bracket. Furthermore, they become promoters of Italy's tourism image in North America, considering that it

is precisely encouragement from students and professors that convinces others to participate in academic activities organized in Italy. In practice, therefore, North American university programs function as a multiplier of tourist presences in a prospective sense as well.

TABLE 39
PROFESSOR LOYALTY

	%
Professors who will return to Italy	91%
Of these, to see:	
- the city in which they studied	51%
- the chief cities of art	47%
- also less well known cities	61%
- other	24%

Then, it is appropriate to note that a considerable part of the population interviewed not only hopes to repeat their experience of traveling to Italy, but it plans another prolonged stay, considering that more than 60% also want to visit lesser known cities and not restrict themselves simply to returning to the places they know best.

Hence, these are important signals for the development of foreign tourism to cities of art which also has positive effects on visitor-resident relations, because the population involved knows Italy and, in any case, appreciates its culture and, for the most part, does not intend to crowd into those places where the presence of foreigners is already high.

We must, furthermore, assume that both students and professors communicate their satisfaction over their experience, not only to their own companions and colleagues, but also outside the world of the university, contributing to the image of Italy as a tourist destination to be favored in the eyes of a part of the well-to-do class in North America.

These elements, on the other hand, can be measured using another scenario, one not always favorable to the future of North American tourism for academic purposes and which threatens to diminish the positive effects indicated earlier.

First of all, it is advisable to take into consideration the increasing importance Hispanic-American culture is assuming in North America. This factor should be added to the fact that the sizeable increase in the number of students who come to Italy certainly is linked to the fact that it has also become a destination for those who are not lovers of Italian culture, of art history or of architecture.

For these students, a stay in a near-by South American country seems more and more attractive (and rather less costly), above all Mexico, without considering the attraction offered by a country like Spain, where the presence of North American institutions is intensifying.

Furthermore, this research was conducted at a particular moment in the North American economy, which has grown at a notable rate over the last decade, thus creating wealth and strengthening the exchange rate of its currency against the Euro. This is, therefore, an especially propitious moment from a macroeconomic point of view, one that will be followed by others where the competitiveness of what institutions offer, also deriving from the nation system, will truly take on much greater importance than at present.

If, therefore, one wishes to develop the phenomenon of North American tourism for purposes of academic studies in the future, thus benefiting to an increasing degree from the positive effects it generates, it will be necessary to adopt a policy that ensures the attractiveness and competitiveness of our country and our cities.

From this consideration, the present study indicates a few critical points that a policy of this sort could tackle:

1. relations with cultural institutions (Italian museums, libraries and universities), which now appear sporadic, while they could constitute an interesting occasion for encounters between Italian and North American students, as well as providing effective support in the ever more complex management of the North American university programs;
2. the North American university program sites, which represent an important radix for these programs in the Italian fabric, but whose management sometimes represents a considerable burden, for which no particular concessions have been planned;
3. the fiscal status of those entities, especially non-profit ones, that do not enjoy fiscal advantages of any kind;
4. those public services to which North American students and professors show particular responsiveness (above all, the cleanliness of public spaces) or those that are primarily aimed at them (such as original language films), which often are not developed.

