

## SECOND-HOME TOURISM: ADVANTAGES AND DISADVANTAGES

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**Abstract:** *Second-home tourism is a relatively new sub-type of domestic tourism. It has suited tourists with low incomes and to tourists who could not travel during the COVID-19 pandemic. It is related to other sub-types of domestic tourism, holidaying-at-home/homestay, home-exchanging tourism, near-home/proximity tourism, residency tourism, or staycation. The difference between these sub-types of tourism is that second-home tourism is practiced in the tourist's own second home. The authors define it, identify its causes, advantages, disadvantages, and risks, and make suggestions for the expansion of this sub-type of tourism in Romania based on both Romanian and foreign experiences.*

**Key words:** *second-home tourism, causes, advantages, disadvantages, risks, suggestions*

### INTRODUCTION

Second-home tourism has been defined as “a form of permanent tourism” [23], as “an experience lacking commodification and time out from <paramount identities>”, [9, 11] as “[tourism that] <goes beyond tourism> [27] because it contemporaneously represents the global and the mobile, and the maintenance of tradition” [5,7], or as “a type of tourism that has materialized as a result of the purchase or rental of second homes for recreational purposes by owners, their relatives, and friends or vacationers” [3, 4]. It shares many elements with residential tourism [15]. Some researchers[8] are of the opinion that second home tourism is an umbrella concept, a phenomenon almost similar to lifestyle characteristics (mobility, migration, multilocal living or multilocal housing) or that it reflects tourism trends in homestay tourism, trends which will reorganize mass tourism.

There is no internationally accepted definition of second home – it is an umbrella expression for a variety of cognate terms such as bach (in New Zealand), apartment, cabin, caravan, cottage, crib, flat, holiday camp, holiday/leisure/mobile/recreational/summer/vacation/weekend (second) home, houseboat, hut, lodge, self-catering accommodation, summer cottage/house, villa (in English-speaking countries), casă de vacanță (in Romania), dacha (in Russia). All these terms have in common the fact that their primary use is leisure- and recreation-oriented [1,3,6,14,18,26].

The demand for second home tourism is affected by the following factors [10,14]: education and culture [20,21]: travel to see cultural values and travel related to education have a significant impact on tourism; freedom of travel: [19] visa applications among countries influence the freedom of travel; human lifespan: life conditions are getting better, people live longer, therefore <third age tourism> arouse for retired who have sufficient income, spend time by traveling; level of income: after the industrial revolution, due to income increase, there is an increase in tourism activities; more spare time: after the industrial revolution, regeneration of human rights and reduction of working hours improved tourism; [13,24] paid vacation rights: due to the increase in the free time of people, paid vacations occurred and people spend money which helps the tourism industry; [17] social security [2]: social security rights securing the future of a person in terms of income and health, lead the person to move towards traveling, relaxation; technological development: increasing speed of vehicles, [16,25] affordability, comfort, public transportation with technology benefit the humanity; urbanization: [22] due to urbanization

and closeness of industrial areas to residential areas, people want to get rid of hectic city life [12] .

Some researcher [4,8,9] distinguishes the following categories of people: those who purchase a second home in warmer areas than their home, full residents who do not wish to return to their country of origin, residents who return to their country of origin, seasonal visitors who spend the winter months in warmer destinations and peripatetic visitors who own two properties that they visit regularly [4,9].

### MATERIALS AND METHODS

The materials use in this paper consist in random articles on second-home tourism. Their contents is a literature review were analysed with the content-analysis method to identify second-home tourism definition, causes, advantages, and disadvantages.

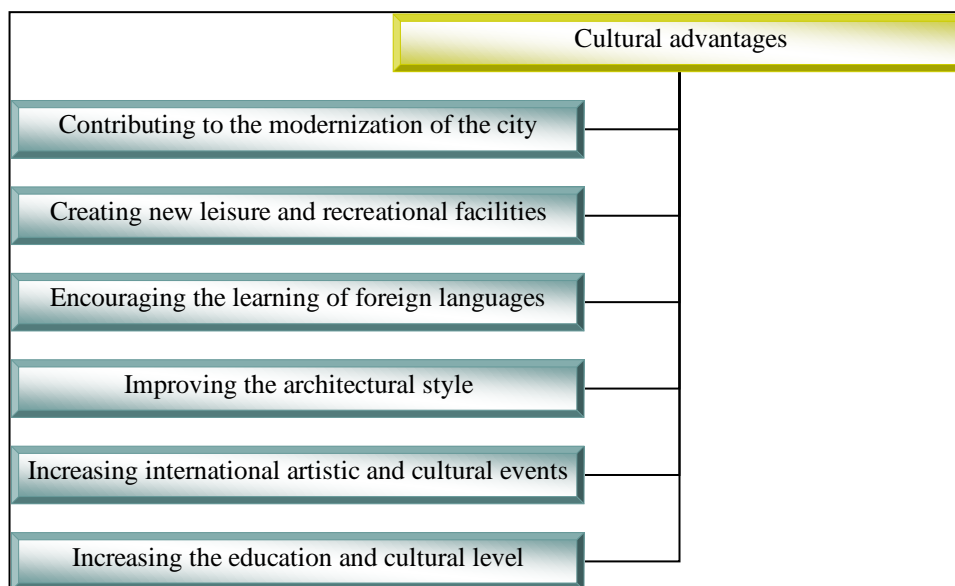
### RESEARCH RESULTS

The advantages and disadvantages of second-home tourism are listed below.

Advantages of second-home tourism:

- Cultural:

- Contributing to the modernization of the city;
- Creating new leisure and recreational facilities;
- Encouraging the learning of foreign languages;
- Improving the architectural style;
- Increasing international artistic and cultural events;
- Increasing the education and cultural level.



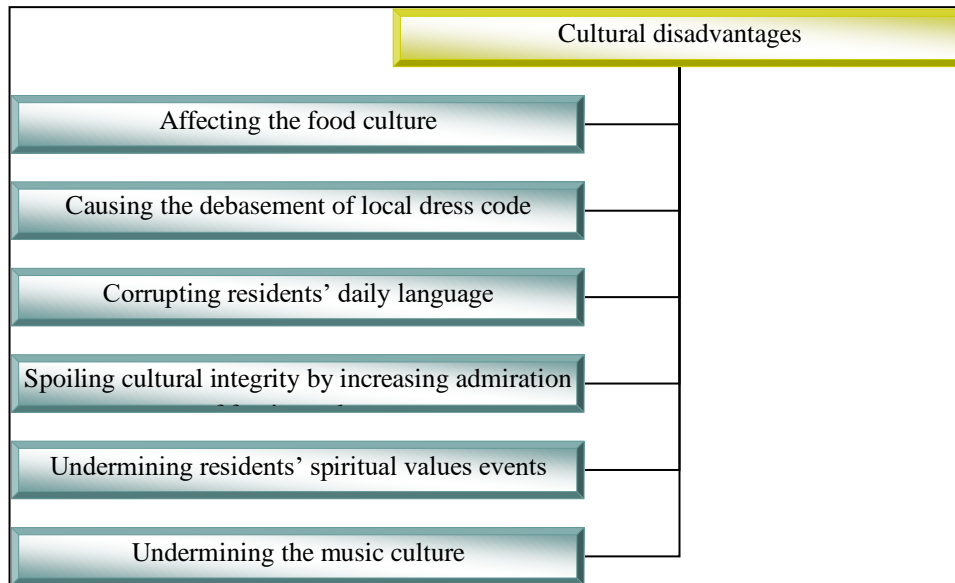
**Figure 1. Cultural advantages of second-home tourism**

*Source: own creation*

- Economic:

- Benefiting from marketing & promotion;
- Benefiting from negotiation of supply & goods;
- Benefiting from product creation;
- Benefiting from renting the property;
- Benefiting from strategies & policies;
- Benefiting from the expenditure of tourists;
- Benefiting from the sale of property;

- Benefiting local businesses;
  - Commodifying housing;
  - Contributing to the international recognition of the location;
  - Creating new job opportunities;
  - Improving employee retention;
  - Increasing financial resources of municipalities;
  - Increasing revenue of tourism companies;
  - Increasing shopping opportunities;
  - Lengthening the duration of tourism season;
  - Providing economic benefits to residents;
  - Providing new business opportunities;
  - Environmental:
  - Returning to nature;
  - Individual:
  - Benefiting from good climate, good connectivity, good location, good weather;
  - Improving mental health;
  - Politically:
  - Benefiting local politicians;
  - Socially:
  - Increasing mobility;
  - Increasing multi-local living;
  - Increasing remote working;
  - Integrating in Europe;
  - Internationalizing;
  - Migrating to low-density areas;
  - Moving easily;
  - Tourism:
  - Developing/shaping leisure/tourism places;
  - Impacting angling tourism;
  - Increasing total tourism revenue;
  - Rejuvenating/reviving tourism destinations;
  - Shifting travel behaviour;
  - Shifting tourist preferences.
- Disadvantages of second-home tourism:
- Cultural:
  - Affecting the food culture;
  - Causing the debasement of local dress code;
  - Corrupting residents' daily language;
  - Spoiling cultural integrity by increasing admiration of foreign cultures;
  - Undermining residents' spiritual values;
  - Undermining the music culture.



**Figure 2. Cultural disadvantages of second-home tourism**

*Source: own creation*

- Economic:
  - Highlighting how it “generates residential economies that are particularly sensitive to the economic cycle”;
  - Impacting access to housing;
  - Impacting local housing markets;
  - Impacting market volatility;
  - Impacting planning;
  - Impacting property value;
  - Increasing home prices;
  - Increasing house rents;
  - Increasing office rents;
  - Raising the cost of living;
  - Taxing;
- Environmental:
  - Causing environmental pollution;
  - Harming “pristine landscapes”;
  - Impacting land use;
  - Increasing “human pressure on natural environments”;
  - Spoiling the local eco-system;
- Individual:
  - Causing negative changes in family life;
- Politically:
  - Overrating political representation and relationships;
- Socially:
  - Changing the understanding of marriage;
  - Corrupting residents’ daily language;
  - Disadvantaging young residents;
  - Increasing the alcohol consumption of the residents;
  - Increasing unethical behaviours in the community;
  - Leading “to new forms of social deprivation”;
  - Placing pressures on housing;
  - Placing pressures on land availability and affordability;

- Provoking residents into reacting to second home owners' underestimating cultural values of the local community;
- Triggering poor cooperation between seasonal and local populations;
- Triggering potential conflicts between seasonal and local populations;
- Tourism:
- Risking to turn second-home tourism into a form of mass tourism.

## CONCLUSIONS

The advantages and disadvantages of second-home tourism show that:

- There are equal numbers of cultural (6) and political (1) advantages and disadvantages;
- There are larger numbers of economic (18>11), individual (2>1), and tourism (6>1) advantages than disadvantages;
- There are smaller numbers of environmental (1<5) and social (7<11) advantages than disadvantages.

This means that second-home tourism actors should focus on solving potential environmental and social issues when holidaying in a second home.

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