

Sustainable tourism in Venice

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<p>The thesis includes the definitions of what different authors have said to describe sustainable tourism and then there is a description made by the author of the main parts to take in consideration in order to have sustainable tourism in a specific location.</p> <p>The principal focus of the thesis is the tourism in Venice, there is a small part of the history of the tourism in the city and a bigger part of the situation today. The last one takes in consideration the number of tourists as arrivals and presences in the last sixty years and the change in percentage between the year 2011 and 2012. There is also the amount of people staying in hotels and not hotel accommodations and the changing of medium overnight in the last years. Then there is a description of all the projects of the last 20 years in the common of Venice and also a description of the old and current accesses to the city.</p> <p>This accurate analysis is for the understanding of the importance of the effect of the tourism in Venice that bring positive aspects but also problems to the city, to the residents, to the tourists and to the natural environment. After there are different kinds of possible solutions that should help to transform the tourism in Venice in a sustainable one for the future.</p> <p>The conclusion with the implications is the last part of the thesis and to repeat once more how important it is to have a sustainable tourism in one of the most beautiful cities in the world.</p>	
<p>Key words</p> <p>Sustainable tourism, tourism in Venice, solutions toward sustainability</p>	

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1 Introduction

1.1 Overview

Venice has a bigger problem than the high water and it is called tourism. The tourism of today has to change and become a sustainable one. The sustainable tourism is not an old concept but also not a new one. It is related to the sustainable development and the most commonly used definition of it has been formulated by the Brundtland Commission in 1987 as a “process to meet the needs of the present without compromising the ability of future generations to meet their own needs” (WCED 1987). The author takes this definition as the starting point for describing the importance of the sustainable tourism in the city of Venice for finding the right way of tourism for the present generation without creating problems for the future generation.

The sustainable tourism has three dimensions such as economic viability, improving social welfare and protecting the environment and the author takes them in consideration in different parts of the thesis.

The purpose of the thesis is to provide possible solutions for a more sustainable tourism in Venice. This would be done with the objective to give these solutions to the tourism industry to manage the negative aspects, to give a long-term future to the environment and the future residents and tourists. The author will give a complete analysis of the touristic situation in the city today with a small introduction of the history of the tourism in Venice. There will be lot of information concerning the arrivals and presences in the common of Venice in details about the historical center, the Lido and the mainland part (the city of Mestre and Marghera). In addition, several problems caused by the tourism to the city, the residents, the tourists and the natural environment will be described in detail. Further on, possible solutions will be given in order to develop more sustainable tourism in the future. This will bring the possibility to change the unsustainable tourism of today to a more sustainable one with benefits for the current and future generations. This will create the possibility to help this beautiful and

ancient city that it will not be transformed into an amusement park as the current type tourism would do.

1.2 Justification of the study

Venice has been chosen for the research since the author has been born there and in general it is an important city for tourism. It is one of the most visited cities in Italy or even in the world and it attracts tourists from every part of the globe.

The idea for thesis is based on the importance of having sustainable tourism in Venice. The city is in a delicate environment and it is not possible to continue using it in the same way as it is done at the moment. There are many people that visit the city, a large amount of companies that use the city as tourism destination and there are only less than 60.000 residents (City of Venice, 2013). The author will look in detail history and evolution of tourism in Venice, the current state of tourism and will based on that some solutions for the future.

1.3 Research methodology in brief

The research used will be qualitative research; the author supposes is the best type for this kind of research in order to analyze arguments in detail. Author will analyze specific data from the web-pages of the city of Venice to find out how the tourism is at the moment such as the arrivals and presences in the common of Venice, the tourists coming to Venice through the harbor, the amount of people staying in hotels and not hotel accommodations and the changing of medium overnight in the last years. The official web-page of the city of Venice has been chosen in comparison to others, as it is the only one that offers updated data every year. The data taken in consideration is the touristic situation in the all common of Venice such as the historical city center, Lido, Mestre and Marghera. The qualitative research allows more specific analysis of the data in comparison of the quantitative research, for which more data would be needed on the first place and for this type of research would not give a good overview of the touristic situation.

1.4 Structure of thesis

Chapter	Sub chapters
Introduction	<ol style="list-style-type: none"> 1. Overview 2. Justification of the study 3. Research methodology in brief 4. Structure of the thesis
Methodology	<ol style="list-style-type: none"> 1. Research position 2. Research method 3. Research process and analysis
What is sustainable tourism?	<ol style="list-style-type: none"> 1. The ideas of different authors 2. Description of the principal parts of sustainable tourism
The tourism in Venice	<ol style="list-style-type: none"> 1. The history of tourism in Venice 2. The situation today 3. Project done in the common of Venice 4. The access points to the city
The unsustainable tourism in Venice	<ol style="list-style-type: none"> 1. Problems for the city 2. Problems for the citizens 3. Problems for the tourists 4. Problems for the natural environment
Possible solutions	<ol style="list-style-type: none"> 1. Effect displacement 2. Seasonal adjustment of the tourism 3. More access points 4. Reduce the number of excursionists
Conclusion	<ol style="list-style-type: none"> 1. The final results 2. Implications

2 Methodology

2.1 Research position

There are two types of researches: quantitative and qualitative. It is easy to find differences between the two types of researches, the quantitative is with a small number of variables and uses many instances and the qualitative is based on case studies and it is multivariate (Creswell 1998).

The qualitative research is looking for reasons and motivations and it gives insights into the setting of problems for future ideas for a quantitative research. Instead the quantitative research is more focused in quantification of data and generalization of results and it measures the incidence of various views and opinion in a chosen sample. The research type chosen for this thesis is the qualitative because it helps author gain deeper understanding and insight of the current touristic situation in the city of Venice. Further on it explains problems in depth and helps author to give possible sustainable solutions for the future.

2.2 Research method

The method used in this study is qualitative meta-analysis. This method analyzes the findings of existing studies in order to draw conclusions with the synthesis of diverse findings (Park and Gretzel 2007). The author analyzes the studies made by city of Venice concerning the touristic situation. The data taken in consideration are the arrivals of tourist and their presence in the historical center, Lido, Mestre and Marghera plus the amount of people staying in hotels and not hotel accommodations and the changing of medium overnight in the last years. Other data comes from the tourism of the harbor in Venice. Later on, author will explain all projects that took place in the last 20 years in Venice and Lido plus the mainland formed by Mestre and Marghera. In addition there is also the description of the old and current access points to the city.

All previously mentioned parts will support author to describe problems caused by tourism to city, residents, natural environment and tourists. In addition to that author

proposes four possible solutions that if implemented would help transformation of the current tourism into more sustainable one.

2.3 Research process and analysis

The author has taken all data concerning the arrivals and presence of tourists in the historical center, Lido, Mestre and Marghera from the web-page of the city of Venice. He has described and analyzed them also with graphics that are more visually understandable. He has taken the data concerning the tourism of the harbor from the web-page of the harbor of Venice and he has described and analyzed them also with a graphic representation.

The author has researched the most important projects in the last 20 years in the historical center, Lido, Mestre and Marghera. He has described and divided them following way: project done – concerning all projects that are completed, not done - concerning all project that are not yet completed, suspended – concerning all projects that have been for some reason suspended and in working progress – concerning projects that are currently ongoing. On top of this, old and current access points to the city have been taken into consideration including description of their location and usage.

The previous part gives the back up for the problems caused by the tourism to the city such as the physical consumption, too crowded areas of the city during certain period of the year and the constant increase of day trip tourists instead of the permanent ones. There are problems to the residents such as the fewer number of them, the continued closure of not touristic activities and the displacement effect. The problems to the tourists are the viability problem and the high price. The last problems are the ones to the natural environment such as the waste, the pollution of the water and the large use of the transportation.

The author decides to give four possible solutions, the first one being about the positive displacement effect and the differentiation of type of tourism; the second about the tourism coming in different period of the year; third which looks into explaining the importance of taking away the touristic pressure in same areas of the city and the last about increasing the price of the tickets to the excursionist visitors. These solutions should help creation of sustainable tourism and raise the importance of maintenance of Venice for future generations of both residents and tourists.

3 What is sustainable tourism?

3.1 The ideas of different authors

This part gives a clear idea of what different authors have said about sustainable tourism, however only the most important ones would be reported. Gunn (1994) takes in consideration one element of the sustainable tourism. It is the importance of the control of visitors in parks for preventing environmental damage. This would be possible with the interconnection of the local communities and the tourist activities with reciprocal agreements, planning and technical park assistance. It would be a positive thing and the local communities could in return give an economic support to the park and this would help the conservation of the park (Gunn 1994).

Another author Hardy (2001) says that the concept of sustainable tourism comes from the previous concept of sustainable development. The sustainable development is created by the union of the economic development theory and environmentalism (Hardy 2001). Another element for Hardy to take into consideration is coming from Muller in 1994. He explains that sustainable tourism is influenced by the following factors:

- Economic health
- Subjective well-being of the locals
- Unspoilt nature, protection of resources
- Healthy culture and
- Optimum satisfaction of guest requirements (Hardy 2001).

Hardy takes in consideration the description of sustainable tourism as the balance with the tourism development where none of the elements (subjective well-being/environmental/healthy culture/visitor satisfaction) predominates (Hardy 2001). Hardy describes that it is important what Clarke has said in 1997 to identify the four elements that define the sustainable tourism. The first is that sustainable tourism is the opposite of mass tourism because the first operates on a small scale and the second one operates in a large and unsustainable scale. The second comes from 1990s and it

stated that there not a clear separation between mass tourism and sustainable tourism instead certain types are more or less near to one or the other type of tourism. This position was replaced by a third one that explains the possibility to have a mass tourism more sustainable with the sustainability as goal rather than a faraway thing for small-scale operations alone. The result of this position was the operationalizing current knowledge became the focus, and codes of practice and guidelines were introduced whilst government control and consumers encouraged more sustainable practices. This brings to the fourth position called the convergence one with sustainable tourism that can be applicable to all forms of tourism regardless of scale (Hardy 2001). Hardy added also what Cater said in 1995 about sustainable tourism about the four elements that can reinforce the sustainable tourism development. The four elements are the host population, tourist guests, tourism organizations and the natural environment. The third category should be divided into operators and regulators (Hardy 2001). For Hardy sustainable tourism is also a form of planning and management with different parts such as environmental, financial, community and tourists ' satisfaction (Hardy 2001).

Ioannides talks about the tourism relationship with the sustainability because often tourism success or failure depends on the natural environmental such as sandy beaches, forested mountains, coral reefs, exotic wildlife, rivers or unusual geological formations (Ioannides 1995). For him the sustainable tourism is possible if there is meeting between the needs of present tourists and the residents of a place and also if there a protection and an improvement for the future. The sustainable tourism development is possible with a correct management of all resources such as economic, social, and aesthetic needs and also maintaining cultural integrity, essential ecological processes, biological diversity and life support systems (Ioannides 1995).

Another author to take in consideration is Robson who reports what McKercher have said about sustainable tourism. He explains that tourism is sustainable when the natural and cultural resources and the environmental, social and economic well-being of an area are maintained forever (Robson 1996). This author also reports what the English Tourist Board's (ETB) publication Tourism has said about sustainability. For the ETB there are a multitude of problems that need to be taken in consideration in order to have a sustainable tourism:

- overcrowding and traffic congestion;
- wear and tear, as footpath and river bank erosion;
- inappropriate development, as design, size, use;
- conflicts with local community

(Robson 1996)

According to newer sources the situation about sustainable tourism is the following: the four most important elements to take in consideration for a sustainable tourism are the economic, social, environmental and institutional dimension. These would help to monitor and control the results of development policies of sustainable tourism (Cerina, Markandya & Mc Aleer 2011). This type of tourism is essential for minimizing the negative aspect and maximizing the positive one that the tourism can bring in a specific touristic place or area (Weaver 2006). One of the most important elements for a sustainable tourism is the environmental aspect that has to be planned and managed with a long-term point of view for the appropriate use of natural and human resources (Sharpley 2009).

Another author explains the importance of having a serious effort and long-term commitment as a priority to achieve sustainable tourism that is socially acceptable, economically viable and environmentally compatible. This is possible if the touristic place have a set of policies, practices and programs that are related more to a sustainable tourism implementation (Graci and Dodds 2010).

The author of this thesis decides to report what the next two authors have said as the last important element that describes sustainable tourism. They have explained that sustainable tourism has to be applied to all forms of tourism not only on the same type of tourism such as eco-tourism, green tourism and responsible tourism etc. even has to become part of the mass tourism and the various niche of tourism. They have said, one more time, that sustainable tourism is possible if the environmental, economic and socio-cultural aspects of the tourism development find the suitable balance for a long-term sustainability (Castellani and Sala 2009).

3.2 Description of the principal parts of sustainable tourism

The next part is an elaboration made by the author of the previous ideas to better explain to the reader the meaning of sustainable tourism and its principal important part. The tourism activities have to be sustainable for the natural environment, economic, social and cultural sector. This means that the tourism has to be ecologically sustainable for a long period, economically possible and excepted for the ethical and social aspects. The sustainable tourism needs to be integrated into the natural environment, the local culture and the local people. This type of tourism should help the conservation of the natural environment for the integrity of the ecosystem with its plants and animals. All the touristic activities such as the touristic organization, the construction of infrastructures and the management of the touristic services should be subjected to a control for their impact to the environment. The tourism in the protected areas should be managed with a specific legislation for this type of places and in case of special protected area the tourism should be as its minimum presence. The sustainable tourism should be done with ecological transportations and the negative effects should be reduced as much as possible.

This type of tourism should consider its effect to the cultural aspects and to the old traditions. It should help the local communities in order to improve the economic situation with the employment of the locals, using local products and the local traditional system. The touristic activities should respect the characteristic of the natural environment and they should help protecting the local culture and the traditional style of life. All the development for a sustainable tourism should help the quality of life for the residents and it should have a positive effect for the relationship between the tourism and the local cultural identity.

The conservation and the protection of the natural and cultural environment are important for cooperation between the tourism and the locals. This would implement the responsibility for innovation in the culture and professional skills by both part for the creation of instruments for the planning and management of the tourism.

4 The tourism in Venice

4.1 The maps

The author decided to put three maps before getting into description about the tourism in the common of Venice. This would help the reader to better visualize the historical center of Venice with Lido and the mainland formed by the city of Mestre and the city of Marghera. In these maps it would be possible to see the location of the projects done in the common of Venice and the access points to the city.

The first map is about the historical center of Venice located in the Venetian lagoon in the north-east part of Italy. On the right side of the map it is possible to see part of the island of Lido that is between the lagoon and the Adriatic Sea. The second map is about the city of Mestre and the third one is about the city of Marghera. The city of Mestre is in north of the city of Marghera and they are connected to the historical center of Venice by the Ponte della Libertà, which means the Freedom Bridge.

The blue dots in the maps are projects and the red ones are the access points. The numbers of the projects are the same number of the images in the subchapter 4.4 regarding the projects in the common of Venice and the letter are the same as in the access points described in the subchapter 4.5.2 regarding the current access points to the city.

Map 1: the historical center of Venice



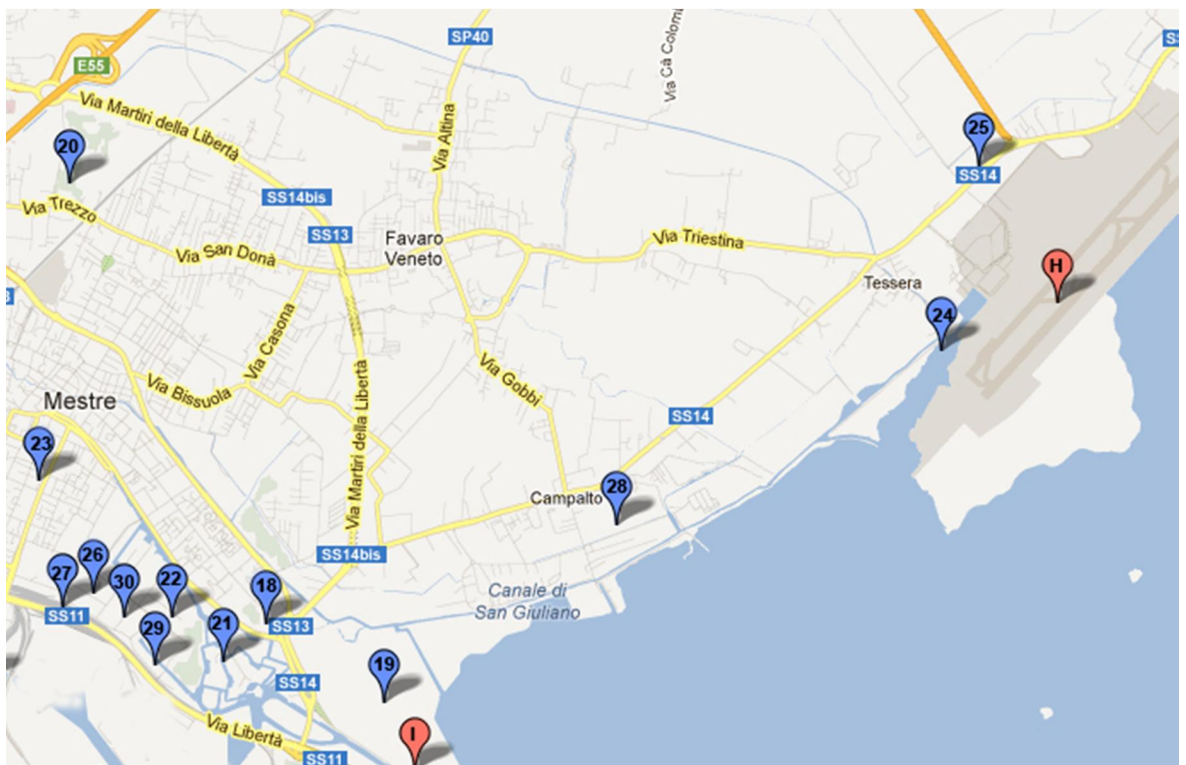
The projects

- 1) San Servolo
- 2) Punta della dogana
- 3) Zona ex-Junghans
- 4) Zona ex-Junghans
- 5) Ponte della Costituzione
- 6) People Mover
- 7) Pala cinema
- 8) Nicelli airport
- 9) Sublagunare
- 10) Scalera
- 11) Fondaco dei tedeschi
- 12) Ex Pilsen
- 13) Certosa
- 14) Reparation San Marco square
- 15) Morphological reconstruction of the lagoon
- 16) Arsenale
- 17) M.O.S.E.

Current access points

- A. Ponte della Libertà
- B. Piazzale Roma
- C. Tronchetto
- D. Train station
- E. Martittima
- F. Chioggia
- G. Punta Sabbioni

Map 2: the city of Mestre



- 18) Tram
- 19) San Giuliano park
- 20) Mestre forest
- 21) Forte Marghera
- 22) Laguna Palace
- 23) Ex-Umberto I
- 24) Venice Gateway
- 25) Quadrante di Tesserà
- 26) Passage Toniolo-Candiani

- 35) Via Ulloa
- 36) Valloni Moranzano
- 37) Tram
- 38) Palais Lumiere

Current access points

J. Fusina

4.2 The history of tourism in Venice

Venice was an integral part of Gran tour that would bring young rich European people to visit the most important city in Italy. Most of them were British but also French and German. This journey was an opportunity to visit beautiful cities and to enlarge their cultural knowledge. According to Davis and Marvin (2004) this would be the first form of tourism in the Venetian history.

Later Venice became the destination for holiday for the noble and rich people for the next century and this would create luxury hotels in the city and in the sea side island of Lido. This type of tourism had a very positive influence for the city, as it created many work opportunities for the residents. At this time, tourism was mainly consumed in the summer months, so this was not yet creating problem to the natural environment as in a way it was sustainable. This situation lasted until the arrival of the mass tourism in the second half of the nineteenth century. This new type of tourism brought more people in the city, but slightly different kind of people with less money and less time to spend to visit Venice. However, they would still bring economic advantage for the residents but it would be the beginning of many problems that the tourism caused to the city. It would be the beginning of an unsustainable tourism form for Venice which has created many problems and brought the particular situation of today. This will be looked in depth in the next chapter.

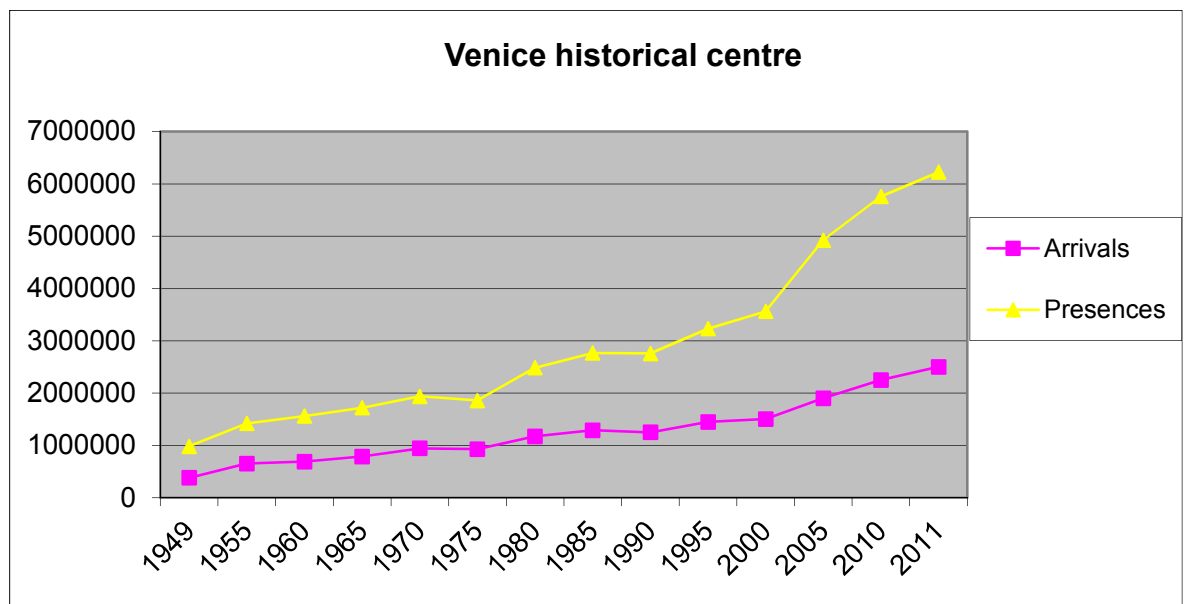
4.3 The situation today

The following data has been retrieved from the web page of the city of Venice that contains all the data concerning the resident situation and the tourism situation. The last available update contains the data of the 2012 from January to October.

Tourism is the principal activity in the city of Venice for the economic importance and for the working possibility. This has given to the city an international importance and in the last thirty years it became one of the most visited places by national and international tourists. The city represents a central part toward the other cities of art in Italy, thanks to its uniqueness in the architectural camp and the cultural aspects.

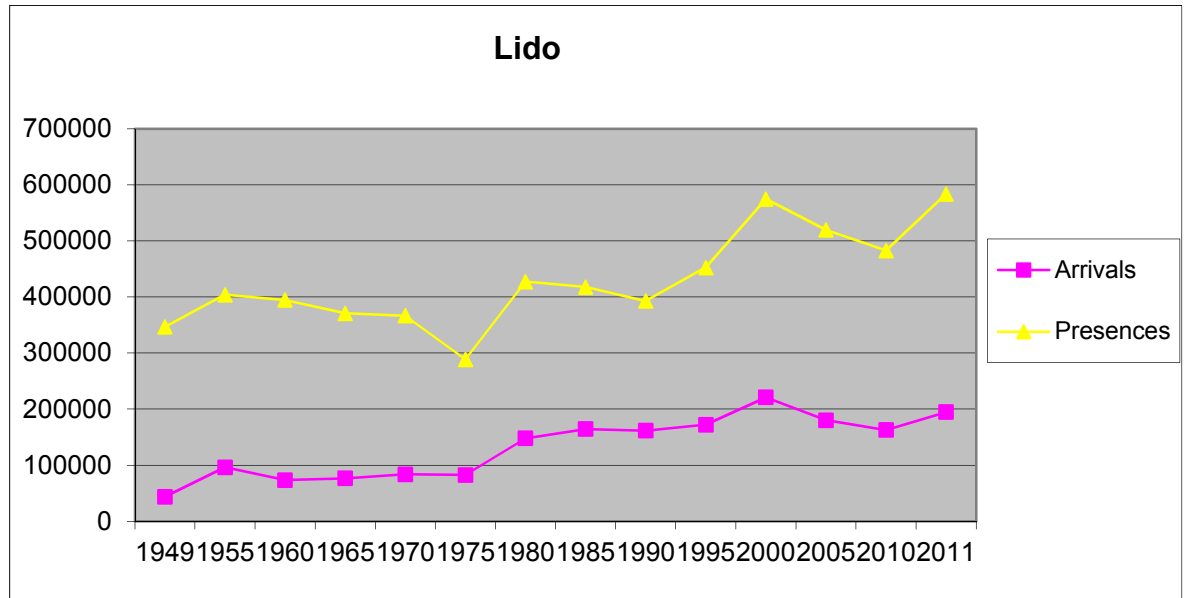
In the last decades the city has had a constant touristic growth. In 1949 the historical center of Venice had 382.760 arrivals (the number of people) and 985.085 presences (the number of night spent in the city); in 2012 from January to October (the last data available) there are 2.202.020 arrivals and 5.472.671 presences. The increase has been constant with only same minor decrease related to same period of time for international consequences (the war in the ex-Yugoslavia and the dollar crisis). These cases have not taken away the importance of the city in the tourism sector.

Table 1: Venice Historical Centre Diagram (Comune di Venezia turismo, city of Venice tourism 2013)



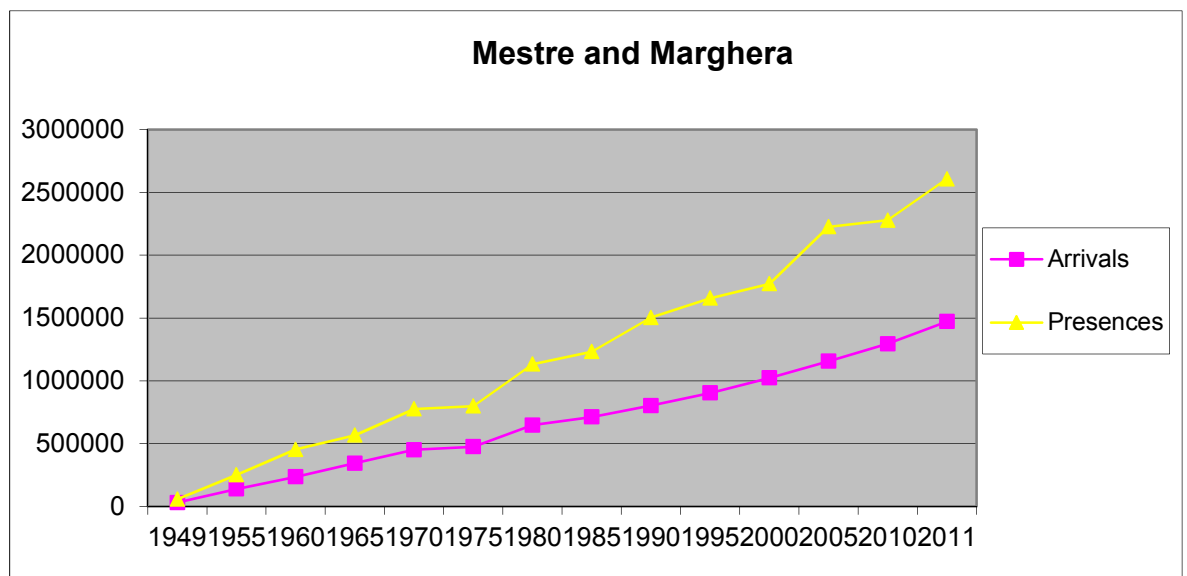
In Lido the situation is totally different. In 1949 there were 43.719 arrivals and 346.708 presences, in 2012 from January to October (the last data available) there are 158.833 arrivals and 483.522 presences. This situation is the same since the middle of the 1990.

Table 2: Lido Diagram (Comune di Venezia turismo, city of Venice tourism 2013)



In the mainland (Mestre and Marghera) in 1949 there were 31.019 arrivals and 58.038 presences, in 2012 from January to October (the last data available) there are 1.293.169 arrivals and 2.302.972 presences. The increase here is the same of what has happened in the historical center of Venice.

Table 3: Mestre and Marghera Diagram (Comune di Venezia turismo, city of Venice tourism 2013)



In 2011 in the province of Venice the presences are almost 35 million of people with an increase of +4,7 % from 2010, the arrivals are 8,2 million of people with an increase of +9,4 % from 2010. There has been a decrease in the medium permanence of the people in 2011 is 4,2 days from the 4,4 days in the 2010.

The next information are all for the common of Venice so the historical city center, Lido, the mainland (Mestre and Marghera). They are all between January and October, the last data available.

The situation in the hotels is of -2.2% in the arrivals between the 2011 and 2012, with 3.018.213 arrivals in 2011 and 2.952.394 arrivals in 2012. The presences are of -3.6% between the 2011 and 2012, with 6.460.141 presences in 2011 and with 6.227.543 presences in 2012.

In the not hotel accommodation (camping places and others) there is a -0.7% for the arrivals between 2011 and 2012, with 706.352 arrivals in 2011 and with 701.628 arrivals in 2012. The presences are +4% between 2011 and 2012, with 1.953.257 presences in 2011 and with 2.031.622 presences in 2012.

Analyzing the three parts of the common of Venice, it comes out a different situation in the three parts. The not hotel accommodation has in the historical center +6.1% arrivals and +8.1% presences, in the mainland has -17.4% arrivals and -8.1% presences maybe for the closing of some accommodation place. The hotel sector has -2.2% arrivals and -3.6% presences most of the minus is coming from the historical center and Lido but not the mainland.

Looking from where these tourists come from there are differences between 2011 and 2012. The Italians have -11.6% in the arrivals with 523.954 arrivals in 2011 and with 463.055 arrivals in 2012. The presences have a -11.8% with 1.228.251 presences in 2011 and with 1.082.744 presences in 2012.

The foreigners have -0.3% for the arrivals with 3.200.611 in 2011 and with 3.190.967 in 2012. The presences have -0.1% with 1.228.251 in 2011 and with 1.082.744 in 2012.

It is possible to see the difference between arrivals and presences between 2010 and 2011 in certain countries in the appendix 1.

The tourism from the harbor has made Venice the first home port in the Mediterranean Sea, the third one for passengers in Europe and the 11th in the world. The growth from the 1997 to 2011 is huge and it is been of +496.57 %. In 2011 the cruise passengers were 1.786.416 with a +10.48 from the 2010. In 2011 the Venice terminal had the record number of 2.248.453 passengers (Harbor of Venice 2013).

Table 4: Number of passenger in the harbor of Venice (Porto di Venezia VTP, harbor of Venice 2013)

Year	1997	2002	2007	2008	2009	2010	2011
Cruises	206	332	510	535	543	629	654
Passengers cruise	299.450	507.547	1.003.529	1.215.088	1.420.980	1.617.011	1.786.416
Ferry	440	462	432	417	394	385	341
Passengers Ferry	331.950	389.635	386.345	388.605	357.664	357.813	350.596
Hydroplane	451	468	441	462	435	412	403
Passengers Hydroplane	76.647	93.011	113.497	116.293	109.727	100.351	111.441
Total calls	1.097	1.262	1.383	1.414	1.372	1.426	1.398
Total pas- sengers	708.047	990.193	1.503.371	1.719.986	1.887.771	2.075.173	2.248.453

All the previous data about the arrivals and presences in the common of Venice and the number of passengers in the harbor of Venice are important to take into consideration when speaking about sustainable tourism. They represent a clear aspect of how large is the tourism in the city and how quickly is its growth in the years. The tourists

are becoming unsustainable for the city, the residents and the environment because there are too many people for the city of this kind. They are bringing benefits but also many problems and there is the urgency to make the tourism and the tourists more sustainable for the future development.

4.4 Projects done in the common of Venice

This part has been taken in consideration by the author to give a complete idea of all the projects done in the common of Venice in the last 20 years (Olivetti 2008) and their interconnection with the tourism. The tourism as said before represents the most important activity and it is connected to most of what happens in the city. The projects also give an idea how the city will be in the future and how most of this project can bring a more sustainable way of tourism for the city, the residents, the tourists and the environment.

Most of them have some relation to the tourism and the author decided to describe and to divide them into three parts such as the historical center of Venice together with Lido and the two cities of the mainland: Mestre and Marghera. Further on author divided them in projects done, not done, suspended and in working progress. This would help for better understanding of tourism effect in the common of Venice and its effect on projects. The researcher decides to put an image for each project for a better visualization, the pictures are taken from Google image.

4.4.1 Historical center of Venice and Lido

One project done is the cleaning of the canals, which is very important of preventing the problem of high water and keeping the city in its normal living condition for the residents and for the tourists. The establishment of the Venice international University in the island of San Servolo (see image 1), is good way to bring new people as the students and teachers that are not related to the tourism but can become new residents. The renewal of the Punta della Dogana (see image 2) from an abandon place to a modern art museum is a good way to once again use an important part of the city. The two parts in the Giudecca Island such as the Junghans (see images 3 and 4) part and the ex Zaggia are two examples of how to transform old industrial areas in residential houses.

This is a good way to prevent that more people have to leave the historical center for the high price of the apartments provoked by the demand of places for tourism accommodation.

The Constitution bridge (see image 5) or the forth bridge over the Canal Grande is a good solution to make the city more accessible and to create a new route that can help during the periods of mass arrival of tourists. The People Mover (see image 6) is a monorail from the Tronchetto Island (parking area) to Piazzale Roma (an entrance point to the city). This service has helped to bring residents and tourists faster and in a different part to the city and it represents a good option in the critical days when many people come to Venice.

The most important projects not done are the congress center of Ridotto close to the square of San Marco. It was a good possibility to have a new congress place but it was decided that it was more worth to use this place as part of the hotel Monaco. The transfer of part of the university IUAV to the Arsenale area was a good project to bring university people in a different area of the city but for some reason it was decided that this area would be used in a different way. One big project that has been cancelled is the construction of a metro line (see image 9) under the lagoon between the airport, Murano island and Venice. It was a very expensive project and it has lost interest after the creation of alternative projects such as the tram line and the regional train to the airport.

There are various suspended projects, such as the creation of a new Cinema Palace (see image 7) for the international cinema festival in Lido. For this project in particular, there has been lot of problems with money and illegal waste in the area that project had to be stopped. In relation to that, there is the creation of luxury apartments in the old hospital of Lido, which has had financial problems and problems between the city of Venice and the building company. Together with this project there is the renewal of the small airport Nicelli in Lido (see image 8) whose purpose is to bring more luxury airplanes after the construction of the apartments. If all the previous projects in Lido would be done it would bring more tourists and they will have a possibility to stay in modern and sustainable places.

Two projects related to the construction of house for the residents have had problems. The Scalera (see image 10) area in the Giudecca Island is almost finished but the construction company has gone bankrupt. And the housing development in the area of San Francesco della Vigna is still in the idea phase for lack of funds. These two projects would give more apartments to the residents that now have to leave the city because of the unsustainable touristic pressure. The renewal of the building Fondaco dei Tedeschi (see image 11) near the Rialto Bridge in a shopping mall owned by Benetton is close to start after the approval of how this historical palace can be changed. The renewal of the palace Pilsen (see image 12) close to San Marco Square has had problems related to how the building was sold from the city of Venice to a private company. These two projects would create working places for the residents and it would help the maintenance of two buildings.

The projects that are work-in-progress are the reuse of the Certosa Island (see image 13) for the creation of new harbor area for the sailing boats, where people would be able to leave their boats and at the same time have the possibility to spend time in an island with a nice natural environment really close to Venice. This project has the potential to attract more tourists that are conscious and aware about the importance of sustainable tourism and living in general.

The project on keeping high water away from San Marco square (see image 14) will be a good possibility to save the square for the residents and for the tourists. The reorganization of the harbor area and creation of new area for the residents gives different possibilities of using the city in a new way. The morphologic reconstruction of the lagoon (see image 15) will help to keep it as it should be for the use of the residents and tourists. The biggest project under construction is the M.O.S.E. (see image 17), it is a huge system for the protection of the city from the high water. It is formed by a system that should prevent the water from coming inside the lagoon and instead stay in the open sea. This should help to preserve the city for the next generation of people that want to live here or want to visit Venice. The reorganization of the Arsenale area (see image 16), the old ship yard of the republic of Venice, is divided in many different projects done by the city of Venice, the technological center Thetis, the Biennale art exposition and the navy school. This would create more working places for the residents.

The tram line to Venice will help to bring more people in a better and more ecological way.

The suspended and the work-in-progress projects would become important elements to make the city of Venice more sustainable for the residents and the tourists.

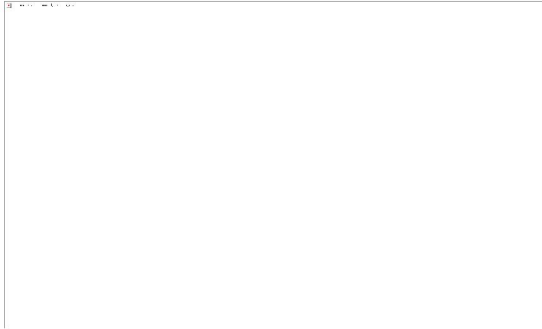


Image 1: San Servolo



Image 2: Punta della dogana



Image 3-4: Zona ex Junghans



Image 5: Ponte della Costituzione



Image 6: People Mover



Image 7: Palacinema



Image 8 : Nicelli airport

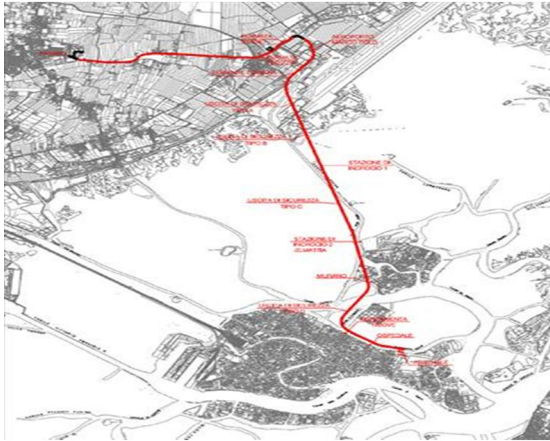


Image 9: Sublagunare

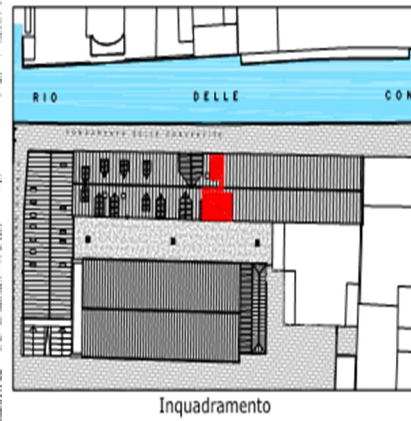


Image 10: Scalera



Image 11: Fondaco dei Tedeschi



Image 12: Ex Pilsen



Image 13: Certosa island



Image 14: Reparation of San Marco square



Image 15: Morphologic reconstruction Image 16: Arsenale



Image 17: M.O.S.E.

4.4.2 The city of Mestre

The tram line (see image 18) from the city of Favaro to Via Cappuccina in Mestre is the first part of the tram line done and in the future it will be connected to Venice, the city of Marghera and maybe the airport. This gives better connections for both residents and tourists. The creation of the new park in San Giuliano (see image 19) has brought new green area in the city where lot of happenings such as concerts, meeting and expositions are organized. The recreation of the Mestre forest (see image 20) is an important element of the natural environment where residents can spend their leisure time together with tourists interested in the nature.

The reuse of the Forte Marghera (see image 21) has created the establishment of some restaurants, some company offices and a nice place where events and concerts can be organized for both locals and tourists. The Laguna palace (see image 22) is a big five star hotel with a congress area and harbor for those with boats. This hotel is in very good location and in vicinity to the city and most importantly it can be easily accessible from different directions.

The new overpass of San Giuliano is the only project not done, perhaps because it is too expensive and since the old overpass is in good shape. However, this would make arrival in the city easier for both residents and tourists.

The biggest suspended project is about the international airport Marco Polo. Related to the project there is the master plan done by the airport society Save with the project of new entrance called Venice Gateway (see image 24) done by the architect Gehry. Then there is the project called Quadrante of Tessera (see image 25) with the construction of a new football stadium and a new building for the casino close to the airport. Another project is the Terminal Tessera with the realization of a new station for normal busses and the water busses and the connection to the regional train. This would create a new entrance point to Venice with benefits for the residents and the tourists.

In relation to the airport project, there is construction of two roads that if made would create a by-pass of the two cities of Tessera and Campalto (see image 28) that are situated on the road between Venice and Mestre to the airport. All four previous projects would make the airport and the nearby area easily accessible and more sustainable for the use of the residents and the tourists.

The Museum of the nineteenth century called M9 (see image 30) in the center of Mestre is a good sign of requalification of the center and a good way of bringing tourists to Mestre that normally only overnight in the city but then spend all the time in Venice. The requalification of the old area of the hospital Umberto I (see image 23) is a project for the construction of a couple of high building with offices, apartments and a park in the center of the city. Close to it there is the creation of shopping gallery between the theatre Toniolo and the cultural center Candiani (see image 26) that would be a new attraction and it would help to bring people once again in the center. The cultural center Candiani would need a restoration and refurbishment in order to become again an important point for the cultural environment for the area.

The project in working progress is the tram line between Mestre and Marghera. This project is expected to be ready in a year after some problems especially the construction of tunnel under the train line were resolved. The requalification of the Via Poerio (see image 27), very close to the main square, would be a new opportunity to have

Mestre as it was in the past with the canal in the center. This would make the city more appreciated by the residents and a good reason to bring tourists to visit the city. Close to this project there is similar one carried away in the area of Altobello (see image 29) with the requalification of the whole area with new streets, buildings. The purpose is to make this area nicer and more modern.



Image 18: Tram



Image 19: San Giuliano park

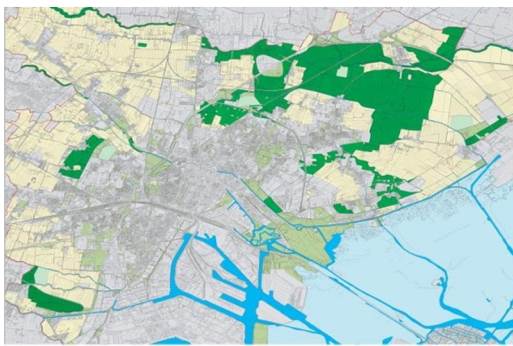


Image 20: Mestre forest



Image 21: Forte Marghera



Image 22: Laguna Palace



Image 23: Ex Umberto I



Image 24: Venice Gateway

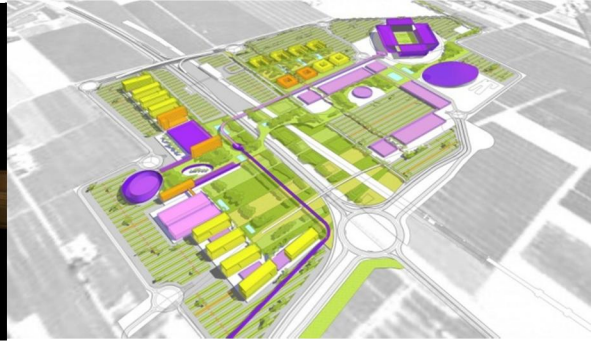


Image 25: Quadrante di Tessera



Image 26: Passage Toniolo-Candiani



Image 27: Via Poerio



Image 28: By-pass



Image 29: Altobello



Image 30: M9

4.4.3 The city of Marghera

One project done is the Vega 1 (see image 31) or the scientific park where new technological companies can have their offices. Among technological companies, companies

in relation to tourism industry and the safety of the natural environment are situated in the same place. The overpass of Via Torino (see image 32) is another way for cars to get out of or inside Mestre city and this helps to bring down traffic from the other streets. The Strallato Bridge (see image 33) in Via Alessandro Volta in the harbor area consists of better way to access the commercial harbor and maybe the future touristic harbor.

The only not done project has been already addressed previously and it is the project of the overpass of San Giuliano.

The suspended projects are the expansion of the Vega in the Vega 2 (see image 34), 3 and 4 but at the moment the funds available are not enough for the construction of these areas. The Palais Lumiere (see image 38) is 255 meters tall building close to the Vega and inside it is planned that luxury apartments, Fashion University, cinema, shops and small harbor would be built. These projects would create more working place and they could become a new touristic attraction, especially the Palais Lumiere.

The project in working progress is the area of Valloni Moranzani (see image 36) close to the industrial area of Marghera. This is the requalification of the natural environment for the purpose of creating new green area close to Venice which could be used by residents and tourists. The tram line between Marghera and Mestre (see image 37) would be a new better and faster way to connect the two cities. The last project is the renewal of the area in Via Ulloa (see image 35) with the construction of houses, hotel, commercial area and a green area.



Image 31: Vega 1



Image 32: Overpass via Torino



Image 33: Strallato Bridge



Image 34: Vega 2



Image 35: Via Ulloa

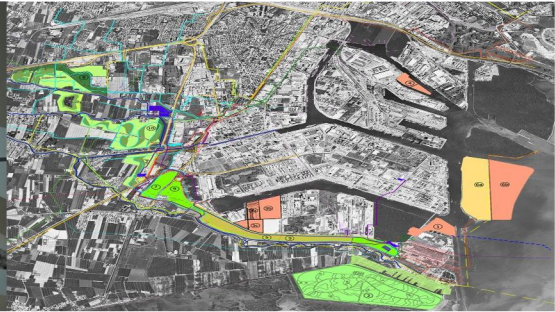


Image 36: Valloni Moranzano



Image 37: Tram



Image 38: Palais Lumiere

4.5 Access points to the city

One important element for the tourism is the entrance points to the city and for reader to gain better understanding old and new entrances will be analyzed and described. The old accesses were the harbor of Carvegnago, the canal Salso, the Brenta River, the Litoranea Veneta and the access from the sea. The new/current accesses (can be seen by the letter in the previous three maps) are the Libertà bridge (see A) that takes cars and busses to Piazzale Roma (see B) and Tronchetto (see C) and trains to the train station Santa Lucia (see D). There are also Fusina (see J), San Giuliano (see I), the airport Marco Polo (see H), Punta Sabbioni (see G), Marittima (see E) and Chioggia (see F).

The author decided to take this aspect in consideration because it is an important element that helps understand how the tourists and the residents can arrive to Venice and how the situation changes from the past till today.

4.5.1 The old accesses

The harbor of Carvegnago was the ancient fluvial harbor close to the mainland and to the closest part to the Venice. It was in use between the IX and XVI century. This was the fastest and most economical way to bring things to the city. But in the 1361 the venetians decided to build a new canal between the center of Mestre and Venice, thanks to the investments made by the Gradenigo family. Nowadays this is called canal Salso and it is still very important for the import of products. However it has lost its importance since the construction of the train bridge in 1846 and later the other vehicles bridge in 1933, called the Libertà Bridge. This has become the fastest way to connect the mainland to Venice and the venetians have a saying that without this bridge “the world would be an island.”

Another old access point is Brenta River in the south part of the lagoon, used as a passage for the boat straits from the city of Padua to Venice. The Litoranea Veneta is the connection of canals of 109 km long from the north part of the lagoon to the lagoon of Marano and Grado till the fortress of Palmanova. In the past the sea accesses that would connect the lagoon to the Adriatic Sea were many but now there are only three: one in Lido, one in Malamocco and one in Chioggia.

4.5.2 The current access points

The biggest one is represented by the Libertà Bridge whose one part is used by the trains and the other part for others vehicles. The trains can arrive to the main train station of S. Lucia. The vehicles can arrive to the parking areas in Piazzale Roma with different buildings just for cars, motorbikes and local busses and to the Tronchetto area in which tourist busses can park with a payment of a tax plus the parking price.

The Fusina area is situated after the industrial area of Marghera and it has a parking place from which you can catch the boat connection to the south part of Venice in total taking about 30 minutes. The San Giuliano place has a parking area and a boat connection to the north part of Venice. The airport has a parking area and a boat connection to Venice and also a bus connection through the Libertà Bridge. Punta Sabbioni is located between the lagoon and the open sea and it represents a cheaper place for the touristic busses that do not have to pay any tax. The harbor Marittima is used by the cruises, the touristic fluvial boat from the Brenta River, the transfer boat and hydroplane between the two sides of the Adriatic Sea. The less used access is from the city of Chioggia in the south part of the lagoon because one has to take a water bus, a normal bus and again a water bus to arrive to Venice, resulting in longer travel time. For a better understanding how the overnight and excursionist tourists arrive to these access points please see appendix 2.

The access points are important things to take into consideration in order to have sustainable tourism because they can be part of unsustainable problems brought by the high number of tourists in some of the access points. In addition this causes problems to the residents. A higher number of access points to the city helps to divide the tourists in different locations which resolves the viability problems as it helps to avoid the overcrowding of certain areas.

5 The unsustainable tourism in Venice

The tourism situation in the city of Venice is nowadays unsustainable for the city, the residents, the tourists and the environment. All these four parts are getting problems from the large amount of tourists coming to visit the city each year. They are getting many problems and this situation needs to be changed in order for city to have a sustainable tourism for its future, for the residents, the environment and for the tourists. These problems will be addressed in the next four subchapters.

5.1 Problems for the city

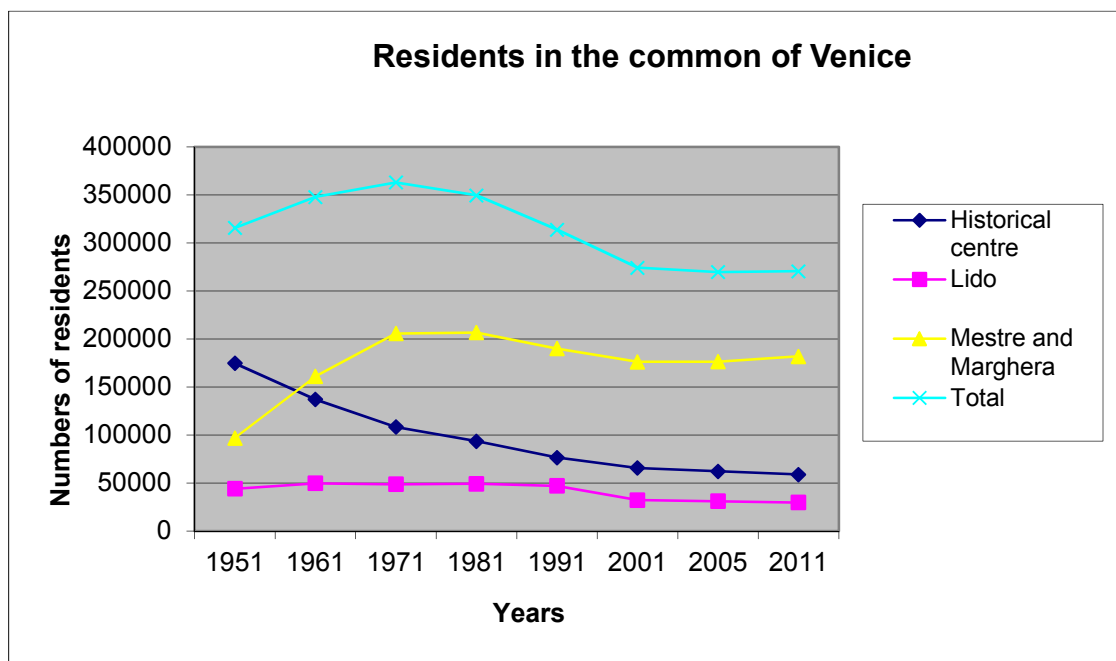
There are 22 million people that come to visit Venice every year and this causes a physical consumption of city. There are also some periods of the year such as Carnevale (Carnival), Regata storica (historical regatta) and Redentore where the tourism mass can reach up to 120.000 people per day. This creates a lot of problems to the city that became a place with difficult standards of living. The Carnival, which takes place in February, is a period of two weeks where people are going around wearing costume and partying on the streets or private parties that take place in some of the old palaces. This is quite old tradition that attracts many tourists especially during the two weekends. The historical regatta is celebrated in September where lot of historical sailing boats go through the Canal Grande (the main canal in Venice). The Redentore is celebrated in July and it is a religious tradition. People are having a dinner on the streets and on the boats waiting to see the midnight fireworks in front of San Marco square.

There is a constant increase of one day trip tourism against the permanent tourism, the number of overnight is decreasing and the excursionists are increasing. The medium permanence of days was in 2006 of 2.36, in 2007 of 2.44, in 2008 of 2.47, in 2009 of 2.48, in 2010 of 2.30 and in 2011 of 2.26 days (City of Venice 2013). There is also a research made by the tourism economic department of the University of Ca' Foscari in Venice (2011) that has found out the economic importance of the excursionist. They spend from 16 to 64 Euro per person. This is not much in comparison of the costs paid by the residences for the services and the sustainability of the city.

5.2 Problems for the citizens/residents

The demographic situation in the historical center of Venice was in 1951 174.808 people and in 2011 of 58.991 people; in the mainland was in 1951 100.124 people and in 2011 181.905 people with a high point of 201.674 in 1975. In 1960 the population of the mainland has gotten bigger than that of the population in the historical center of Venice (City of Venice 2013).

Table 5: Residents in the common of Venice Diagram (Comune di Venezia turismo, city of Venice tourism 2013)



This situation can be determined for many different reasons such as:

- High price of the apartments
- Less working places not related to the tourism sector
- Many working activities are more and more going outside the historical center
- The opening of many hotelier activities and the loss of house for the residents, in 1999 (the beds in hotels in the historical center was 13000 and now it is around 26000).

The commercial activities in Venice are changing a lot in the last years and soon there will be the situation of a mono culture regarding these activities. This is happening because of the pressure made by tourism. There are more openings of activities related to

the tourism instead of the ones for the residents. This process is called displacement and it causes the closing of many normal activities because there are fewer residents and there are more and more shops related to the tourism and some of them not selling typical products but only bad quality souvenirs.

5.3 Problems for the tourists

The city is impossible to visit in a normal way in certain periods of the year because there are too many tourists at the same time. This causes problems for the viability, the tourists cannot admire the beauties of the city and all the services available are used by too many people. This also brings a collateral problem of high prices because there is a high demand and the price can go as high as the people are willing to pay. Often it happens that the price of some services becomes higher in certain period of the year. At the end the tourists are not any more satisfied of having a holiday in Venice because the high number of them made the visit not so pleasurable anymore and it can get too expensive. This can deteriorate the image of the city that normally tourists have and in the long run can cause collateral problems such as tourists preferring to visit another city and spending their time and money elsewhere.

5.4 Problems for the natural environment

The tourism causes the production of more waste and this can become a huge problem if not well collected, recycled or destroyed. It can cause damage for the future of the natural environment. The waste can go in the water and it can pollute the lagoon and later the Adriatic Sea. All the animals can have problems living in unclear places and they may not survive or in some cases this can lead to extinction. In a city like Venice where all the aquatic animals are part of the normal food, it can be really dangerous to take them from a polluted area. It can cause harm to both the residents and the tourists.

Another side effect made by the huge number of tourists is the large use of water transportation. This can pollute the water with the loss of oil and the waves can cause problems to the foundation of the buildings and streets.

6 Possible solutions

After having explained all the different problems caused by the tourism to the city, the author will describe four possible solutions based on the problems and the possible solutions that the sustainable tourism require to make the situation better and to bring the city closer to become sustainable.

The first solution addresses the importance of having different type of tourism and their benefits can arrive from a positive displacement effect. Second solution describes the important of having tourist that come to visit city in different periods and not only be concentrated in certain periods of the year.

The third solution addresses the possibility of reducing touristic pressure in same areas of the city. The fourth solution explains the possibility to make the visit to Venice more expensive for the excursionists because they are the largest number of people and they bring less economic benefit in comparison with the overnight tourists.

6.1 Effect displacement

Venice has a rich territory that needs to be well organized in order to be well presented to the tourists and to be protected in order to become a sustainable tourism. To realize this it is important to take in consideration the research as a central factor for the growth, more precisely to have a good future the research of the opportunities which need to be a crucial part in order to create a specific model of tourism specific to the city of Venice. This can be connected to the effect displacement; it is the fact that can happen when the tourism start to be too strong in comparison with the other economic activities and it can suffocate them. But it is possible to change this situation in a more positive one, increasing the possibility to have a tourist that buy quality local product (souvenirs and other touristic services) in order to modify and give more quality to the touristic demand of Venice.

Venice needs to attract quality tourism and not quantity tourism; this would bring benefit to all the touristic operators. There would be more people interested in the city, its

history, its culture and all the various specialties that city has to offer. It would be important to create a more complete touristic offer that can be defined as:

- The natural environment in the Venetian lagoon
- The cultural aspects (already well developed)
- Sports in the lagoon
- Redevelopment of the sea tourism in Lido as it is in other coastal areas
- Extension of the congress offer
- Redevelopment of the gambling house
- Development of the spas and health/ beauty center

6.2 Seasonal adjustment of the tourism

Venice needs to get tourists evenly throughout the year and not only during the same periods. This is possible to do thanks to the use of the event for example the Carnival. It is possible to find out that in the month of January or February without the Carnival the tourism is of -4.3% and -3.5%. In 2008 with a low Carnival from 25/01 to 05/02 the tourism is -3.3% and -2.2% with a +1% for each month. In 2009 and 2010 the Carnival was in February (2009 from 14/02 to 24/02 and in 2010 from 07/02 to 16/02) the tourism coming to Venice had a -2.2% in 2009 and -2.5% in 2010 but in the same month had a -3.3% in the 2011. In 2011 the Carnival was between February and March from 26/02 to 08/03 and this has changed a bit the incoming of tourists because in March there was a -0.8% but in the last two years was a -1.5% (City of Venice 2013).

The previous data gives a clear idea of how important is to have events in less touristic period of the year. These events attract the tourists in certain period of the year that normally they would not come for example in the winter time instead of the summer time. This would help to have fewer tourists in the summer and to have them in less touristic period and in return this would generate a positive effect. The city would be less crowded in the summer and tourist could enjoy Venice more and in the winter time more tourism would have a positive effect in the touristic activities. There would be a fewer physical touristic pressure in certain parts of the city and it would be better

for the residents and the tourists. All the services for example the transportation and the restaurant would be less crowded and they would work better.

6.3 More access points

The tourism development needs to decrease the physical touristic pressure in the three main routes used every day such as Accademia, Rialto and Strada Nuova. These are the three main routes used by the tourists to go around while visiting the city. In some periods of the year the situation is really unsustainable and it creates problems for the residents and for the tourists. There are too many people that used these three routes and this creates viability problems.

The solution is to create other access point to the city or help the tourists to use the one less used and this would give the possibility to use different routes around the city. In the last years there have been improvements in this area and nowadays the tourists are more using some accesses which are not so crowded. However the situation is still critical. In some period of the year the policemen have to force people to use two different routes instead of the one that is too crowded. Another solution would be the one explained in the previous subchapter or the one explained in the next one.

6.4 Reduction in the number of excursionists

It would be necessary to make the access to Venice more expensive to the excursionists because they represent the bigger number and the group that spends the least money in the city. They create problems such as waste; they make the city too full of people and they do not have the time to appreciate the beauties of Venice. Instead it would be wise to incentive the overnight tourisms and to make people stay longer than 2.26 days per person on average (City of Venice 2013). This is because they pay a touristic tax, they use more services and they normally are more interested of Venice. This solution could be considered by some people unrealistic because it would make Venice an amusement park. But the author considers this solution a good one for the future of the city instead of having a touristic tax that only the overnight tourists have to pay. There could be an institution or an office of some kind where to pay the tax or a ticket

to visit Venice for the excursionists, because they should also contribute to the maintenance of this beautiful and amazing city. Naturally, city should be kept in good condition for its residents, but then also future tourists as well.

7 Conclusion

This thesis has presented the various aspects of the sustainable tourism and in specific the situation in the city of Venice. In introduction short description of the history of tourism has been looked upon, followed by the today's situation as well as many aspects of tourism have been taken into consideration, such as the arrivals and presences in the historical center, Lido, Mestre and Marghera. Projects that took place in the past 20 years in the common of Venice and access points have been presented and discussed.

All this analysis has proven that the touristic situation in Venice is unsustainable. This was followed by the description of various problems for the city, the residents, the tourism and the natural environment. The author also explained four possible solutions that will bring the city closer to the sustainable tourism seen as the only way to secure a future of Venice for the next generations of residents and tourists. These four solutions would help to create a more sustainable tourism because the positive displacement effect would give to the tourism local touristic products that would be original and made by local people.

The seasonal adjustment of tourism would spread the tourism all over the year and the high season would be less crowded. More access points would reduce the overcrowding of some areas and it would be beneficial to the tourists and the residents. Reducing the number of excursionists would give more space to overnight tourists and the residents and this would allow a better experience for the tourists and a higher quality of life for the residents.

7.1 The final result and implications

There is not a clear master answer on how to have sustainable tourism in Venice but one good way would be to understand the importance of it for the future of the city for the next generations. It would be important to take in consideration the previous

four solutions in order to give a concrete answer to the problems for the city, the residents, the tourists and the natural environment.

Venice is an important city for every human on the globe and it would be insane to transform it to an amusement park; it would lose its uniqueness of being Venice with its history, the residents and its particular natural environment.

It would be very important that the goal to have a sustainable tourism in Venice would be recognized by the authorities of the city, the touristic activities and the residents. This would create a synergy between people that live and work in the city and the bigger the group participating to this project the better would be results. This would also increase the awareness of the project in every tourist that then could also help in the increase of a sustainable tourism form for the present and future generations. The author hopes that in the near future Venice will increase its ability to get more help to create a sustainable tourism.

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Appendices

Appendix 1

Graphic with the numbers of different tourists

	Arrivals	Presences	% arrivals 2010-2011	% presences 2010-2011	Medium overnight
Americans	498.963	1.051.088	-1,9	-1,2	2,11
Italians	463.055	1.082.744	-11,6	-11,8	2,34
Frenchs	314.053	915.769	-4,0	+0,1	2,92
British	246.915	664.332	+11,3	+12,0	2,69
Germans	201.486	564.936	-4,0	-3,3	2,80
Japanese	178.681	270.287	+6,2	+7,0	1,51
Chinese	162.088	233.898	+17,8	+18,4	1,44
Spanish	159.008	363.129	-20,0	-18,0	2,28
Brazilians	123.120	232.465	-4,3	-3,0	1,89
Australians	122.937	284.840	+0,4	-0,4	2,32
Russians	81.698	190.552	+12,5	+8,4	2,33
Indians	29.177	58.305	-0,4	+2,5	2,00

Appendix 2

The overnight tourists

		Alilaguna
	Venice	Water and street taxi
		Bus ACTV
		Bus ATVO
	Treviso	Bus ATVO
	Airport	
	Train	Train station Venezia Santa Lucia
	Car	Parking place in P.le Roma and Tronchetto
Historical centre	Touristic bus	Venezia ZTL
	Boats	Venice harbour
	Taxi	No data available
Mainland	Bus ACTV	ACTV
	Train	Train station Venezia Santa Lucia
	Car	Parking place in P.le Roma and Tronchetto
Lido	Water Taxi	No data available
	Water bus	ACTV

Excursionist tourists 1

		Car	Parking
	Rovigo	Train	Train station Venezia Santa Lucia
		Touristic bus	Venezia ZTL
		Train	Train station Venezia Santa Lucia
	Padova	Car	Parking / Terminal Fusina
	Treviso	Bus ACTV	ACTV
Touristic Region	Riviera del Brenta	Car	Parking / Terminal Fusina
	Miranese	Train	Train station Venezia Santa Lucia
		Bus ACTV	ACTV
Venetian costal area		Car	Parking
		Water bus	ACTV
		Bus ATVO	ATVO
		Touristic bus	Venezia ZTL

Excursionist tourists 2

Residents of the large area	Train	Train station Venezia Santa Lucia
	Car	Parking / Terminal Fusina
	Touristic bus	Venezia ZTL
	Bus ACTV (car)	ACTV / no data available
	Bus ATVO	ATVO