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Final Thesis

At What Time Does Venice Close?

FROM THE GRAND TOUR TO VENICELAND: A PLEA FOR SUSTAINABLE ACTION

*How to become a highly sustainable tourist in Venice and Policy-recommendation
strategies*

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1. Acknowledgements

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Through the scope of the intership, I was able to attend several events such as the first EUSAIR meeting in San Servolo in Venice, which gave me an insight on the current projects the City of Venice and member states of the Enlarged Partial Agreement. The approach of following debates and exchanging with policy-makers on the field was crucial to identify sustainable tourism management strategies and the potential points of further development.

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From Luxembourg it was relatively easy to attend public events and meet policymakers, ministers and stakeholders in sustainability, finance and tourism. I would like to thank the city of Luxembourg for its open-days and meet and greets with high rank politicians.

The European Parliament in Strasbourg hosted the European Youth Event and opened its doors to 9.000 people. I would like to thank the organizers to have given me the chance to attend the event, and for bringing together MEP's, activists and young people to discuss the future of Europe.

2. Abstract

This thesis unfolds a histo-economic analysis of the role of tourism within the Italian, specifically, the Venetian economy. As the demand for cultural and religious tours came to life, Venice has often allowed trespassers to rest, amuse and acculturate themselves, which in time lead to the development of accommodation-, infrastructure- and culture-related facilities. The purpose of this thesis is to illustrate the long tradition of tourism in Venice and how tourism aided in shaping and challenging its domestic and European economy. Today, mass tourism is a threat to the survival of touristic cities such as Venice. The current situation is analysed through the lenses of a SWOT analysis, the concept of “carrying capacity”, and through the analysis of the UNWTO’s 2030 Sustainable development Goals and other tourism-enhancing actors. Furthermore, the paper tackles the variations of the definition of sustainability in tourism taking into account motivation (Maslow), culture (Hofstede) and stakeholders. The thesis concludes with a list of policy recommendations & strategies on both EU and local level and specific actions such as the distribution of a vademecum of “how to be a highly sustainable tourist in Venice” extrapolated from the UNWTO definition of sustainable tourism for travellers visiting Venice. A second guide on how to be a “highly sustainable tourist, a guide for the conscious traveller” was developed and distributed to travel-bloggers around the world on social media in form of a “challenge”.

Keywords: Venice, Tourism, Sustainability, Sustainable Development Goals, Sustainable Tourism development, International and Cross-Cultural Analysis, Ethics & Travel, Cultural Dimensions, Conscious Travelling.

3. Introduction

Today, the unknown fills the world, some call it a post-truth era, facts are produced en-masse and travel through time and space through the Internet which illudes to interconnect -

Truth has it: at some point people have decided they preferred to put a filter on reality rather than to live reality itself.

Might the value you seek not be luxuries or wealth but rather the reflection of yourself in the smile of a greeting passer-by? This interpersonal “transaction” which is hinged by technological “advances” finds no place in the City of Venice as time seems to have stopped somewhere between Goethe and Thomas Mann.

Venice is a City that still walks on its own feet, talks with its mouth and sings through its canals – step-by-step, word-by-word and song-by-song.

In today’s technological era no modern City, town nor nation can fulfill citizens’ basic need of human interconnectivity. The satisfaction of living life, in full truth and emotion, as in the reality lived in itself in a City that *reflects* – La Serenissima, the City that stands on strong fundamentals: Human Values.

Built on the water of the so-called *Laguna* in order to be secure from the attacks of the enemy, the city develops and unfolds a unique urban style that resembles magic and fascinates human beings across the world until now.

The following poem published in "How was Venice built?" (Distefano, p. 4) sums it up:

ATTILA, FATHER OF THE CITY, Philip Martin (1931-2005)

Three months of siege, food short, the army murmurs.

Brooding under the walls of Aquileia

He notes the storks. "Look" They're leaving! God

Speaks to the birds. The city's ours!"

It is.

No stones cleaves to a stone as they ride out.

Citizens who survive fly this way that way,

And some make for the coast, the marshes

And islands on the Adriatic. Here,

Three generations later, Cassiodorus

Finds them, the people who, like waterfowl,

Have fixed their nests on the bosom of the waves.

An economy grows up on salt, and trades it,

Rises, and is Venice. Sinking now.

The state founded unwittingly by Huns.

Huns and Goths invaded the mainland, and the original Veneto population escaped into the Lagoon and gave birth to Venice: nowadays tourists have invaded the city en masse.

The interaction of medieval, renaissance, and baroque architecture with water is peculiar to Venice. Throughout history, Venetian architects & artisans have combined even practical skills with exquisite aesthetics. For example they produced the elegant and maneuverable Gondole to travel around the Canali and in the fifteenth century the humanist Aldo Manuzio popularized the *libelli portatiles*, or portable little (specifically) classic books: small-format volumes that could be easily carried and read anywhere.

For some travellers Venice is an enchanting city with the power of casting a spell on people, even cynical thinkers fall prey to her when facing her beauty such as Thomas Mann.

As Venice is gradually decreasing in terms of its inhabitants, the market mix has adapted toward accommodating the highest bidder: the tourist. To find goods and services to satisfy daily needs for domestic shops, public transportation, and the economic situation for the ordinary citizen is worsening: prices have increased in different sectors ranging from food to apartments, and many modern needs are difficult to satisfy in a city living on water. For this reason, many Venetians are forced to move to the mainland and commute every day by train, tram or bus to work in the city that is increasingly dominated by the demand of strolling tourists.

The challenge decision-makers are facing, is to find the balance among all the dimensions needed in a modern city, at the same time making sure that the citizens of Venice can continue to live a decent life. The two horns of the dilemma are: on one hand, development of **modern facilities** which make life easier both for locals and for tourists but would put its perceived authenticity at risk; whereas on the other hand, **preservation** of the **cities' heritage** is very costly and difficult to handle.

This thesis **aims** at guiding the reader through the history of touring, to place the argument for a need of **sustainable tourism development** and concludes with a plan of action to move from how tourism is managed (or mismanaged) today to how it could be in the future. A concise policy recommendation strategy will tackle the above-mentioned two horn of the dilemma: preservation of its heritage and shape sustainable tourism flows.

The following section states the three research questions, the methodology of the paper, definition of key terms, and follows up with to an overview on the history of touring.

3.1. Research questions

The importance of a sustainable and balanced interaction among tourism and the economic, social and environmental dimensions in Venice and its surroundings is to be set as top-priority on the political agenda of policy-makers, because pollution & erosion, mass tourism, and lack of employment opportunities put the future of Venice and its citizens at risk.

Despite the beautiful image Venice has - the city which dazzled its visitors from its beginnings due to its avant-garde architectonical masterpieces such as bridges, palaces and churches that had its peak in the early-modern past, once glorious trade hub of spices, fabrics and riches- the issues the city and its government are facing today are numerous and interlaced ones.

International Organizations such as the United Nations World Tourism Organization, UNESCO, visitors, researchers, the international press and governments are concerned about the impact of the tourist overflows and their consumption on the city of Venice. Whatsoever, the many initiatives of local producers is steadily decreasing - despite being subsidized by regional, national and international funds - as they cannot compete with the low quality mass-produced imported goods that bite away the large chunk of tourist markets (The Local, 2017).

Although many tourists start to realize the problems when visiting Venice – for example the cities' decreasing number of residents, the issues with trash removal and the increase in pollution through the incoming tourist ships. Tourists visit for on average less than 3 days not feel responsible for the problems, as the effects are not immediate. Unfortunately, tourists are like drops that drip into a large bucket: although they are small they accumulate and the last drop causes the bucket to overflow. But does the last drop have all the responsibility for the filling of the bucket?

For the state of the matter, let us assume that visitors come with good intentions, how can the policy-makers then help develop guidelines on sustainable tourism? Is tourism even sustainable at all?

To tackle these among other more complex issues, this papers aims at answering the following three research questions:

- ❖ How did the economic history of Venice since the Grand Tour develop and to what extent can one argue that Venice is becoming another theme park like Disneyland?
- ❖ What is the role of sustainability and ethics in the interaction between Venice and tourism and can the current tourism industry contribute to a sustainable, responsible and contributive market flow?
- ❖ Which key actions can the government, local communities, and tourists undertake to save Venice from drowning from tourism overflow?

3.2. Methodology

The purpose of this research paper is to answer the questions posed above through the description and analysis of the collected data, interviews with experts and the experience at the Cultural Routes of the Council of Europe in Luxembourg, from April to May of 2018, to contextualize the issue of sustainable tourism development in the City of Venice

The sources consist of officially published statistics on tourism flow patterns and development in Venice, interviews and literature on the issues of tourism and Venice from newspapers, books and journals. Due to the nature of the subject, the scientific qualitative methodologies such as unstructured interviews have been chosen in regards to their relevance to the subject matter of sustainable tourism development: local artisans, tourists, and workers, regional representatives such as Paola Mar, the city counselor of tourism to Venice; European representatives, such as the European Commission's representative on cultural heritage, European Parliament's MEPs and tourism development actors influencing Venice to provide a thorough birds-eye view on the matter.

In fact, this paper discusses ethical issues with regard to sustainable development in tourism in Venice and aims not *only* to provide scientific evidence on the subject matter, but is also a plea for sustainable action, providing examples of good practices a policy recommendation strategy, and concrete actions regarding economic, social and environmental components. These recommendations are suggestions directed to the municipality of Venice, international actors influencing the case and interest groups such as travellers themselves.

It must be noted that the tourism situation is nowhere as critical in Europe as in Venice, due to the masses of tourists that travel to Venice on peak days. Because of its geomorphologic nature, Venice is very "sensitive" to large naval traffic and large numbers of people. The City of Venice is built on sand dunes with a particular system: the so-called *caranto* a "sandy-clayey, yellowish-gray conglomerate, extremely hard, that sustains the city" and the wooden stakes driven into the soil hundreds of years ago used to thicken the "sludge deposited on the *caranto*" (Distefano, 2014). Later Istrian stone from Vrsar and Rovinj were added to make the ground "more compact" and "prevent the moisture from rising" (Distefano, 2014). Large traffic of naval transportation causes corrosion and large masses of people make the City "sink". The cost of maintenance is extremely high and the sustainable action needed to conserve its monuments, bridges and alleys is unique throughout the world.

3.3. Interviews

The reason why I chose personal interviews was to have the possibility to choose key personalities who are currently working on this field. To this purpose I issued questions regarding the subject and asked the personalities to answer open questions in order to broaden the horizon of the specific subject on different levels of stakeholders in the hierarchy of decision-making procedure. In fact, the collected answers gave me a higher spectrum of feedback than any other type of Q/A setting. Furthermore, I asked MEPs to answer a set of questions in a questionnaire. As this area of research of Sustainable Tourism Management in Venice is in progress, it is important to have immediate testimonies.

Interviewees have been chosen according to their closeness to the topic of Venice and Tourism. I contacted the Mayor Luigi Brugnaro, the Assessore Paola Mar and the respective municipal staff. Then I have selected members of the European Commission and the European Parliament, the Council of Europe, the European Investment Bank, project managers, Ministers, government advisors, individuals and SME's who are currently working on the tourism and/or the EU agenda.

Furthermore, I contacted the persons in charge of the major challenges in Venice regarding tourism as stated below in the SWOT analysis. I have also interviewed a manager of a sustainable slow tourism project to give an example on how tourism can be conducted efficiently including the positive impacts as specified in the Sustainable Development Goals in the Tourism sector discussed below. Giving an example of good tourism governance is crucial to shift the current tourism situation to the better. My interview questions and a part of the conducted interviews can be found in the appendix. The number of the individuals interviewed amount to approximately 150 people including written interviews, audio/visual recorded interviews, interviews at events. The number of people contacted amount to approximately 200 people.

3.4. Conferences Attended

To enable a broader view on the matter I attended the following major conferences and many more meetings which have not all been listing here in for the purpose of the internship at the Council of Europe's Cultural Routes; the University Ca' Foscari, the City of Venice and individual invitation to events. The major conferences attended took place in Italy (Venice), Belgium (Brussels), France (Strasbourg), and Luxembourg (C. of Lux.).

Also I have placed close attention to thinktanks that cover issues on international relations such as ISPI in Milan, the Chatham House et. al.

28.06.2017, [Venezia Ca' Foscari, "La ricettività non tradizionale nel Veneto. Aspetti economici, geografici, gestionali e giuridici"](#) (Jan van der Borg, Dario Bertocchi, Nicola Camatti, Marco Olivi), **Venice**.

28.01.2018 [Fondazione di Venezia, "Un patrimonio per la collettività" 25* Anniversario](#)

10.04.2018 – 13.04.2018 "MasterClass in European Grants and Funding Programmes" at IDP in **Brussels**.

30.05.2018 [Sustainable Finance Forum](#) in the City of **Luxembourg**.

01.06.2018 [European Youth Event at the European Parliament](#) in **Strasbourg** on the Future of Europe

06.06.2018 [1st Routes4u Meeting for the Adriatic and Ionian Region \(EUSAIR\)](#), in **Venice** with the Council of Europe Venice, City of Venice and Council of Europe's Cultural Routes

14.06.2018 [Il sindaco Luigi Brugnaro incontra i cittadini](#) (The Mayor meets the citizens)

15.06.2018 [La capacità di carico di tipo turistico di Venezia: una riflessione lunga 30 anni](#), Living Lab del Progetto Alter Eco, Venice

Having founded an international student group called SAIA in 2016 with other students at Ca' Foscari and other Universities, articles on these conferences and the experiences throughout the course of the years can be found here:

<http://isamav.wixsite.com/saia/blog>



It was easy to distribute the vademecum through the website (see policy recommendation strategies below for vademecum or scan the QR code) to others through a QR-code published on the sites' homepage.

See Appendix for details on how to download the vademecum through by using your smartphone as a QR-code scanner, to avoid paper waste and conserving the planet when

distributing the file on how to be a highly sustainable tourist in Venice.

3.5. Definitions

Tourism is one of the major sources of income for a city. It can increase the quality of life by increasing employment, but after certain threshold tourism overflow (see carrying capacity) can cause damage to an area. This damage can affect the geography, the quality of life and costs such as rents. Due to seasonal jobs and unexpected market changes, tourist flows are unforeseeable. Local and regional municipalities can try to dampen and regulate tourist flows to find a social optimum, but how is that optimum calculated? And who is then meant by “society”, when the numbers of incoming tourists outweighs the number of its residents?

Within this section we will introduce key elements that will help construct an idea of the history of tourism in Venice until today. In this thesis **tourism** will refer to:

Tourism:

“The activity of visitors taking a trip to a main destination outside the usual environment, for less than a year, for any main purpose, including business, pleasure, other personal purpose, other than to be employed by resident entity in the place visited” - as defined in the methodological manual for tourism statistics (Eurostat, 2014, p. 16).

In this definition the term **Usual Environment** is not specified and therefore needs to be clarified. In turn it refers to:

“The geographical area, though not necessarily contiguous one, within which an individual conducts his regular life routines and shall be determined on the basis of the following criteria: the crossing of administrative borders or the distance from the place of usual residence, the duration of the visit, the frequency of the visit, the purpose of the visit.”

Mass Tourism is strongly criticized throughout international media. But what is this strange animal actually? Although, there is no clear definition for Mass Tourism what does it then actually refer to? As we have described tourism, mass tourism is the phenomena that occurred after the second industrial revolution, when (1) more people

had the means and the communication lines between rural and peripheral areas (2) there were better connected through increase in infrastructure and (3) the interest in traveling for leisure increased there was an increase in mobilization of the masses. Tourism gradually became accessible to all, as prices were steadily decreasing, labor unions grew stronger and thus wages higher and work time shorter. At the beginning of the 20th Century, Marxism and Fordism evolve. The consumer society and the Fordist model of maximization of efficiency by increased production of standardized goods developed. These phenomena encouraged a society based on consumption and production gradually getting the habit to afford almost anything, when able to pay for it. Consumption rose and economies strived- at least number-wise. Mass tourism evolved parallel to economic growth, and workers were encouraged to relax from the hard labor and the entertainment industry grew (film and sports became popular) and the acquisition of cultural property was encouraged.

Sustainability:

Multiple definitions for sustainability can be found in different contexts. Firstly the reader will be confronted with a definition of the word sustainability. Then there will be a follow up on the importance of sustainable development in the EU law and its implementation and significance in current EU affairs such as the European - Chinese Tourism year. The following is a definition, which is a concise and clear one:

“Sustainability focuses on meeting the needs of the present without compromising the ability of future generations to meet their needs. The concept of sustainability is comprised of three pillars: economic, environmental and social - also known informally as profits, planet and people. Sustainability emerged as part of corporate ethics in response to perceived public discontent over the long-term damage that a focus short term profits can cause. For example, a factory pouring its waste into a nearby body of water to avoid the short term costs of proper disposal can cause environmental damage that is much more expensive in the long term. Sustainability encourages business to frame decisions in terms of years and decades rather than on the next quarter's earnings report, and to consider more factors than simply the profit or loss involved.”

(Investopedia, 2018)

The first record of “sustainability” can be traced back to the text “Sylvicultura Oeconomica oder haußwirthliche Nachricht und Naturmäßige Anweisung zur Wilden Baum-Zucht”, written by the German Carl Carlowitz. He was the first to be concerned with the verb “nachhalten” which in the German language, refers to something that can last in time. In his text as early as in 1713 he writes:

„Wird derhalben die größte Kunst/Wissenschaft/Fleiß und Einrichtung hiesiger Lande darinnen beruhen / wie eine sothane Conservation und Anbau des Holtzes anzustellen / daß es eine continuierliche beständige und nachhaltende Nutzung gebe / weilm es eine unentberliche Sache ist / ohne welche das Land in seinem Esse nicht bleiben mag.“

(Carlowitz, 1713 p.150)

In this passage Calowitz refers to the idea of conservation in forestry by “sustainability”, without which one would remain without food and thus “nachhalt” or “residueny” is crucial for survival.

What does it then mean to “be sustainable”?

This question is highly discussed because there is no objective answer on what is sustainable and what is not. However, one may say that sustainable tourism is one that respects the culture and traditions; environmentally friendly transit; and which has a positive social impact. Tourism always involves some sort of travel-related negative externality such as littering, CO2 emissions, social disruption these tendencies are especially significant in Venice. A perfectly sustainable tourism would ideally be based on the concept of circular economy in which all trash is transformed into re-usable resource and the increase in tourism flow would be strongly positively correlated to the labour market for the local economy.

Ideas on sustainability or ethics in relation to development cannot be tracked back to a specific date in time. The World Heritage Foundation in the article 5 aims at conserving world heritage sites. However, the concept “sustainable development”, which is the precursor of “sustainable tourism”, was first defined as “that it meets the needs of the present without compromising the ability of future generations to meet their own needs” (Our Common Future, chapter 2) in 1987. Subsequently, measures have been

taken to adopt measures to ensure sustainable development: charters, conventions and recommendations have been set into place to encourage sustainable development. For instance the Faro Convention encourages sustainable development and the conservation of cultural heritage.

The United Nations' World Tourism Organization created a list of criteria for sustainable tourism, below I created a summarizing table from the website of the UNWTO based on a Guide in 2005 (Making Tourism More Sustainable, p. 11-12) see appendix 17.2.2

See table below:

Criteria for Sustainable
Tourism (UNWTO)

Environmental	Socio-Cultural	Economic
Environment	Respect socio-cultural	Ensure employment opportunities
Maintaining ecological processes	Conserve cultural heritage	Social services
Conserve biodiversity	Respect values	Poverty alleviation

4. A BRIEF HISTORY OF TOURISM AND THE CITY OF VENICE

4.1 First Records of Touring in Antiquity

4.1.1. Cultural Reasons

According to historians the first records of traveling can be tracked back to the pilgrimages toward holy places in Ancient Egypt. However, the first concrete documentation can only be found during the era of Ancient Greece. Although, the city-states in Ancient Greece were independent by law and differentiated vastly in respective local dialects, a common culture was developed. This aided in the development of civilization by citizens who were traveling from one city-state to another, and were an important element of communication between entities (Rocca, 2013)

4.1.2. Religious & Health-related Reasons

Apart from the linguistic and cultural reasons to travel, the religious one was very significant for Ancient Greece for such as places with renowned oracles, sanctuaries of gods or holy festivities visited frequently by delegations and fluxes of citizens. One of the earliest examples is Epidaurus, a sanctuary temple dedicated to Asclepius, the God of Medicine that was built in the 375 BC. Ill people would visit the temple and over night be cured miraculously. The temple can still be visited today and one can find the remainders of the structure of four buildings at two levels divided into independent rooms available for visitors that wanted to sleep next to the temple to benefit from the visit. Many cures of such sanctuaries were based on therapeutic elements such as herbal medics and hydrotherapy in Edepsos, a Thermal Spring. For the usage of the water and its healing properties a tax had been imposed (Rocca, 2013)

4.2 Ancient Romans

Ancient Romans were the inventors and founders of systems that are still in use today. Straight roads, drainage systems and even the first tourism industry (Perrottet, 2002), Perrottet further argues that the idea of the Grand Tour was invented by the Ancient Romans, as he came across the Guidebook "The Description of Greece" from the 2nd Century AD which elaborated the ancient itinerary encouraging Romans to travel along the City of Troy, Acropolis in Athens, Colossus in Rhodes, the Pyramids of Egypt and lastly the Nile cruise at the end of the Roman Empire. The idea of ancient touring during

the Roman Empire can be seen in Fellini's illustrious movie *Satyricon* (1969) which depicts touring in its ancient forms

4.3. Middle Ages

During the Middle Ages (5th-15th Century), pilgrimages such as: the St. James Way, the *Holy Land* or Jerusalem was the most common way of touring. Aristocracy, who had the means of traveling, when it was still very costly and difficult, undertook other types of travels such as collecting revenues in forms of taxes of rents or other merchant-related tours. ...

4.3.1. Marco Polo (1254- 1324), Touring and Venice

The beginning of wondering and the discovery of different cultures have to be attributed in part to Marco Polo. His piece "Il Milione" in written around 1298, was the classic of travels and it described and inspired the discovery of other nations. Marco Polo was the son of a merchant that used to travel to the east and acquire goods to sell in Venice and around the world. The merchant decided to bring his son along who was then a teenager. Once arrived in the East and passing landscapes, burglars and animals and people, Marco Polo meets Cengiz Khan who was fascinated by the young Marco Polo and hired him to become a statesman.

Marco Polo's stories might not all be true but he distributed the stories all around the world and made people, especially Europeans, curious about the east and its treasures - might they be tangible or not. According to Jo Ann Cavallo, the *Milione* also known as *Travels*, insights movements of ancient oriental tourism-management systems: "We know that the movements of travellers to the city were also on record since innkeepers and hosts were obligated to submit the names of their guests to the government" (Cavallo, 2015)

4.3.2. The "Fra Mauro map"

The "Fra Mauro Map" (see illustration 1), which was created by the Italian cartographer Fra Mauro in 1450, was a major cartographical achievement and relied on the travel stories of Niccolò de' Conti (1395- 1469), who was an Italian Merchant important as Marco Polo. It is a significant piece because it is the first map that is not solely based on

the idea of the world as of the bible but based on travellers' and merchants' scripts and similar non-religious sources. In a time in which reading was solely taught by religious authorities, information passed through the word of mouth. Traveling was a way to receive knowledge through personal experience (Biblioteca Nazionale Marciana Web, 2011)

ILLUSTRATION 1:



4.4. The Grand Tour

Venice was one of the places one would cross when taking the Grand Tour, as it was a major place of interest due to its artisanry, architecture and performing art. The Grand Tour was a trip young Europeans undertook to discover and study history and arts during the 18th and 19th Century. It was of particular interest to young aristocrats who started to travel to Paris, Venice, Florence and especially Rome to bring to light the

works in their dusty library book collections. The Northerners mostly wealthy Germans, English, American and Scandinavians that belonged to the upper class started the tradition to travel to Italy and France to discover culture, nature and people. The Grand Tour was considered part of the educational development of an aristocrat (Lane, 1973)

In his book from 1973 Frederic Lane, *Venice a maritime Republic*, he describes of late medieval Venice and in the chapter on the Grand Tour he discusses how theatre and Opera contributed to the creation of a cultural metropolis at the time prior to the Italian Reunification (Davis & Marvin, 2014). Venice was already well known for being a subject in the paintings of the era, and it also represented a center stone for theatre and music. The history of the opera can be traced back to the Courts of Florence and Mantova around the 1600s. In 1613 the famous director and musician Monteverdi brought Opera to Venice. Politically the Republic was also innovative: its council decided to open theatres to public to spread the opera that had been exclusively accessible to the courts and their close circles. In 1637 the first Opera House was opened in Venice, which was open to everyone. There were 388 operas product in Venice between 1637 and 1700. Artists such as Vivaldi, Cavalli and Cesti came to Venice and created Operas satisfying the public on themes like enchantments, wars, love and many types of machinery were invented to satisfy the quick changes in scenes. Tragedies and Comedies became popular especially thanks to Carlo Goldoni (1707-1793), who was a Venetian who wrote pieces interpreting typical characters in a comic way. His aim was to represent types of characters in a realistic and humorous way from which he took his inspiration from the Venetians themselves (Davis & Marvin, 2014)

4.4.1. GOETHE, WATER & BRIDGES

One of the most important writers and persona in the German culture is with no doubt Johann Wolfgang von Goethe, was a poet writer and statesman. He paved the ground for many travellers as he travelled around Italy to describe the landscapes the architecture and the meaning of life and inspired many to follow in his footsteps. In his autobiographical book (Goethe, 1816) he describes his voyages in diary-style and the arrival in Venice and calls it the „Beaver City“ in which he arrived in 1786. He describes the Gondola, which reminded him of a souvenir his father rarely lends him when he was a child. Later he describes what he had seen: windows, small canals, and bridges. His Hotel was called Queen of England closed to the St. Marks Square. He describes how

nowhere you feel lonelier than in the busy streets of Venice. His diary entries point at the creation of Venice through the search of safe harbor and its accumulation of wealth. He clearly says that one cannot imagine the architecture of the city if one doesn't see it with ones own eyes. Clearly the Italy travels inspired many readers to travel and follow Goethe's footpaths and the marvelous descriptions he had encountered.

4.5. TECHNOLOGICAL ADVANCES

4.5.1. Santa Lucia Railway station

The Railway station Santa Lucia takes its name from the church that stood in its place before its creation. The church and the convent were demolished in 1861 because the railway station needed more space to be built. In 1860 the constructions of the railway began and was named after the church so it would be remembered. There was a competition for the construction and architecture of the railway station, which was designed by Angiolo Mazzoni and the winner of the contest for the construction Virgilio Vallot. The railway station Santa Lucia was finished in 1952. In 1840 the construction of a bridge linking the so-called terraferma to Venice started. Although, the Ponte della Liberta which was a railroad for cars was only inaugurated in 1933 the railroad system was already established decades before. One of the most significant reasons for that decision was the shortage of potable water supply on the island (Gruppo Ferrovie dello stato Web).

Water came from the so-called Pozzi, which had a rainwater drainage system. The citizens of Venice were dependent on that system, as Venice did not have any natural water sources. The rainwater dropped into the four extremes of the system and was filtered through a sand depuration system. Then it streamed into the bottom of the Pozzi and was available for use. The citizens were very dependent on the rainfall and suffered during periods without rain. Water was sold from boats to the citizens during scarce times. The water supply could become very problematic. The creation of a railway system towards the Terraferma was very helpful for the citizens and its economy. Having a constant supply of water meant that more focus could be given to other activities and helped the economy grow. The most significant innovation was the construction of the water pipeline that finished in 1884, bringing running water into the city.

4.5.2. Venice 20th Century

This part of the thesis will be dedicated to characterize the key elements that determined the tourism development after the industrial revolution and after the turn of the century, when Freud, Kant and Nietzsche dominated the minds of intellectuals and the world was taking a new turn toward communism in the East.

Technological advances permitted the transportation toward destinations at steadily decreasing time duration. The railway business was prosperous and allowed the development of technologies which made it profitable businesses in the field on railways for instance transportation of raw materials, military functions and state financed investments allowed higher profits and incomes. This meant an increase in curiosity towards foreign countries and therefore an increase in travellers. Also states invested strongly in railways to attract investors and emerging markets to prosper.

The development of tourism originated from the Industrial Revolution. The Industrial Revolution was a period in which new technologies allowed the increase of production. The technology relied on crop rotation firstly to maximize soil fertility and then on machinery to deliver higher amounts of crops letting the soil rest and regenerate through a combination of crop rotation and machinery increasing output. When farmers where able to rely on machinery to amplify their production output massively **in temperate areas** at the turn of the 19th Century workers started to stock production and sell it in larger amounts of quantity.

Famines were over thanks to the increase in production however unemployment caused great famines and the governments had to intervene. Despite several crop failures caused by (1) bad harvest in Europe; (2) humid storage spaces; and (3) fire outbreaks, landowners were financially far better off than before the industrial revolution. Labor unions were created to assure labor rights such as wage stability, pension funds and health insurance that then allowed workers to divert from fear for survival to hard labor to ensure survival to having disposable free time. Free time allowed for hobbies such as sport clubs and the entertainment business boomed. Traveling was a new form of entertainment for the wealthy and new inventions like steamboats and trains made it possible to travel for the public.

The 20th Century was a turning point since a system of international law was developed. The Reform Movements based on concepts such as personal freedoms, rights and duties debated in the 18th and 19th century by thinkers such as Rousseau, John Locke and Jeremy Bentham among others have passed the ground for a system of international framework of laws, directives and recommendations that changed the social order to what we know today.

International Frameworks are implemented on national level by respective policy-makers. As these concepts were relatively new, many historic actions are put under examination in the international community. For example, it was debated to what extent Venice's economic and cultural wealth, as in other European Empires, have been acquired ethically throughout history.

It is commonly known that, as well as many other economies, Venetian wealth was built on the backs of African, Slavic and other nation's slaves who worked for Venetian ballots traveling to the East collecting tradable goods abroad such as fabrics, spices and metal.

The City of Venice became an international platform of exchange and discourse in the second half of the nineteenth Century at the opening of the Biennale when Venice, in contrast to the rest of Italy, opened itself to the belle époque welcoming people from around the world such as Wagner, Nietzsche and also persons from other background such as Black Elk in 1866 who came with a group of Native Americans (Bosworth, 2015). The tourists rose from 160,000 per year in 1883 to 3.5 million in 1907 (Bosworth, 2015).

The development of Venice as a tourist destination hotspot and first class quality of service provider in the luxury hotel industries which was an important factor of prestige adding to stabilization of common values and standards within the Hotel industry.

New Demand, New Facilities and Dominating Redirecting Tourist Flows

Key events that determined the infrastructure to transfer tourists were: the creation of a bridge named Ponte Della Liberta which was built in 1847, railway tracks connecting the city of Venice to and from Mestre and lastly the opening of the Ponte della Liberta (1933).

The Tronchetto Terminal Island which welcomed tourists arriving by bus or charter flights and the Marco Polo Airport opened in the year 1960 stretched the gateways for tourists which increased steadily along with the recently built railway station Santa Lucia. The newly available infrastructures allowed the switch from so-called Elite Tourism of the 30s toward post-war Mass Tourism. As demand for beach holiday facilities grew, Jesolo and Cavallino Tre Porti were invested upon and turned into Camping Village Resorts. Within the Resorts, daily excursions to Venice Island were organized for instance to San Marco or Rialto. With growing facilities another market grew; namely, that of the Resort Ships.

CIGA

In 1906 Giuseppe Volpi and Vittorio Cini founded the first version of CIGA, which today accounts to the major luxury hotel industry from 1995 part of the Sheraton Group. The foundation of the Compagnia Alberghi Lido which then was renamed Compagnia Italiana Grandi Alberghi or CIGA was founded in 1906 as an association of luxury tourism, the Hotel Excelsior was founded just after that in 1909 in Lido.

Project Venice

In the 30s the *Progetto Venezia* or *Project Venice* was launched in which decision makers such as Cini, Volpi and Gaggia focused on financing development in the following sectors: Maritime and Harbor Affairs, Industries and Urban Development. The *Cite* was developed which included the Casino and the Palace in which the International Film Festival takes place and inaugurated in 1932 just before in Germany Hitler came to power. Lido became a meeting place for travellers from all over the world to encounter, admire and discuss film, arts and politics (Bosworth, 2014; Reberschack 2002).

Post War European Economics Marshall Plan

Especially, the Marshall Plan was one that incentivized economic activity to counter poverty, which allowed a fertile ground for war before the World Wars. The Marshall Plan, which was largely financed by the United States but also by other global donors, contributed to the creation of national production, which extended to international exchange.

4.6. The EU and Tourism

The European Union was born as a steel and coal union in 1952 between Germany, Italy and France. As Germany was the main producer of Coal and France of steel the exchange was beneficial for all players to a pacific exchange of goods as a post-war lucrative compromise.

The European Union facilitated the international exchange by lowering transaction costs. Transaction costs are costs that arise at every single economic exchange. Barriers to entry and exit contribute to such costs. The European Union developed a common customs and a political union and later on a monetary union. The Schengen area passed in the 90s allows a free passage of nations without passport controls. This is relevant for the tourist as he or she has much lower costs traveling through Europe and therefore is incentivized to visit one or more countries when receiving a Visa for the European Union. Often non-EU Tourists, decide to visit several European places. Mostly interesting destinations include but are not limited to Paris, Barcelona, Venice, and Rome.

The treaty of Lisbon defined the European Union as a union of **dogane**, political and monetary union and makes it economically the richest of the world. However, the Union unites member states that all have different laws, cultures, and regulations. The European Commission stabilized a framework for tourism in Europe, which is applied in member states accordingly and stabilizes the regulations of tourism markets. Tourism is a vital part of the EU as it promotes trade, increases awareness and decreases indifferences between member states.

MAIN PART

5. Background

The significance of tackling issues such as Venice, Tourism-overflow and sustainability is of global importance:

5.1. The Importance of analyzing sustainability in Venice

Why would one look at the sustainability of Venice in the first place? Would it not be imprudent to state that a lagoon built on reversed tree trunks is naturally unsustainable by nature? In fact, putting into question the cycle of commerce and tourism in the microcosmic Venetian reality may act as an architectural example for tourism in any metropolis. The Game designers of Le Grand Jeu invented a Board Game dedicated to experiment and account for the potential economic dynamics of any activity might bring with it. However, analyzing the mass-tourism phenomenon in Venice serves much more than merely the city itself. Venice is an experimentation field for tourism-management architects around the world.

6. Current Outlook

The Eurozone has had a ten year growth peak in GDP in 2017 of 2,5% leaving investors optimistic for the economic outlook and future economic performance (Strupczewski, 2018). The economic growth leaves the Euro strong during this term, which may be beneficial for importers but may leave drawbacks on exporters that have to sell at higher unit price and become less competitive in comparison to rivals that may export in weaker currencies. Although the euro is stronger there is no problem for Venice. Even a stronger currency, thus higher relative prices do not scare off foreign visitors.

In Italy General Elections were held on March 4, 2018 with 73% voter-turnout and 55% of the votes went to Eurosceptic parties such as the Five Star Movement, the League and Brothers of Italy. So-called "Brain drain" and "brand drain" are recent trends after the global financial crisis of 2007-2008. These concepts refer to numerous people relocating from Italy (100,000 yearly), mostly recent graduates that move abroad for lack of employment opportunities (Beltrame, 2007). Although, mass-tourism is increasing skilled workers are leaving the country. Evidently, there is a mismatch of allocation of resources.

Venice is struggling with accommodating tourists and their demands however the on the European level tourism is encouraged as an increase in tourism means an increase in income and employment opportunities for its citizens. For instance, the European Commission announced that 2018 will be the world heritage year and also the EU- China Tourism Year. The aim of the initiative is to “provide a unique opportunity to increase the number of visits, promote sustainable tourism, stimulate investment opportunities for Europe and China, improve air connectivity and underpin the ongoing negotiations on EU-China visa facilitation” (European Commission News, 2018). Furthermore, the EU anticipates a 10 % growth of Chinese visitors, which would reflect to have a benefit on EU tourism of 1 billion euro per year.

Venetians have had a quiet clear reaction to the increase in the tourism industry in Venice. As the number of residents living in Venice is steadily decreasing, Venetians have reacted on several occasions. For instance, in 2009 there has been a mock funeral for the death of the City of Venice (BBC, 2009). Citizens have dressed up in black, simulating a funeral situation after its population fell below 60 thousand citizens. In a pharmacy in Rialto there is a ticker, which indicates the number of citizens day in day and out relying on the data of the municipality. Media speaks of Venice as a so-called Ghost town, which is only used by tourists as the number of people being able to afford in it is decreasing (BBC, 2009). Fact is, that the population is only one-third of what it was 70 years ago and the blame goes on the tourism industry. Fact is also that as there are more tourists than inhabitants and the cities' prices for basic goods rise, as the market is not dependent on the locals for their income. Moreover, Venice is an expensive city as imported goods have a higher delivery cost than on the mainland. Transportation is also very dependent on weather conditions. It is to say that living in Venice in dignity is very difficult on a budget due to its demography and the way the city is managed. Many factors influence the price of Venetian goods but one thing is clear: it is not inflation that has led locals to struggle to pay the bills with an ordinary stipend.

7. Carrying Capacity

According to a recent study by the Bank of Italy, there has been an increase in tourism in 2017, both in terms of the number of tourist arrivals (incoming tourists in 2017: 91 million) as well as in their propensity to spend. Furthermore, the balance of payments in the market for tourism has increased by almost 1%, which results in 39,2 billion in 2017, which is 2.3 % of GDP. The major reasons for travelling to Italy are both business and leisure-related. Popular tourist destination hotspots are: cultural heritage sites, nature-related and/or art-related sites. The incoming tourists have contributed 4% of tourist-related full-time employment (2015) and 10,4% of Italy's GDP in 2017, of which 32.4% for shopping; 19.6% for restoration; and 15.5% for (Report, Banca d'Italia 2018).

The carrying capacity of Italy and specifically of Venice is of major concern to many experts in the field. To calculate the carrying capacity of a destination many factors are taken into account such as economic, socio-cultural and ecologic factors – similar to identifying “sustainable tourism” - the carrying capacity is a numeric maximum that indicates when a city is “full”. The Department of Economics at the Ca' Foscari University coordinated by Prof. Van Der Borg, conducts research on tourism. A recent study by Living Lab of the Project Alter Eco co-financed by the European Regional Development Fund, recently met to discuss recent findings in which the carrying capacity is thematized. The Interreg Mediterranean mission is to decrease the negative impact of mass tourism in the Mediterranean (Interreg Mediterranean Website). In the presentation of the results the carrying capacity of Venice was estimated to be 52.000 tourists per day summing up 19.000.000 per year, which is approximately equal to the number of residents in Venice. In reality the amount of visitors, is estimated to be 28 million per year.

8. SWOT Analysis

The SWOT Analysis is a problem-based analysis strategy to evaluate a given management problem in terms of its strengths, weaknesses, opportunities and threats. The SWOT Analysis (see Illustration 2 below) aims at giving an overview of current situation in the City of Venice in tourism-related issues that the paper discusses. The follow section will analyze the themes in the 4 categories in detail. Thereafter, the issues and respective policy-recommendation strategies will be able to tackle the case efficiently.

ILLUSTRATION 2:



STRENGTHS:

The strengths of the City of Venice are without any doubt its numerous cultural heritage sites. According to UNESCO “Venice is a unique artistic achievement” and has the “highest concentration of masterpieces in the world: from Torcello’s Cathedral to the church of Santa Maria della Salute” (UNESCO, WHC). Furthermore, Venice’s authenticity as it retained the “original character” through conservation as UNESCO specifies. For this and many other cultural heritage-related reasons the incoming number of tourists is very high. As a world heritage site, EU and international funding programmes are in act to preserve, protect and reconstruct the city’s patrimony. Infrastructures have been built to connect the city to the mainland to encourage trade and tourism. Lastly, the local activism is very high and there are numerous cultural associations willing to support the conservation of the city.

Cultural Associations

Local Venetian agrarian associations such as Donna Gnora, I Sapori di Sant Erasmo and others have organized alternative methods of allocation of resources in the food sector. These are local farming associations that deliver seasonal fruit and vegetables directly to the customers by boat cutting out any middleman. Donna Nora for instance delivers year round with zero emissions by rowing to the demanded destination by a traditional Venetian Voga collaborating with “il Caicio”, which is a cultural association dedicated to the preservation of naval cultural heritage.

WEAKNESSES:

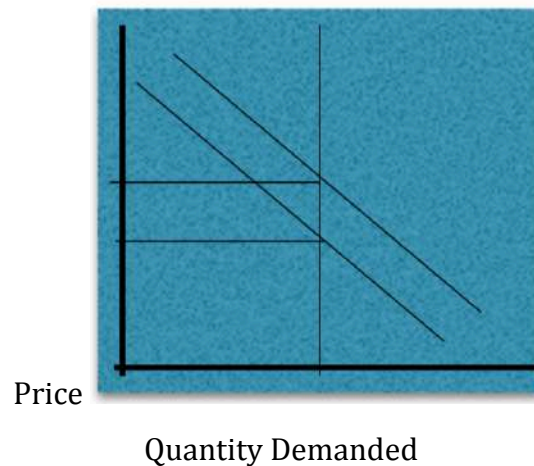
Transportation and local Microeconomics Today

The allocation of goods and services between buyers and sellers is one of the major challenges Venetian merchants face on a daily basis. In the morning, boats replenish shops and restaurants with fresh goods; however the delivery is strongly dependent on the weather conditions. As in Venice the means of transportations are by boat or by foot, the speed of delivery is of course, strongly correlated to the rain, fluctuating tides and storms. The delivery of food can occur through different channels such as supermarkets, local markets and personal delivery. Such a service can occur by means of transportation such as car, plane or boat.

After an interview with the manager of the Simply supermarket in Campo Santa Margherita some issues were clarified. Remarkably, costs are on average up to 20 % higher than on the mainland due to its morphology. In the morning, cargo ships and small freight ships replenish shops and markets. The Supermarket Conad at San Basilio regularly awaits a truck that is transported to its destination through a platform on water. As the unit cost for products are higher, the businesses that manage to remain competitive are those which have higher number of production and thus unit-cost is less affected by the high transportation costs that are inevitable in the Venetian market. Local producers that focus on sustainable production often face high unit costs and are therefore only competitive in price elastic markets. Due to the differences between medium and large producers, the difference in prices for similar products can be of 2 euro for a product such as beans from a local procure and a big brand such as Auchan. Although such price differences are evident in every major city, the particularity in Venice is that the price difference is strongly divergent. There are two types of consumers in Venice: the tourist and the local. The tourist may be willing to pay way higher prices than the local who might have more information about how to pay less for products. Officially markets are not allowed to have a two price system such as in Cuba for instance where there is a currency for locals (CUP) and one for tourists (CUC). However, suppliers do find ways to lower prices for locals such as offering coupons that are valid for the consecutive month so that locals may avoid avid pricing and the supplier can still benefit from the tourists willingness today high amount for goods.

Therefore, the supplier achieves to satisfy both demands efficiently to its optimal price without directly discriminating anyone.

ILLUSTRATION 3:



Local Economy: Job stability; microeconomics

The national job market in Italy is unstable. As previously discussed the phenomenon of “brain-drain”, which is one that drags, especially young graduates, out of the country due to higher salaries. This is no exception in Venice. Often jobs are seasonal and low paid.

Furthermore, the increase in demand from tourism leads to an increase in total goods sold and an increase in price – although job stability is not a given, but usually seasonal. As the volume of demand by tourism is higher, in terms of propensity to spend, than the demand by local the market transforms towards a tourist-directed market. This means the market mix changes from a local market to an artificial tourist market.

Furthermore, the international tourism market has changed from an elite tourism in the 30s toward mass tourism. Mass tourism is harmful because it encourages the sales of cheap goods, which harms and challenges the artisan markets. This means that one can observe the following changes in the market: artificial inflation, by an increase in prices

of basic basket of goods. Basic goods and services such as Supermarkets sell at higher costs and housing prices skyrocket.

Secondly, the shops change over time from local-directed markets to tourism directed markets. Housing price increase causes this. As the rent increases, only tourist directed shops could carry the costs. The sellers are encouraged to rip off the tourists by selling cheap goods for high prices or go bankrupt. An association was founded to go against this trend encouraging sustainability and artisan solidarity. Aeres created the map “Fuorirota” which encourages sustainable tourism, culture of sustainability, ethical finance recycling and re-use. The map indicates sustainable shops and restaurants. This initiative aimed at helping tourists and locals adapt to sustainable development and moving towards a circular economy. Despite the initiatives – which are numerous and offered from different stakeholders – the structural problems are numerous.

AIRBNB and the Sharing Economy

The tourism market characterized by the demand for accommodation has always been an important influencer of the Venetian economy. The demand for accommodations started during the era of the grand tour, when young European aristocrats were sent to Italy to study its culture and arts, especially to Venice. Furthermore, the individuals who wanted to visit Jerusalem and the Holy land travelled by ships, which departed from Venice. Travellers often waited for several days or even weeks until the ships were filled with food and water. Therefore, the demand for accommodation developed.

Today the situation is not very different: the demand for accommodations such as Hotels, Bed and Breakfast and holiday housing, has developed and skyrocketed. With the advance of new technologies, new methods of accommodation have developed. The so-called “sharing economy” has created an online network of buyers and sellers of accommodations that is threatening local communities. Non-tourists, permanently living in the area may find themselves threatened by the mass tourism wave, as the price elasticity of tourists is far higher than that of long-term tenants.

Online peer-to-peer marketplaces for short-term housing rentals such as Airbnb, Homeaway, Housetrip, and Easynest just to name a few examples have boomed. Online peer-to-peer (P2P) marketplaces offer an online platform that bring buyers and sellers

together, providing a space in which a buyer can specify details and conditions of the products or services provided and demand a price the buyer benefits from the platform, as in travel costs and research is at zero cost. The online marketplace can ask for a commission once the product switches owner. However, that is kept at a minimum amount per transaction, because compared to conventional economic exchanges, online marketplaces work a far lower fixed costs. To specify one example of how an online marketplace makes profit: The multinational active housing portal Airbnb profits from a commission generated by every single transaction of booked accommodation for the whole stay, not per night. That means the amount of the transaction is always a fixed percentage that is taken from the final price of the booking. The percentage does not change in different countries or different types of properties.

The benefit of P2P is that the transaction costs are minimized, as there are no costs for any mediators whatsoever involved, so the cost for commission is minimized as it is offered at an almost zero cost fee. This allows to offer a very competitive price for online markets as fixed costs like rent, delivery, employees is minimal or zero. In the home-seekers the price is low and hosts benefit from maximum income.

Generally speaking, large multinational companies and specifically the sharing economy, tend to avoid high taxation by setting their European headquarters of their multinational businesses in countries known as “tax heavens” such as Ireland (Apple EU) and Luxembourg (e.g. Amazon) in which profits remain less affected due to low-tax jurisdiction. Ireland has been referred to the European Court of Justice because of illegal tax benefits worth 13 € billion to Apple EU (European Commission October 2017). These are just some example of tax evasion of multinational corporations.

OPPORTUNITIES

Technological advances, Venice's international visibility and interest make the opportunities seem endless. Here are some examples of Venice 2.0:

Technology

Using web-based tools to create communication strategies to tackle tourist is neither costly nor difficult nowadays. As most tourists carry their smartphones around, apps like "VeneziaUnica" or "HighTide", help them stay informed.

Interactive maps help tourists find their accommodations and having an idea of their itinerary, before their physical arrival to Venice. This may be useful when booking a specific-themed itinerary or when seeing the current tourism flow and switching to an alternative destination when Venice is "full".

There are no limits to the creative innovators: smartphones and sustainable tourism development go hand-in-hand.

For example: In Rome the web is used in an innovative and practical way. Museums such as the Castle of St. Angelo in the historic center of Rome have implemented a system of mobile tour guide, which is available to everyone on open source. There is a stand at the entrances of the museum with staff helping tourists to download the app online in the store. Afterwards tourists follow the route and the audio guide via their mobile phones. In contrast to the classical audio guides available in museums or actual human guides, this innovative way of communicating with visitors may have several benefits and drawbacks. Benefits may include easy updating of information and its distribution at a very low cost in comparison to other options. The drawbacks are that visitors are more attached to their mobile devices rather than with the reality itself and are isolated in the experience.

Furthermore, technology allows not only staying connected via smart-phone but with the city itself: smart city planning is the new trend. Smart cities can adapt to large tourism flows by changing traffic light waiting times to achieve social optimum waiting time. In Venice, Smart City Planning could be developed, however, keeping the authenticity aspect in mind.

Moving toward a sustainable tourism and economy can be achieved through circular economy and moving toward new technologies concerning transportation: Highly recommended would be studying cost-benefits of investing in green public transportation services. For example: solar-powered, wind-powered, or electric boats for the transportation of tourists and locals. This would be beneficial to the ecological system and have a spillover effect on neighboring municipalities. Unfortunately, switching to green alternatives is always very costly – but could save the environment.

EasyPark constructed a study to discover the cities that were most adapted to technological advances. Smart Cities are such cities that apply information technology as a tool for optimization of efficiency within the movement, administration and provision of services for citizens and visitors. The concept “Smart City” is a set of coordination mechanism used for improving public management and governance networks by setting new trends in e-governance, through digital transformation of services available. It is unreasonable to define an evolving and innovating concept at this stage of development, as the concept is rather new. It is not about what Smart cities are but what smart cities could be in the future. The aim of moving toward a more technology reliant public management system is: “reducing CO2 emissions in order to mitigate climate change; ensuring its energy independence and security; and revitalizing its economy by strengthening its competitiveness and becoming a leader in future green market”

Smart Cities offer smart parking, public transportation networks, clean energy, Wi-Fi hotspots and many other services that help the smooth movement of a livable modern city. In 2017 the Smart City Index's winner was Copenhagen.

To select the winning city EasyPark studied 500 cities and graded them according to 19 criteria which relate to smart cities which according to their website are: “Transport and Mobility, Sustainability, Governance, Innovation Economy, Digitalization, Living Standard and Expert Perception”. These chosen criteria were applied to the different cities chosen from the Human Development Index. The winner of the competition was Copenhagen, which integrated a system for encouraging cycling through safe cycling infrastructure such as bicycle roads and incentives of reduction of car usage. Many other factors contributed to this development and many more projects were planned in the city.

Smart Cities and Venice

NUGO is an app that offers itineraries by train, buses and airplanes and aims at facilitating mobility for travellers. Giampiero de Martino, the Project Manager of ECE at the Italian National Railway Group leads us through NUGO S.p.A. in an interview.

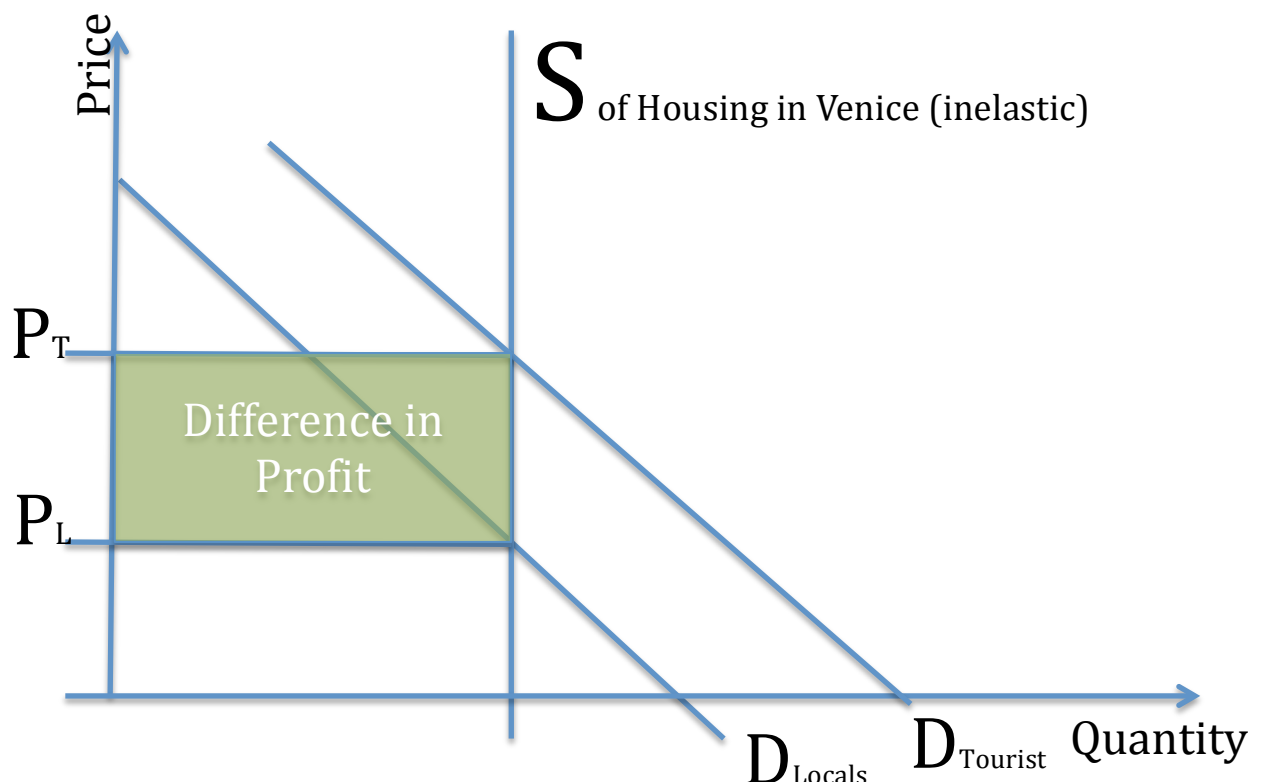
The app was launched in June 2018 and is being tested in Venice due to its high number of visitors and travellers. There is no extra cost to the service, however the aim in the long term is to decrease the cost of ticket sales by switching from printed tickets through on the spot traditional sales personnel and machines to mobile vending. The app generates not only itineraries from one city station to the next, but inter-mobility meaning a combined offer between airplane, train, bus, taxi etc. for the transportation of passengers from one destination to the final destination or so called “last-mile” so extra planning can be avoided. On the one hand, NUGO is an innovative example of communication tools for traveling from which travellers can benefit from comparing prices quickly and getting a quick overview of possible travel-solutions; the net benefit includes increase in the speed of sales, a decrease in paper and energy consumption thus in aggregate decrease in pollution. On the other hand, NUGO will also decrease the need for staff in the sales department and lead to an automatization of processes, which is typical for technological advances. De Martino is critical on a possible expansion on the project in terms of accommodation offers as Airbnb and Booking.com dominate the market. For the moment NUGO is being tested in Venice and only for the Italian market, however the plan is to extent the service Europe-wide to facilitate mobility across Europe.

THREATS

Decreasing number of Residents

The augmentation in number of tourists has peaked and is currently deteriorating living conditions for locals. The cities' market mix has changed towards satisfying tourists' demands instead of that of locals'. In Venice things have changed in recent years. The city that only 20 years ago used to be famous for its artisan goods like masks, fabrics and leatherwear is heaven to price dumping, tourist traps and cultural exploitation. Today finding an affordable accommodation in Venice is difficult for its residents. The decreasing number of residents causes more the city to die out and makes it slowly transform into a museum-city with no real spirit.

ILLUSTRATION 4:



The supply for the housing market is inelastic as expansion is limited. There is a finite availability of housing, space, strict safety & construction norms that aim at safeguarding the cultural heritage and people's safety.

Renting to a tourist might be the most lucrative of the above stated cases. A room that might have a night price of 20 euro might be worth the double for a tourist. Especially, during seasons in high demand as during Carnival in February, during the Biennale, Venice Film Festival or during La Festa della Salute or during the Redentore. A room that is usually worth 30-40 euro might render 10 fold of that during the high season because the seasonal demand spikes into the sky. The government has updated the tax laws for short-term tourist rentals to benefit from these rentals. However, the income might bear high costs. Firstly, maintenance costs is far higher for tourist rentals than for residents. Secondly, with the tourist service costs such as cleaning, check-in and check-out, sanitary services such as bed sheets and towel cleaning need to be added to the profit.

Short-term Residents

Short-term residents in Venice might include Erasmus and oversee program students, researchers, professors or other university- related persona. Also persons, who will reside in Venice to exhibit at events such as the Biennale for longer than 4 months, may also be considered as short-term residents. These individuals will likely look for a residency or a short-term rental. Accommodations range from luxury housing such as the Apartamenti Belvedere or the low-budget student residences such as the Junghans Residence in Giudecca.

Day tourists

The issue is the following: three fourth of the tourists flowing into Venice are excursionists who stay in Venice for less than one night. A regular tourist who benefits from an accommodation in the region will pay a tourist tax ranging between 1,5 to 5 euro depending on the type of accommodation they use. The tourist taxes flow into the commune's budget, and later circulate back into the city by restorative work, public transport, and trash-removal, among other important public budgeting issues. Currently the City of Venice has a high public deficit, as government spending exceeds governments' revenues.

Apart from the increase in uncovered public costs large tourist streams have a larger effect on the economy and the quality of life in the city. Take a worker, for instance, who

cannot enter the public transport because there is an overflow of tourism. He or she will be forced to accept being crushed along with many tourists and thus will face an increase in stress level. This may have a negative impact on society. Another option is to switch to another way of moving such as private transportation such as making an investment to purchase a private boat or chose to walk instead of taking public transport. Increase traffic due to an increase number of boats due to unavailable or insufficient public transport may lead to an increase of accidents and thus an increase in public spending. Whereas, walking may actually have a positive impact on society and health but may still be stressful when the weather conditions are not pleasant or when also the calli are filled with tourists. Also another important factor is that Venice is very vulnerable to nature thus a storm; wind or high tide will have a significant effect on the use of public transportation. Naturally, this causes delays and thus workers will be more stressed, less satisfied, and more vulnerable. On one hand tourist accommodation might offer jobs to locals, which is a short-term benefit for the community in Mestre, but the long-term drawbacks such as further increase of the number of daily visitors will cause devastating effects on the fragile City of Venice.

Mestre & surroundings: The construction of large-scale tourist accommodation sites

The development and investment in real estate to accommodate tourists in the suburbs, is one of the biggest threats that the city is facing. Although, Airbnb might be a major challenge – especially when large palaces are turned into B&Bs, however, the actual problem is the low-cost mass tourism operators. These are the root cause of unsustainable mass-tourism related problems the city is facing. Because the more large scale tourist accommodations there are – like the new Hostel opened in May 2018 called Anda Venice Hostel which offers rooms at a nightly rate of 18 € - the more day-tourists will invade the city of Venice. So there is a discrepancy between the general goal (reducing the number of day-trippers to Venice) and measures taken: on one hand there is the creation of gateways to enter the city, on the other hand large-scale low-cost accommodations are approved to construction.

Security, Tourism and Terrorism

One of the major issues in international politics within the last months has been the prevention of terrorist attacks in tourist hotspots throughout various cities around the world such as in Paris, Brussels, Barcelona, New Orleans, Berlin, St. Petersburg, London, among many other cities. The European Union is adopting counter-terrorist strategies to protect citizen's security.

In Venice, alleged Jihadists tried to set up a bomb at the Rialto Bridge a major attraction area in which thousands of tourists could have lost their lives. Four kosovarian men had been recorded via telephone of planning a terrorist attack at the Rialto Bridge, earlier this year. The Italian police had followed the suspects for several months. The Rialto Bridge, along with San Marco and Piazzale Roma, is one of the busiest areas in Venice on which many tourists pass by to enjoy the view of the Canal Grande and take a picture to capture the precious moment. The Rialto Bridge, one of the four bridges and the narrowest point on the Canal Grande, symbolizes the economic center of the once merchant city and has been iconized by movies such as "Venezia, La Luna e Tu" by Dino Risi.

The significance of the attack on the Rialto bridge would not only have been an attack on an "old bridge", initially constructed by Barattiero in 1181 and later redesigned by Antonio Da Ponte in 1591, the attack aimed at destroying an iconic piece of architecture that carried a functional meaning of trade in the golden years of the Venetian Empire as a center of trade when San Marco was the center of politics. The Rialto Bridge symbolizes the development of the European merchant and cultural heritage in terms of a structure that provides opportunity, progress, stability, and leadership. Since the attack security measures have been increased, an extra 200 security and police officials are guarding the city on daily basis.

Overall, this section aimed at identifying the key elements that influence the City of Venice and its relationship to tourism. The SWOT analysis gave an overview of the major strengths of Venice as a number one tourist destination such as it is certified as a cultural heritage site by UNESCO, high demand and strong local activism; its

weaknesses: pollution, “sensitive” morphology and tourism-related managerial problems; Opportunities: business opportunities in innovative technological markets as Venice attracts investors and has a fertile ground for tourism-related experimentation in mobility and other elements that lead to a “green” economy; and lastly, this section aimed at tackling threats such as: falling number of residents, and other mass-tourism related symptoms.

9. The Paris Agreement and the UN Sustainable Development Goals (SDGs)

There is no Business on a Dead Area: only Sustainable Tourism and Sustainable Economy can allow a future for Venice and the citizens and preserve the cultural heritage for next generations.

The Treaty of the Function of the European Union (TFEU) and the Treaty of the European Union (TEU) are the legal frameworks the EU is based on. The article 11 sets the legal duty for the implementation of laws, policies and regulations for member states to integrate and promote sustainable development. The Treaty of Lisbon was the treaty that reformed the articles as we know them today in 2007 and stems from the Treaty of Rome in 1957. The Article 11 is relevant for establishing a legal framework to promote sustainable development within the European Union and its member states through its national laws, its administration and its national interpretation.

The European Union does encourage sustainable development, however, the EU does not have any competence in tourism in terms of legislation policies. Competence for tourism lies in its member states (European Commission, 2018).

The European Union concretizes Sustainable Development in the Treaty of the Functioning of the European Union in article 11 as follows:

TFEU sustainable development Article 11 TFEU

Article 11

(Ex Article 6 TEC)

Environmental protection requirements must be integrated into the definition and implementation of the Union's policies and activities, in particular with a view to promoting sustainable development.

After the Interview with a representative of the European Commission in charge for tourism development (Interview EC, 2018) the efforts the European Union are clear, especially in regards to this year's initiatives such as the EU-China Tourism Year and the Cultural Heritage Year. Where the European Commissions' Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs or DG GROW crafts on the

European side; the China National Tourism Administration (CNTA) is responsible for the implementation of the EU-China Tourism Year (ECTY) on the Chinese side. The EU-China Tourism year or ECTY 2018 is steered by DG GROW (European Commission), EEAS (European External Action Service), the EU delegation in Beijing and lastly the ETC (European Travel Commission) which is the European association of national tourism offices which work on exchanging information in respective member states. Their main projects of the European Union in terms of Tourism are the ECTY 2018, the EDEN network, European Tourism Indicator System. The EDEN (European destination of Excellence) is a network, launched in 2006, of 500 destinations that work together to promote lesser-known destinations to divert tourism from large cities to rural areas promoting sustainability. Tourism often hits seasonally and larger cities. Through EDEN the European Commission aims at creating a more sustainable tourism flow.

The European Tourism Indicator System is one developed by the EU to encourage member states to promote sustainable tourism offers by offering a system that indicates how sustainable a destination is. This aims at helping destination managers to monitor its sustainability. The ECTY 2018 is an action that will increase the relations between China and the EU in terms of its strongest connector: Tourism. The project was developed in 2016 and implemented by the European Commission through Jean Claude Juncker and China's Premier Li Keqiang. China did have Tourism Years with Russia and the USA before now it was time to tie EU China relations. The objective of the initiative is to hand out an invitation to the Chinese travellers and to "Encourage European and Chinese to visit and discover places, cultures and traditions and provide investment opportunities for business and enterprises between the EU and China." The aim is to increase tourism by 10 percent while respecting local communities so the European Commission (Interview EC, 2018).

The Project is aimed at being a framework on the European level and encourages member states and actors to get involved through a bottom-up approach. The events organized by the Commission are merely the opening ceremony which took place in January in Venice in the Doge Palace, followed by a business summit aimed at matchmaking opportunities and an official closing event at the end of the year. The rest of the activities are up to the member states, local cities, UNESCO sites and other event organizers to be launched. The EC hopes to provide opportunities through this initiative

and raise awareness on issues of sustainability by having the Cultural Heritage Year run alongside with it. In the interview the EC highlights that it encourages putting the needs of local communities first

Culture and Tourism

“Culture takes diverse forms across time and space. This diversity is embodied in the uniqueness and plurality of the identities of the groups and societies making up humankind. As a source of exchange, innovation and creativity, cultural diversity is as necessary for humankind, as biodiversity is for nature. In this sense, it is the common heritage of humanity and should be recognized and affirmed for the benefit of present and future generations. (Art. 1)”

“Cultural diversity widens the range of options open to everyone; it is one of the roots of development, understood not simply in terms of economic growth, but also as a means to achieve a more satisfactory intellectual, motional, moral and spiritual existence.” (Art. 3)

- Unesco, Universal Declaration on Cultural Diversity

“With respect to international relations and the search for peace, based on justice and respect of individual and national aspirations, tourism stands out as a positive and ever-present factor in promoting mutual knowledge and understanding and as a basis for reaching a greater level of respect and confidence among all the people of the world. “ (Art. 13)

- WTO Manila Declaration on World Tourism

“It exerts on these last a very positive effect insofar as it contributes- to satisfy its own ends- to their maintenance and protection.” (Art. 3)

- ICOMOS International Council on Monuments and Sites, Charter on Cultural Tourism

1976

Tourism Development: UN 2030 Development Goals (UN 2030 SDGs)

The following section is an analysis of the relationship between the concepts of tourism and sustainability as defined in the UN. In fact, the United Nations has already aimed at framing sustainable tourism in the form of a report on “How tourism may contribute to sustainable development goals”.

This section will elaborate on the United Nations’ 2030 Sustainable Development Goals; state the arguments for the positive impact of tourism stated in the report; and analyze them according to tourism in Italy. Specifically, the analysis will take the example of Venice as a tourist destination protagonist and the effect of tourism on the chances of living a life in dignity.

Ex UN secretary- General, Ban Ki-moon stated the following on the World Tourism Day in 2014: “Harnessing tourism’s benefits will be critical to achieving sustainable development goals and implementing the post-2015 development agenda”.

The UN established 17 collective goals that were developed as a sequence after the Millennium Development goals. They are a number of 169 targets to be achieved by the year 2030. Below you can see the goals in illustration 5.

ILLUSTRATION 5:



Image source: <http://icr.unwto.org/content/tourism-and-sdgs>

These goals were the product of the Rio Conference or the United Nations Conference on Sustainable Development that took place in Brazil in June 2012.

The Rio Conference was a conference was a 20-year follow-up conference of the so-called Earth Summit or The United Nations Conference on Environment and Development (UNCED) in 1992. The topics discussed included pollution, renewable energy, and reduction of O2 emissions through public transportation, supply or potable water.

The debates lead to the Climate Change Convention, the Kyoto Protocol and the Paris Agreement. Lastly, the conference in 1992 also lead to the signing of the following

Conventions: the Convention on Biological Diversity; the Framework Convention on Climate Change; and the United Nations Convention to Combat Desertification (UN Website, 2018).

The World Tourism Organization established a detailed program on how tourism can contribute to the 17 Sustainable Development Goals (SDG) and in their report they clearly state that especially the goals number 8, 12 and 14 are strongly contributing to an inclusive, sustainable economic development and to the conservation of life at sea. Sustainable development is an import multiplier factor of the SDG in the 2030 agenda.

However, the report specifies that the SDG need to be clearly defined and are dependent on clear financial plans that guarantee constant investment into technology, infrastructure and Human Resources to be able to achieve the goals. Below you will find a description on how the UN believes tourism contributes to achieving the SDG.

According to a report on the United Nations' Sustainable Development Goals 2030 in relations to tourism that was published on the United Nations' website for the World Tourism Organization which is the UNs' agency for "the promotion of responsible, sustainable and universally accessible tourism" (the Report can be found in the Appendix 1). It suggests that tourism may contribute to the SDG, especially toward an improvement in goals number 8, 12 and 14 which are Decent work and Economic Growth; Responsible Consumption and Production; and Life Below Water.

Goal 8:

DECENT WORK AND ECONOMIC GROWTH:

This SDG aims at increasing decent work and fostering economic growth. Economic growth's indicator is GDP as mentioned in the introduction Eurozone's' economic growth has been very positive in 2017. Tourism promotes consumption and generally increases economic growth. However, mass tourism harms invades the environment, increases costs of living for residents and causes general discomfort in mobility and security.

One major of the major challenges in Italy lately as observed by a survey from Euro news is the underpayment of public functions such as university professors. With falling public spending and austerity programs the teaching staff suffers a lot.

5,500 faculty members including professors and researchers went on strike for decent pay in the summer of 2017. Professors threatened to cancel exam sessions due to their underpaid work and overwork of hours. The situation is a disaster. Salary increases (to adaptation to inflation) has halted since 2011 (Times Higher Education, 2018).

Although the EU and the Italian economy may show indices of growth in the volume of sales in the tourism sector it does not mean that the daily life outside of the tourism hurdle is working effectively. More should be invested in public facilities and salaries such as universities, schools and infrastructure to promote decent work as the goal number 8 specifies.

The point 8 related tourism and decent work and economic growth in the following way: "By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products".

The goals clearly state that the UN encourages member states to implement policies to promote sustainable tourism. The increase of the number of tourists deteriorates the situation in Venice further. As the number of visitors rise the space for availability of public spaces and available funds are decreasing (Euro news, 2018). Cuts in funds for national Italian education leads to lower incentives to live as residents in Venice. Although, experts tend to focus on money management this phenomena should not be

undervalued. A city is not a city without its citizens as Settis specifies there are three ways a city can die:

1. When it is taken over by an enemy tyrant
2. When its population is defeated by foreign settlers
3. When its inhabitants lose their collective memory and cultural heritage

La Giunta is trying to develop a method to gear the waves of tourists through tourist-taxation and granting access to only a limited number of people to hotspots areas such as San Marco (Independent, 2018). In April 2018, gates have been installed as an experiment to diverge tourist flows, the so-called *tornelli*, in Piazzale Roma and Ferrovia. These gates were highly criticized and eventually forcibly displaced by a group of protesters, arguing that the only measure against mass tourism is ensuring residency (Venezia Today, Web 29.04.2018). According to the same article, critics of the administration state that the measures of creating gateways to enter Venice was another step towards transforming the city into a theme park such as Disneyland and setting the monetary interest as a priority over safeguarding its population.

Although the SDG point 8 encourages sustainable tourism development in Venice a further increase of tourism overturns its carrying capacity. The propensity to spend is naturally higher than that of a tourist compared to the resident. Local jobs are mostly tourism-related.

According to the European Job Mobility Portal (EURES) the top 10 most required occupations in the Veneto region are the following:

ILLUSTRATION 6:

Top 10 of the most required occupations in Italy (Veneto)	
1. Technicians and associate professionals	(ISCO 3)
2. Clerical support workers	(ISCO 4)
3. Sales workers	(ISCO 52)
4. Civil engineers	(ISCO 2142)
5. Cooks	(ISCO 5120)
6. Electrical and electronic trades workers	(ISCO 74)
7. Information and communications technology operations and user support technicians	(ISCO 351)
8. Religious professionals	(ISCO 2636)
9. Waiters and bartenders	(ISCO 513)
10. Financial and mathematical associate professionals	(ISCO 331)

Image Source:

<https://ec.europa.eu/eures/main.jsp?catId=412&lmi=Y&acro=lmi&lang=en&recordLang=en&parentId=&countryId=IT®ionId=IT0&nuts2Code=%20&nuts3Code=null&mode=trends®ionName=Veneto>

The table clearly shows, that the major interest in the Veneto Region is in service-related occupations: Technicians, Clerical support, Sales, Cooks, Restoration-related etc. These are proportional on tourism flows. Therefore, the number of jobs available is highly dependent on the number of tourism-flows. So the more tourism, the more jobs are available and vice versa, *ceteris parabus*.

To regulate the market and ensure fair and equal work the government has to step in and take action. After the interview with Paola Mar, many issues became clear: the local government is trying to achieve its targets through the so-called “Progetto Governance”. The major aim of the action plan is to implement strategies to analyze and redirect tourism flows toward rural destinations (“Smart Control Room”; Security and Mobility); safeguard residency by implementing norms favoring the residents; educating tourists on ethical conduct.

During the interview, which was a 2-hour one-to-one interview with open discussion, the City Counselor for Tourism of the City of Venice illustrated the importance of the implementation of the action plan, the major challenges, and why Venice is not Disneyland.

Goal 12:

RESPONSIBLE CONSUMPTION AND PRODUCTION

"Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products".

This goal aims at tackling sustainable development as stabilized in the European TFEU, Article 11 on sustainable tourism mentioned in the previous section the EU highlights the importance of sustainable development in the EU market. The European Commission encourages sustainable development but still encourages growth and increase in trade. In terms of tourism the topic is a delicate one.

Goal 14:

LIFE BELOW WATER

"By 2030 increase the economic benefits of SIDS and LCDs from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism".

Tourism, Venice and marine resources are a very delicate topic at the moment. Locals have protested against the arrival of the so-called big ships (Grandi Navi) that pass through the lagoon each day and pollute the sea, the air and the cities.

Cruise tourists arrive in Tronchetto or the Cruise Terminal, among other arrival zones, in the morning around 10 am fill the small alleyways (calli), the public transports to move from one attraction to another and litter around the city, and once again leave Venice around 5pm. Many of these single-day tourists arrive also from the Cruise Terminal and depart the same day because harbor costs will increase their touring costs largely so operators plan the overnight stay in another harbor or for minimal stay to cut costs and offer competitive prices to customers. The issue with these tourists in Venice

is that they come in waves and unexpectedly and consume public facilities and services without contributing to their costs. As Venice is not made for such big numbers of tourists, there is an overflow and the city literally gets overused and in the long run thus consumed both in terms of the city as well as the sensitive lagoon and its *flora and fauna* through the emissions of the large boats.

10. Sustainability from different perspectives

10.1. Maslow's "Hierarchy of Needs" adapted to Tourist's Needs

Maslow developed a theory of basic needs which are summarized in the illustration below and are made of 5 levels: physiological needs, safety needs, love and belonging, esteem, and self-actualization. This theory is used in motivational psychology.

Maslow illustrates the needs in prioritization from bottom to top, meaning that the most urgent basic need for survival are the physiological needs and only then one can fulfill the next level of needs. Maslow further developed his theory to a 7-step model, but for the scope of this thesis we will work with this model.

ILLUSTRATION 7:



Source of illustration: <https://www.simplypsychology.org/maslow.html>

Application:

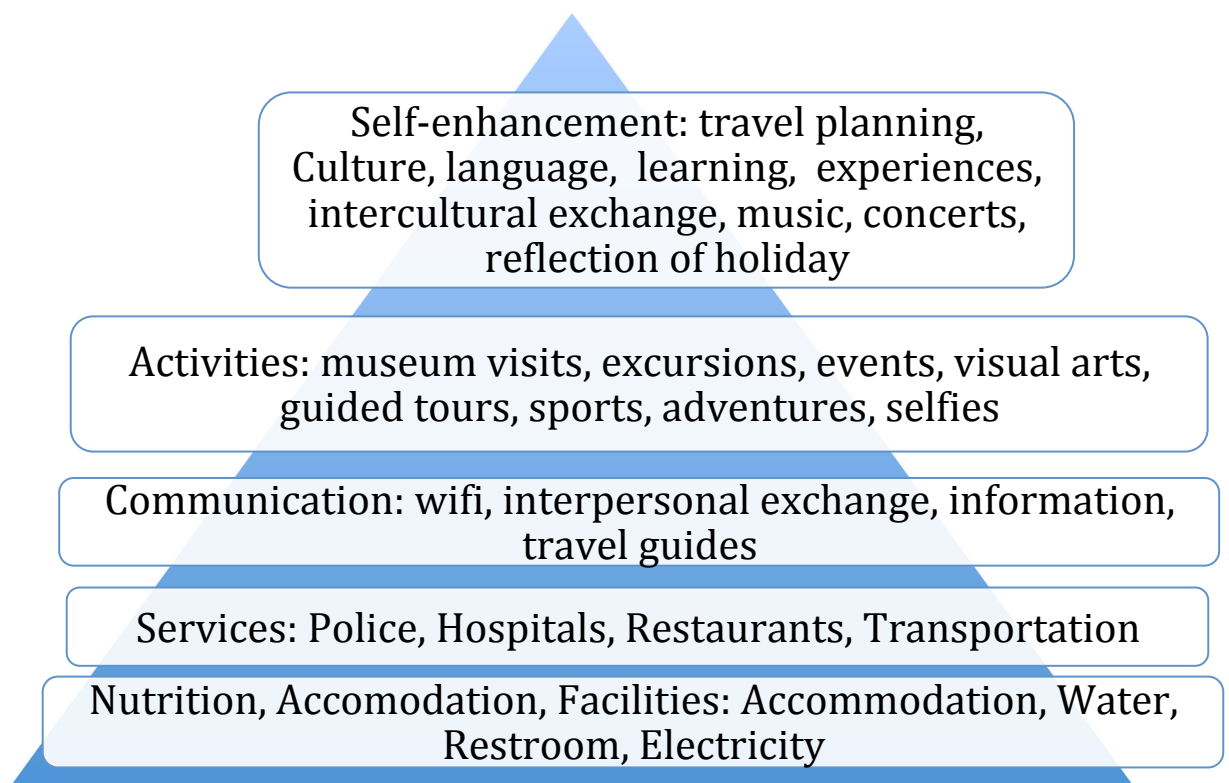
I extrapolated the theory and applied it to tourism management. I call this theory the Hierarchy of Needs of a Tourist while traveling. The pyramid takes Maslow's Hierarchy

of Needs into account and adapts them to the needs of a traveller (see illustration below).

Although, the needs may be very similar the pyramid illustrates the priority a traveller has while on vacation. The adaptation of this theorem is crucial as it may help policymakers and stakeholders develop facilities and regulations based on these 5 pillars for the interest of travellers and help them anticipate and plan their travels.

The basic needs might be satisfied in the country of the traveller's residence; however, they are not in the country of destination. On one hand, the traveller may plan these in advance, on the other hand the discrepancy between what is planned in advance (expectation) and what actually is the reality of the trip (actual experience) might not go hand-in-hand.

ILLUSTRATION 8



10.2 Hofstede's Cultural Dimensions

Considering that tourists coming to Venice come from all over the world, it is crucial to analyze the market behavior in relation to tourist's cultural background. Planning and living the "Venice experience" is dependent on what the tourist is looking for. The tourist is coming by him/herself or with a guided tour (Individualism vs. collectivism); the buying behavior in terms of quality and living standards versus their price/quality ratio (masculinity versus femininity); the behavior of following a predetermined path or getting lost in the city and planning in advance or being spontaneous (uncertainty avoidance/tolerance); behaving in a respectful manner toward the environment and culture or taking advantage for maximizing personal experience disregarding the effect of ones actions for future generations (long-term versus short-term oriented).

Each country has a score in the dimensions and can be compared to each other in different dimensions. Assuming Hofstede's dimensions are valid, one may extrapolate them and apply them to the definition of sustainable tourism.

So, not only is the *travel behavior* different for visitors coming from different cultures. The actual definition of sustainability varies throughout cultures:

*Hofstede's Cultural Dimensions (Hofstede, 2011) in defining **Sustainable Tourism** from different perspectives:*

Power Distance: “the extent to which the less powerful members of organizations (like families) and institutions accept and expect that power is distributed unequally.”

1. High power distance cultures expect change to come from superior members of society and there is a strict hierarchy and inequality (Hofstede, 2011 p. 9). Subordinates are expected to be directed what to do, specific rules and regulations needed to implement “sustainable tourism”
2. Small Power Distance, the argument of sustainable tourism development needs to be argued and will be subject to criteria as “use of power should be legitimate and is subject to criteria of good and evil” (Hofstede, 2011 p. 9).

Uncertainty Avoidance: “society’s tolerance for ambiguity”

1. Strong Uncertainty avoidant cultures prefer a specific and centrally predetermined plan with a timeframe for sustainable action, strict rules, clarity and structure as “the uncertainty inherent in life is felt as a continuous threat that must be fought” (Hofstede, 2011 p. 10).
2. Uncertainty tolerant cultures adapt to market conditions and plan along in reaction to external factors as “Uncertainty inherent in life is accepted and each day is taken as it comes” (Hofstede, 2011 p. 10) so sustainable tourism is a developing concept rather than rules and regulations

Individualism versus Collectivism “degree in which individuals are integrated into groups”

1. Individualistic cultures tend set their needs in front of those of others or of the community, because “everyone is supposed to take care of him- or herself or his or her immediate family”, so when speaking about sustainable tourism one must explain “what is in it for me”, therefore there is the need to clarify the benefits of sustainable tourism to the person coming from an individualistic culture.
2. Collectivistic cultures tend to follow rules and contribute to a common goal for the benefit of the community as there is a “We”- consciousness and a “stress on belonging” (Hofstede 2011, p. 11) and collective identity, therefore stressing the benefit of sustainable tourism and the use for the society is highly beneficial.

Feminity/Masculinity or “caring” pole; versus “assertive” pole “the competitiveness, assertiveness, materialism, ambition, power versus relationships and quality of life”

1. Feminine societies tend to be more interested in cooperation and emphasis on the quality of life, therefore an impact on societies such as associations and female political leadership should be encouraged in shaping sustainable tourism
2. Masculine societies value ambition, competition and material reward and “work prevails over family” and there is “admiration for the strong”. Therefore sustainable development in tourism should bear strong and tangible results, such as winning awards/ competitions and building tangible infrastructure and monuments connected to sustainable tourism.

Time perspective

1. Long-term oriented are such that believe that “most important events in life will occur in the future” and “trying to learn from other countries” (Hofstede 2011, p. 15), therefore a competition against other countries in sustainable tourism development would be of interest.
2. Short-term oriented societies value “steadiness” and “stability” and “traditions are sacrosanct”. These cultures do not necessarily focus on economic growth. These cultures may be motivated by national pride and sustainable tourism may be an achievement by an international contest for sustainable tourism development.

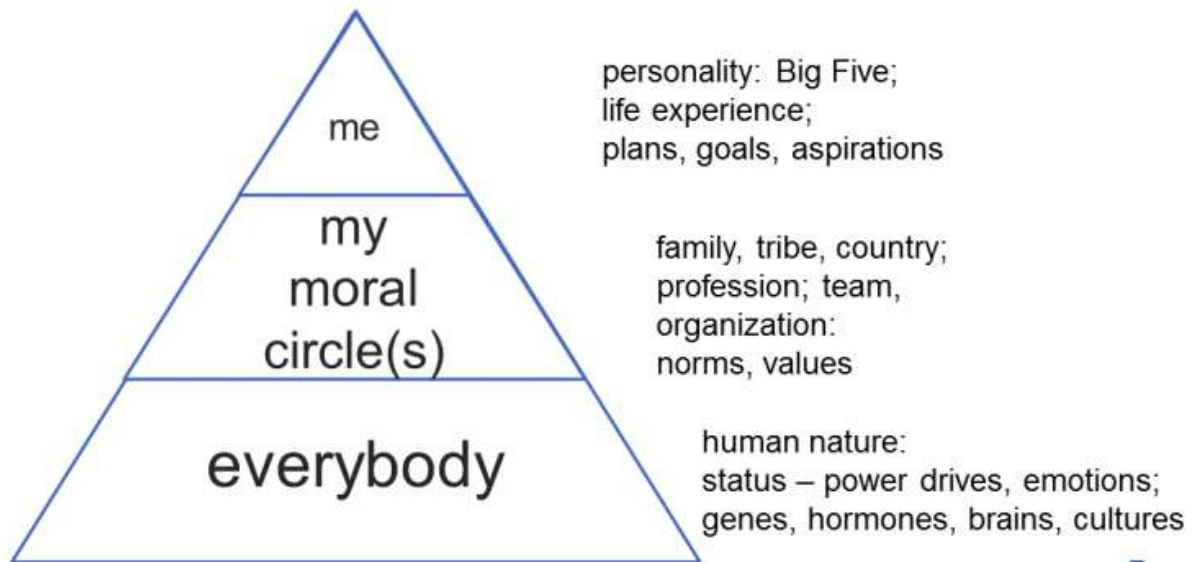
Restrain vs. indulgence

1. Indulgent cultures stand for free gratification and “enjoying life”, and give higher importance to “leisure” (Hofstede 2011, p. 16); here the definition sustainable tourism can be connected to the concepts of “good life”, “happiness” and “fulfillment”
2. Restraint cultures have strict social norms that aim at regulating gratification of needs and give “lower importance to leisure” (Hofstede 2011, p. 16) so the definition of sustainable tourism are hand-in-hand with “strict social norms” and control.

Overall, stakeholders and policy-makers must take into account that tourism entails the movement of people from different cultures, with different personalities (see Big Five)

and needs. In social sciences there are various models aiming at tackling the theory of behavior. On his website, Hofstede, summarizes social behaviors on three levels:

ILLUSTRATION 9:



When organizing tourism management strategies and sustainable tourism development, one must take into account that visitors might have a variation of points of views and the needs and motivations of individuals, their cultural background and their norms vary across the world. The purpose of this section is not to judge whether one is better than the other, but that what might be regarded as being sustainable to one person, might be seen as unsustainable for the other.

Example

Germany is scoring high in the cultural dimensions of “individualism” (67/100) therefore, individuals in this society tend to be more independent and people see themselves as “I”-rather than “we”-centered. The German is very direct and focuses on the relation between price and quality, preferring to acquire a good at the lowest price. A very well known advertising slogan is “geiz ist geil”, which was the marketing slogan of Saturn, a mass retailer for electronic goods. It literally translates to “being stingy is hot”; here “hot” refers to “cool” or advantageous.

Where the term “sustainable” then for the individualistic society, such as Germany, might mean the best good for the lowest price for other cultures, sustainability might mean the exact opposite. As this mentality is enforced through the media and a core value related to “efficiency”, it is very difficult to negotiate for an alternative. The transaction between a buyer and a seller ideally meets the optimum between the highest price a bidder is offering and the lowest price a seller is willing to sell for.

On the other hand Germany scores high in Long-term orientation meaning there is a conscienciousness in the impact of transactions on the environment.

ILLUSTRATION 10:



Image source: <https://www.hofstede-insights.com/country-comparison/germany/>

Although Hofstede’s Model of Cultural Dimensions applied on sustainability in tourism is an innovative and interesting approach one must be careful not to generalize general cultural attributes. Furthermore, one must look into the specific target groups of visitors who might not be the general public but a specific category of people who are (1) physically able to travel, (2) economically able to travel, (3) motivated to travel.

10.3. Sustainability in Tourism for different Stakeholders:

Not only does the definition for sustainable tourism differ for people from different cultures, it also differs for different stakeholders.

What might be sustainable tourism to a local (decrease in negative externalities) might be heavily different to sustainable tourism for a politician (aims to increase economic growth and employment to receive votes in exchange).

Depending on the target groups, definitions for sustainable actions might slightly or even heavily alter. Below is a list of potential alterations of the definition of “sustainable tourism” to different stakeholders respectively.

“Sustainable Tourism” meanings and its benefits in Venice for different stakeholders

- i. For local citizens of tourist destination areas: slow tourism, low impact tourism
- ii. For tourist: highest quality goods & services for lowest cost and time
- iii. Municipality: high taxation for public spending and maintenance of cultural heritage; sustainability in local production and regional products
- iv. National: increase in GDP per capita; increase in indirect taxes due to increase in exports (tourism is an in-house export); rural and non-seasonal; slow transportation
- v. EU-level: the more tourism the better due to peace- creation through social cohesions promotion of dialogue among cultures; job-stability due to new market opportunities; leading to strong Euro (“Our Common Future” 1987, Faro Convention 2005);
- vi. International: multinational tourism industries investing in the development of new technologies to move large numbers of tourists to destination hotspots for high economic value; highest price for lowest quality

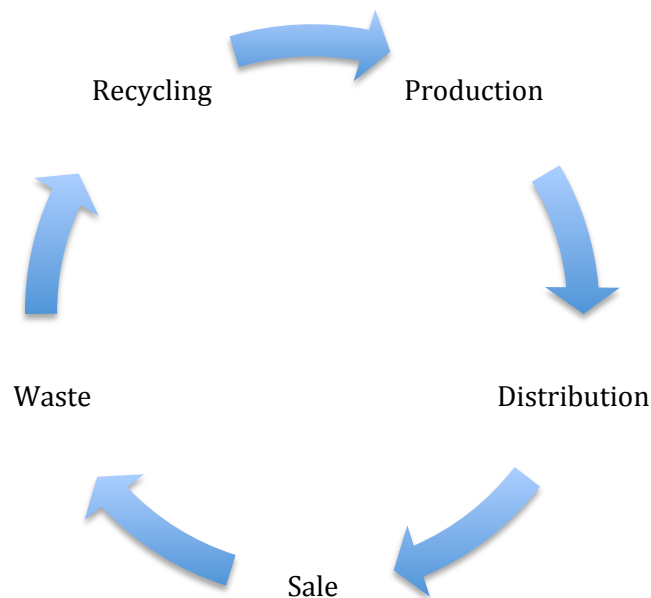
It is crucial then to educate the public on sustainability in terms of socio-cultural and environmentally not only in economic efficiency. This is a very difficult task. Sustainable transactions only occur when, and only when: land, labor, capital and entrepreneurship respect socio-cultural, ecologic and economic standards. This is disregarding the place of production. That means that even if a good is produced on the other side of the world at a lower cost it must be done so in an environmentally, socio-culturally and in an economically sustainable way. Even if that means that the good must be more expensive to the end consumer.

10.4. Tourism can be fully sustainable if and only if the economy is perfectly circular and green

12.1. Sustainable Tourism Development:

1. Economic objectives: move toward circular economy (recycle instead of waste); economic growth (innovation, local production), resource efficiency (effective resource allocation), increase employment, reduce public debt, economic efficiency, innovation, minimizing cost of maintenance by innovation, safeguarding artisan markets through awareness and informing tourists on positive externalities
2. Social/cultural objectives: ensure local employment and or unemployment benefits; local infrastructure: maintenance strategies and real estate allocation to residents; social welfare: public health, education and nutrition; security; cleanliness; engagement with local communities by cultural activities such as music, dancing, art and education (Italian language classes, cooking, crafts and artisanry)

ILLUSTRATION 11:



3. Environmental objectives: Ecological sustainability: decrease /zero co2 emissions: hybrid cars, electric vehicles, solar-panel mobility/public transport; switch from plastic to recyclable materials

11. RECOMMENDATIONS

11.1. General Objectives:

- Create Management Strategies to direct Existing Tourism especially in regards to **public transit** so tourist can move faster and more efficiently and discover remote areas around the City of Venice
- Transform Tourism from high negative-externality tourism and high ecological footprint toward a sustainable and durable tourism with low negative externalities and low ecological footprint
- Maintain the city's heritage without compromising its authenticity
- Preserve residents' rights such as the right of a dignified life under fair living conditions by offering affordable housing which has been increasingly difficult due to increased cost of living in the City of Venice
- Invest in a sustainable development and research in the field of circular economy to create jobs and thus increase security and long-term sustainability.

11.2. Policy Recommendation Strategy

In this part of the Thesis a policy recommendation strategy is illustrated in which policy makers and stakeholders are asked to act to tackle issues concerning tourism in Venice. The following section starts with a general introduction which General Objectives of the Policy Recommendation Strategies.

11.2.1. EU - Level Recommendations

For the European Commission three drafted suggestions are specified as follows:

1. Legislations to **ban plastic packaging** unless recyclable plastic
2. Obligation to provide information of production on all **fabrics** sold within the EU (can be extended to all goods sold in the EU) through a QR-code specifying (1) the place of production including land, labor & entrepreneurship locations and (2) the conditions of production such as average working hours, and average pay, male/female occupancy, age of workers (3) the type of transportation used and CO2 emitted to the destination of sale point and a classification of waste production & management before sale. Child labor free, slavery free and plastic free labeling shall be indicated on each product.
3. A regulation on the future of Airbnb and other sharing-economy platforms that facilitate tax-evading and security-standard evading measures.
4. Creating a regulation of resident versus tourist ratio this could, for instance, be a maximum of 2 tourists for each resident in EU Member States.

11.2.2. Regional – Level Strategy

(1) Regional/National Level Referendum on;

- a. Legalization of home-sharing yes or no?
- b. Basic Income for maintenance of real estate in cultural heritage sites such as Venice
- c. Symbolic Tourism Passport

(2) Specific actions;

- a. Certification of good practices
- b. Educating tourists on how to be highly sustainable travellers through a challenge of tourist bloggers
- c. Maintenance of existing buildings by responsabilizing tourist streams to create new living space
- d. Diverging tourism flows from hotspots to rural and creating infrastructure for it

(3) Implementation Strategies.

After consulting the interviews, doing research at the Council of Europe's Cultural Routes in Luxembourg in form of an internship (April-May, 2018) and conducting research on the issue of Venice and Tourism, I would like to present the following Policy Recommendation Strategy to tackle the issue of Sustainable Tourism in Venice and the maintenance the Cultural Heritage of Venice without compromising its authenticity and re-directing tourist flows:

11.2.2.1 Application of Regional Strategy

(1) Referendum

By making a referendum the City of Venice will have the opportunity to include its citizens' opinions in decision-making process. The direct democratic strategy will empower citizens to express their opinions on the following urgent issues that have an effect on their daily life:

Make an opinion poll/referendum for residents on the following three points:

1. Airbnb Legalization or not?

It is in the interest of the citizens to decide whether or not to accept the concept of homes having such as Airbnb. On the Website of Airbnb there are more than 2,930 active hosts and 6,999 active rentals. These may be residents, residents who moved to Mestre or other areas in which the rent is cheaper and live off the money they receive from tourists. Some citizens may make a part of their income with sublets, however, some people buy Palazzi to endeavor the practice. As there are no clear regulations on home sharing since it is a recent phenomenon the residents are left on their own. It is vital that the City of Venice takes a decision on the conditions of Airbnb and other home-sharing platforms. Calling a referendum would be necessary because those who are affected the most by the rising living costs are the residents. The contract in Venice are annual or so-called "4 + 4" contracts which are contracts that compel an agreement between landowner and landlords for 4 years and can be extended for another 4 years. Filippo Vianello, Real Estate Agent in Venice contemplates that he hasn't seen a 4 + 4 year contract in several years. For homeowners it is more interesting to offer "transitory" contracts or short-term of one year to be more flexible to changes in the market. Moreover, according to Vianello short-term contract are much more interesting to landlords than 4 + 4 or 3 + 2 because they can rent it at a higher monthly fee.

However, as it has become more lucrative and easier due to technology and the automatization of online payment and the so-called "mediation centers" offered online to make rentals run smoothly landlords often choose to rent directly to tourists rather than to residents. This makes it difficult for locals to stay in Venice unless they have

inherited a property. Due to this phenomenon buying a property is not feasible for a middle class workers because salaries are too low.

By calling a referendum to vote on whether to allow Airbnb in Venice or not would empower democracy in Venice and fortify the image of a government of integrity representing the residents of Venice.

Therefore, a strong and stable regulatory system should be implemented to regulate house-sharing practices and make it equally lucrative to rent to locals as well as tourists. It is highly recommended to offer a price floor as for gondola rides (minimum is 60€) to tourists and a price roof to residents to avoid price

2. Basic Income yes or no?

The idea of a basic income for citizens living in Venice shall not be confused with the “reddito di cittadinanza”. Instead the basic income for the resident, especially for property owners in Venice, shall compensate for the high costs for renovation of the spaces. In passed there had be a similar initiative. Many people tend to rent out to tourists to compensate for the high cost of living, so compensating for housing maintainance would aid to decrease the need for extra income. Also

3. Symbolic Venice Tourist Passport at each arrival yes or no?

A gadget functioning like a “Venice passport” could be offered to the “sustainable traveller” which would offer one time benefits in eco-friendly and green services for a determined number of days. This pass will be awarded to those who chose to comply with being a highly sustainable tourist and receive access to events and information about conferences and venues. The aim is to attract sustainability-conscious travellers and helo them in getting educated on sustainable conduct in Venice.

11.3. Specific Actions

11.3.1: Certification of Good Practices

Identifying highly sustainable SME's in Venice will increase the interest in sustainable action by service providers. The City of Venice could launch an annual competition of highly sustainable associations rating them on the criteria of sustainability in terms of ecological sustainability, economic sustainability and socio-cultural sustainability. The winners will be able to market their enterprise with the certification. Suggested would be selecting candidates in different fields based in or providing services in Venice: Restoration & Sustainability, Hottellerie & Sustainability, Mobility & Sustainability and Commerce & Sustainability.

When implementing this action it shall be of notable mention that sustainability also refers to including minorities, respecting workers' rights, providing wages that cover living expenses in Venice, offering a product or service with high positive externalities. This competition would be a good opportunities to bring different stakeholders together and education the public on sustainable conduct and tourism-related sustainability. Also when awarding the certification and selecting the candidates the feedback provided and the points of improvement could be highlighted to ensure future improvement. For example lets say in the category of Hotellerie the JW Marriott would be awarded the prize for "most sustainable hotel in Venice" for green cuisine and respecting the territory it would be notable to mention improvements on wages for workers that may not earn enough to pay the rent for living in Venice. (E.g. Students who work at JW Marriott receive 400 € per month which does not cover working and living expenses in Venice)

Candidate Enterprises Examples:

Food	Accommodations	Mobility
Donna Gnora	JW Marriott Venice (Matteo Thun & partners)	Gondola Association
Orient Experience	Ca' della Corte (certified by EcoworldHotel)	VIU (student exchange)
Bigoi Venezia	Aman Venice	YUKO
Da Baba Venezia	Eco BnB	NUGO

11.3.2: Call for the “Sustainable Cup” Initiative

To conclude I would like to present a small-scale project that could lead to a positive spillover effect in Venice. I initiated “sustainable cup” advancement in Campo Santa Margherita in Venice. It is unclear what the exact number is, however, after a night out in the student hub the campo is full of plastic cups and waste. To do something to increase sustainable action I proposed the following initiative: The sustainable cup project.

Five bars in campo would acquire each 20 reusable and recyclable cups to serve typical drinks on a given day to launch the experiment. The 100 drinks sold in the campo in the 5 bars would cost an extra 50 cents. This money is refunded after usage of the cups so that the plastic waste will be minimized and trash removal will be less expensive for the Commune. Also the total number of plastic would be decreased. If the system of recycling and re-usage would be effective this action could be spread around other bars to decrease plastic-waste. Plastic-waste is to be eliminated, because it destroys the environment. This small action could be a small step to a zero-waste economy.

11.3.3 Vademecum for the highly sustainable traveller

The second concrete action is the creation of a vademecum for sustainable conduct for tourists and visitors based on the example of sustainable tourism criteria of the UNWTO. The vademecum would help the tourist develop and feeling for sustainable and unsustainable goods and services leaving the liberty of choice. This awareness generating action will educate people and give a quick overview.

Classic Criteria for Sustainable
Tourism (UNWTO, 2005)

Environmental	Socio-Cultural	Economic
Environment	Respect socio-cultural	Ensure employment opportunities
Maintaining ecological processes	Conserve cultural heritage	Social services
Conserve biodiversity	Respect values	Poverty alleviation

Proposed Vademecum for the highly Sustainable Tourist in Venice:.

GUIDE 1: (see next page)

Environmental Sustainability	Socio-cultural Sustainability	Economic Sustainability
<p><u>Move toward a green economy:</u> No plastic in packaging; move toward green transportation. Specific action: avoid buying anything involving plastic e.g. from plastic bottled water to tap water.</p>	<p><u>Respect local rules and regulations and grant locals the priority.</u> Specific action: Be aware of your actions and their effects on citizens. For example: make way for workers, avoid taking public transportation in peak hours.</p>	<p><u>Ensure local employment opportunities by buying “in-house” goods.</u> Specific action: Watch out for fake “Made-in-Italy” e.g. handbags produced in Prato, Italy by foreign investors that do not respect local labor and quality ensuring laws.</p>
<p><u>Regional and seasonal & buy local and organic.</u> Specific action: buying at the market and asking for regional and seasonal produced fruits and vegetables. E.g. see Donna Gnora</p>	<p><u>Engage with cultural activities to contribute to the conservation of the patrimony.</u> Specific Action: museum visits and workshops e.g. Macaco Tour offers interactive workshops for families engaging with the City of Venice, its culture in a sustainable way.</p>	<p><u>Be aware of the social challenges in Venice such as finding affordable housing, stable employment and engage with the locals.</u> Concrete Action: visit events connected to culture and organized by local communities e.g. Sagre Veneziane</p>
<p><u>Limit pollution and recycle.</u> Specific action: only buy what you really need and donate goods, which are not used to local churches/communities connected to a good cause e.g. Campo Santa Margherita collection of objects and clothes for the association which supports women who have been subject to abuse.</p>	<p><u>Encourage markets that respect Human Rights, Women’s Rights, Fair Trade and local markets.</u> Specific Action: do not buy underpriced products from areas in which child labor is not condemned. For example: Buy a cultural-connected souvenir like a book or an artisan good.</p>	<p><u>Encourage employment stability by visiting Venice off-seasons for a concise subject of interest and discover rural tourism.</u> Specific Action: visit Venice during times of lower affluence and travel along an itinerary connected to a specific interest e.g. with the Council of Europe’s Cultural Routes Programme)</p>

The list of Key Actions for tourists in Venice is divided into three pillars taken from the UNWTO definition of sustainable tourism and applied on the field.

(1) Environmental: Natural Resource Protection, Pollution Prevention, Biodiversity, Waste Management

- Travel clean: try to travel with sustainable transportation methods (e.g. the train) and switch to green traveling whenever possible (e.g. electric bus/bike/cars, reusable energies). Stay away from transportation methods that pollute the oceans such as big ships.
- Buy local and seasonal products: apart from being more tasty and healthier there is less transport involved.
- Avoid buying food involving endangered species (e.g. fish such as salmon)

(2) Socio-cultural: Diversity, Human Rights, Equal Opportunity, Standard of living Health, Identity, Meaning

- Is the service provider working under fair and safe working conditions?
- Can the worker afford a dignified life (food, shelter, health) with the pay he or she is obtaining?
- Does the product or service you are consuming have local identity?

(3) Economic: Consumption Patters, Distribution of Wealth, Efficient Production, Research and Development

- Is the product or service you are buying cost-efficient, does it reflect a price that is fair in regards to the primary resource, time of production, preparation/education of workers, packaging and its distribution?
- Does the good or service acquired allow for research and development in the field?
- Do you feel like you have acquired value with the good or service bought/experienced?

Application:

The vademecum has been tested on the 12th of June on the field: in Venice in Rialto in the scope of this thesis to analyze the reaction of tourists. The vademecum was distributed in QR-code version and is attached in the Appendix. The following table summarizes the results obtained:

VADEMECUM HIGHLY SUSTAINABLE TOURIST

RIALTO 12.06.2018

Category			2	3	4
Breakdown		EU	Non-EU	Female	Male
Number of people downloaded link	3 2	8	24	17	15
Number of people not interested	5	3	2	2	3
Number of people interested but not able to download	8	1	7	4	4
Language related issues	5	0	5	4	1
Total Number of people approached	5 0	34	16	27	23

To extend the use of the vademecum the following questions should be taken into account:

Key Questions

- (1) If everyone would buy this good/service what would the long term affect be on the city?
- (2) How can I engage and respect locals without interfering with their daily lives?
- (3) What things can I do to minimize my waste and ecological footprint?

Think local; act global:

Extrapolation of the “Vademecum for specific actions for highly sustainable tourism” in Venice to a “Global Action of highly sustainable tourism” strategy by launching a challenge for tourist-bloggers on social media, that try to travel in a highly sustainable way.

Description:

Launch a Global challenge on Instagram “sustainable traveller for a week”

Target group: Travel-bloggers

Through this action I challenged the top travel-bloggers on Instagram to participate in sustainable tourism by implementing the vademecum on their next holiday. They will report on their itineraries and the problems they encounter while implementing the guidelines on the vademecum.

How to be a sustainable traveller (worldwide)

GUIDE 2:

Environmental Sustainability	Socio-cultural Sustainability	Economic Sustainability
<p><u>Move toward a green economy:</u> No plastic in packaging; move toward green transportation. Specific action: avoid buying anything involving plastic e.g. from plastic bottled water to tap water.</p>	<p><u>Respect local rules and regulations and grant locals the priority and give them the right to a life in dignity.</u> Specific action: Be aware of your actions and their effects on citizens. For example: make way for workers, avoid taking public transportation in peak hours.</p>	<p><u>Ensure local employment opportunities by buying “in-house” goods.</u> Specific action: Watch out for fake, low quality and non-durable products. As a rule of thumb: a worker should be able to afford to pay the rent close to the working place.</p>
<p><u>Regional and seasonal & buy local and organic.</u> Specific action: buy at the local market and ask for regional and seasonal produced fruits and vegetables that respect the territory you are visiting.</p>	<p><u>Engage with cultural activities to contribute to the conservation of the patrimony.</u> Specific Action: museum visits and workshops: take part in social activities engaging with its culture in a sustainable way. E.g. learn about the local culture by taking part in a cooking class or learning how to produce artisan goods of the place you are visiting.</p>	<p><u>Be aware of the social challenges in your destination such as finding affordable housing, stable employment and engage with the locals.</u> Concrete Action: visit events connected to culture and organized by local communities.</p>
<p><u>Limit pollution and recycle.</u> Specific action: only buy what you really need, buy recycled goods and what has a positive impact on your surroundings.</p>	<p><u>Encourage markets that respect Human Rights, Women’s Rights, Fair Trade and local markets.</u> Specific Action: do not buy</p>	<p><u>Encourage employment stability by visiting destinations during off-seasons for a concise subject of interest and discover rural</u></p>

	underpriced products from areas in which child labor is not condemned. For example: Buy a cultural-connected souvenir like a book or an artisan good.	<u>tourism</u> . Specific Action: visit destination during off-season and travel along an itinerary connected to your specific interest e.g. with the Council of Europe's Cultural Routes Programme or other theme-related itinerary to go against "mass tourism".
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Key questions/ self-evaluation:

- Was your transportation method mostly "green"?
- Did you avoid using plastic?
- Was your shopping "clean" (regional and seasonal)?
- Did you connect to the local communities you visited?
- Did you learn/enjoy/experience "new things" from other cultures?

12. Conclusion

With my research, I aimed at sparking discourse and encouraging innovators to make suggestions for sustainable development actions and policy-recommendations in the field of tourism. Of course sustainable tourism development is a challenging field as it does not only entail different sectors of the economy, it is largely depended on the targeted stakeholders so – what does sustainable tourism refer to different stakeholders e.g. for the tourist/municipality/citizens or for the European Union member states?

12.1 Limitations

Sustainable Tourism may be an oxymoron to some in itself. Tourism involves traveling which is mostly conducted by CO2 emitting transportation ways. The general objectives and policy recommendations aim at changing the economy towards a circular & green one. The paper is limited due to its sample size as the numbers of respondents were not high: for instance Luigi Brugnaro, the mayor of the City of Venice, was not open for an interview at the time of the call, later I was indeed able to meet him at an event “meet the mayor”. Of the 25 MEPs (EU countries) only two answered: Ireland and Italy.

12.2. Answering Research Questions

This paper discusses the origin of tourism and its relation to tourism-related issues that the City of Venice is being confronted with today. The paper aimed at tackling the question whether Venice is becoming another theme park like Disneyland. It is clearly not so: despite the difficulties in tourism management it is far from becoming a theme park, because it has numerous cultural heritage sites, it is authentic and thus it cannot be regarded as a commercial amusement park.

The second question referred to the role of sustainability and ethics in relation to Venice and whether tourism can lead to a responsible market flow. International conventions and organizations set the frame for sustainable tourism development for example the UNWTO sustainable tourism criteria and the Faro Convention, which aim at conserving and making accessibility of cultural heritage to everyone. Contributing to a responsible tourism market flow is challenging, because the carrying capacity of Venice is inferior to the actual number of visitors, creating an imbalance and generates tourism flows that

entail more negative externalities than positive ones. The recommendation policies aimed at involving local citizens with national governments and propose sustainable actions. Currently, the tourism industry is unsustainable, irresponsible and causes more harm than net benefits. However, the international community, tourists and policy-makers are interested in decreasing these negative effects.

12.3. Discussion

Overall, tourism always involves moving to the tourist destination and mostly emits CO2 and other pollution related externalities. Thus, if sustainable tourism means zero CO2 emissions, there will only be total net benefits as a consequence of tourism, when tourism industries switch to green transportation methods such as electric vehicles. The role of sustainability and ethics in regard to Venice and tourism is vital to preserve the city for future generations. Currently, the situation is unsustainable however there is a strong movement towards improvement.

Key actions for stakeholders can be found in the recommendations section of the thesis and refer to recycling methods to move toward a circular economy in which waste is transformed and reused.

In conclusion I hope to have been able to provide convincing evidence and arguments to support the urgent need for sustained action to protect Venice and make sure that future generations can enjoy this unique cultural heritage.

Further development:

It would be recommended to conduct a research of Hofstede's Cultural Dimensions in regard to Sustainable Tourism Development in which the 5 dimensions (Power Distance; Uncertainty Avoidance; Individualism; Femininity/Masculinity; Time Perspective; Restraint vs. Indulgence) would be analyzing the approach towards sustainable tourism development - not only from perspective of respective stakeholders but of different cultural values. As Venice is a very international city and stakeholders come from various different fields and cultural backgrounds, what is sustainable for one stakeholder might not be viable to another stakeholder. For instance Germany (high focus economic growth at low cost; Power & Competitiveness) may be very wrong for

other countries such as Italy (high quality, high time investment; collaboration & cooperation oriented) (Hofstede, 2011).

Even if tourism entails huge risk factors, through technological advances, moving towards circular & green economies is also a great opportunity of job creation, economic growth and prosperity. The importance is that all stakeholders act together and listen to each other's needs to achieve these goals, as tourism is sustainable in different ways to different stakeholders.

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13.3.

Conferences Attended

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28.01.2018 [Fondazione di Venezia, "Un patrimonio per la collettività" 25* Anniversario](#)

30.05.2018 [Sustainable Finance Forum](#) in the City of Luxembourg

01.06.2018 [European Youth Event at the European Parliament](#) in Strasbourg on the Future of Europe

06.06.2018 [1st Routes4u Meeting for the Adriatic and Ionian Region \(EUSAIR\)](#), in Venice with the Council of Europe Venice, City of Venice and Council of Europe's Cultural Routes

14.06.2018 [Il sindaco Luigi Brugnaro incontra i cittadini](#) (The Mayor meets the citizens)

15.06.2018 [La capacità di carico di tipo turistico di Venezia: una riflessione lunga 30 anni](#), Living Lab del Progetto Alter Eco, Venice

13.4. Interviews Conducted

Personal Interviews

- ❖ ASSESORE PAOLA MAR, Venice Tourism
- ❖ JULIA ADELSBERGER, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) European Commission
- ❖ Ian Hudghton MEP's through Kate Young, Parliamentary Assistant:
- ❖ URSULA BEATE DIETRICH PEDERSEN, CEO of BASSEUROPE
- ❖ DANIELA TOCCAFONDI, Assessore Comune di Prato per Politiche Economiche e per il lavoro
- ❖ Isabella De Monte, MEP European Parliament – ITALY
- ❖ Giampiero de Martino, Managing Director NUGO S.p.A.
- ❖ Various merchants, tourists, individuals (59 people)

Note: for the interviews I contacted around 100 people of which MEPs, Politicians, local actors. Not all responded to the issues. On the other side, I have spoken to many Venetians informally which has aided me at writing the thesis but who were not cited one-by-one nor included in the appendix.

List of official Interviewees

Name	Institution	Type of Interview	
Julia Adelsberger	DG GROW	Telephone	See below
Isabella De Monte	Italy Deputee S&D European Parliament	Email	See below
Ian Hudghton	UK Deputee SNP, Green, European Parliament	Email	See below
Paola Mar	Regional Deputee Tourism Venice	Personal	See below
Zurab Pololikashvili	Secretary General UNWTO	Email	No reply
Camilla Pellarin	Gabetti Real Estate Venezia (Campo Santa Margherita)	Email	See below

RESEARCH QUESTIONS

How did the economic history of Venice since the Grand Tour develop and to what extent can one argue that Venice has become another theme park like Disneyland?

What is the role of sustainability and morality in the intersection between Venice and tourism and can the current tourism industry contribute to a sustainable, responsible and contributive market flow?

INTERVIEW QUESTIONS

To what extent does the EU - China, thus an increase in the number of tourists, increase the sustainability in tourism in Europe- specifically, in Venice?

The Eurozone grew by 2,5 % this year, which strengthens the Euro, how does - if at all - effect this the tourism industry in Italy?

How can Italy move to a more sustainable tourism market?

Lorenzo Salvia in Resort Italia, criticizes the decisions made against the Italy's cultural representation abroad, specifically in Abu Dhabi by Alberto Asor Rosa saying "our cultural heritage (patrimonio) is no an exploitable good" (page 39-40). What do you think about this statement?

What is sustainability for a country that is not made for high tourism population numbers?

What do you think about the about the report on the way tourism can effect the UN SDG 2020 positively (especially goals 8, 12 and 14 as indicated here: <http://icr.unwto.org/content/tourism-and-sdgs>) and (http://cf.cdn.unwto.org/sites/all/files/pdf/sustainable_development_goals_brochure.pdf)

The EU standards are very high and aim at respecting consumer protection, labor rights and fair competition. How can local producers and artisans in Venice be protected from price dumping and tourist traps?

Which measures does the EU implement to protect Venice?

Why is Venice really another Disneyland?

Investments into which market will lead to stronger ties between Venice and the East?

INTERVIEWEE 1: JULIA ADELSBERGER, DG GROW, EUROPEAN COMMISSION

TELEPHONE INTERVIEW

Julia ADELSBERGER

Economic and Tourism Assistant



European Commission

DG for Internal Market, Industry, Entrepreneurship and SMEs

Tourism, Emerging and Creative Industries

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57868 julia.adelsberger@ec.europa.eu

GROW-F4@ec.europa.eu

TYPE UP: "After the Interview with J. Adelsberger the efforts the European Union are clear, especially in regards to this years' initiatives such as the EU-China Tourism Year and the Cultural Heritage Year. Where the European Commissions' Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs or DG GROW crafts on the European side; the China National Tourism Administration (CNTA) is responsible for the implementation of the EU-China Tourism Year (ECTY) on the Chinese side. The EU-China Tourism year or ECTY 2018 is steered by DG GROW (European Commission), EEAS (European External Action Service), the EU delegation in Beijing and lastly the ETC (European Travel Commission) which is the European association of national tourism offices which work on exchanging information in respective member states. *There main project of the European Union in terms of Tourism are the ECTY 2018, the EDEN network, European Tourism Indicator System.* The EDEN (European destination of Excellence) is a network, launched in 2006, of 500 destinations that work together to promote lesser known destinations to divert tourism from large cities to rural areas promoting sustainability. Tourism often hits seasonally and larger cities. Through EDEN the European Commission aims at creating a more sustainable tourism flow. The European Tourism Indicator System is one developed by the EU to encourage member states to promote sustainable tourism offers by offering a system that indicates how sustainable a destination is. This aims at helping destination managers to monitor its sustainability. The ECTY 2018 is an action that will increase the relations between China and the EU in

terms of its strongest connector: Tourism. The project was developed in 2016 and decided by the European Commission through Jean Claude Juncker and China's Premier Li Keqiang. China did have Tourism Years with Russia, the USA and others before now it was time to tie EU China relations. The objective of the initiative is to hand out an invitation to the Chinese travellers and to "Encourage European and Chinese to visit and discover places, cultures and traditions and provide investment opportunities for business and enterprises between the Eu and China." The aim is to increase tourism by 10 percent while respecting local communities So the European Commission (Interview, 2018). The Project is aimed at being a framework on the European level and encourages members states and actors to get involved through a bottom-up approach. The events organised by the Commission are merely the opening ceremony which took place in January in Venice in the Doge Palace, followed by a business summit aimed at matchmaking opportunities and an official closing event at the end of the year. The rest of the activities are up to the member states, local sties, UNESCO sites and other event organisers to be launched. The EC hopes to provide opportunities through this initiave and raise awareness on issues of sustainability by having the Cultural Heritage Year run alongside with it. In the interview the EC highlights that it encourages to put the needs of local communities first."

INTERVIEWEE 2: ISABELLA DE MONTE, DEPUTEE, S&D, EUROPEAN PARLIAMENT *MEP for Transportation and Tourism Committee in the European Parliament*

QUESTIONNAIRE ANSWER IN FULL TEXT AS FOLLOWS:

On BEHALF of ISABELLA DE MONTE

NOTA SU TURISMO SOSTENIBILE

Il turismo è un settore in forte crescita all'interno dell'Unione europea. Non solo perché il nostro continente è ricco di siti turistici, quali località balneari e città d'arte, ma anche perché il Parlamento europeo si impegna a sviluppare politiche tese ad inserire nel quadro turistico iniziative sportive e culturali nonché la promozione del territorio.

La Commissione Europea ha infatti annunciato che "il turismo rappresenta la terza più grande attività socioeconomica nell'Unione europea dopo il commercio e i settori della distribuzione e della costruzione".

L'Assemblea generale delle Nazioni Unite ha proclamato il 2017 "Anno Internazionale del turismo sostenibile per lo sviluppo", richiamando il potenziale del turismo per l'avanzamento dell'Agenda 2030 per lo sviluppo sostenibile. L'anno internazionale si impegna ad sostenere un cambio di policy, pratiche di business e comportamenti del consumatore per la sostenibilità. L'attenzione ad essi deve diventare uno dei pilastri del turismo in Europa che rimane la meta preferita dei cittadini extra-UE.

Ma per mantenere il vantaggio competitivo il vecchio continente deve valorizzare le proprie risorse puntando soprattutto sulla qualità dell'offerta e presentare l'Europa come destinazione unitaria che permette di completare e valorizzare le attività promozionali degli Stati membri e dell'industria del turismo europeo a vantaggio della visibilità delle destinazioni turistiche europee. A febbraio 2016 la Commissione ha lanciato la strategia "Destinazione Europa 2020". Essa prevede lo sviluppo di un marchio con azioni di marketing mirate, come ad esempio la promozione del turismo enogastronomico con itinerari transnazionali. Lo scopo è quello di attrarre turisti e migliorare l'offerta di prodotti diversificati, incentrati sul patrimonio rurale e culturale il quale rappresenta già circa il 40% del turismo europeo.

Il turismo sostenibile punta dunque a soddisfare le esigenze del consumatore in termini di divertimento, riposo, scoperte di nuovi posti, e allo stesso tempo a responsabilizzarlo, mirando alla valorizzazione sia delle mete europee consolidate, sia

delle destinazioni turistiche meno note. La sostenibilità ha come benefici la crescita economica, l'inclusione sociale, la protezione della cultura e delle risorse naturalistiche, migliori prospettive di lavoro, e la protezione dell'ambiente. Sempre più persone adottano la filosofia "mi porto in vacanza il rispetto per l'ambiente". Questa nuova concezione è connotata da un interesse socio-culturale quali il rispetto della popolazione che ospita il turista, l'enogastronomia, gli aspetti religiosi e il benessere del turista.

Il primo passo verso una migliore sostenibilità è sicuramente la promozione dell'economia collaborativa. Nonostante essa abbia sollevato questioni relative all'imposizione fiscale essa continua a rappresentare numerosi vantaggi quali l'arricchimento dell'offerta in luoghi o periodi in cui la ricettività tradizionale non è sufficiente, e un'esperienza di soggiorno più autentica a contatto con le realtà locali. La destagionalizzazione del turismo consente di ridistribuire la domanda durante tutto il corso dell'anno.

Un altro impegno del turismo sostenibile è il miglioramento della ricettività delle strutture e l'accessibilità ai servizi turistici che permettono una maggiore comodità a tutti gli utenti con prodotti adatti alle famiglie, bambini, anziani e persone a mobilità ridotta e a basso reddito.

Affinché ciò sia possibile bisogna migliorare l'interconnettività attraverso la rivitalizzazione delle zone periferiche e remote per un approccio europeo inclusivo, con vantaggi sia per le mete europee consolidate sia per quelle meno conosciute, preservando la specificità delle varie regioni europee nel rispetto delle competenze degli Stati membri. E' importante permettere l'accesso ai finanziamenti del turismo ed promuovere lo sviluppo di schemi di governance locale nelle regioni europee meno sviluppate. Inoltre, bisogna incoraggiare le scuole a scegliere mete locali per gite ed escursioni.

Un punto importante è anche la digitalizzazione rendendo disponibili e accessibili i dati online non solo sui computer ma su tutti i dispositivi mobili e portatili d'uso comune, anche attraverso la creazione e l'utilizzo di applicazioni per cellulari e tablet. Le informazioni devono essere disponibili in più lingue possibili per facilitare la comprensione nonché la ricerca dei prodotti e delle offerte. "La Risoluzione sulle sfide e strategie del turismo in Europa" approvata al Parlamento europeo nel 2015 di cui sono relatrice sottolinea tra le altre cose proprio l'importanza della disponibilità e dell'accessibilità dei dati online.

Grazie a questi dati promettenti la sostenibilità del turismo europeo offrirà vacanze e viaggi più naturali e gratificanti. Il percorso non è facile e c'è ancora tanto da fare, ma la direzione è quella giusta.

Gli italiani si mostrano fiduciosi verso il futuro indicando che nei prossimi 10 anni la sensibilità per l'ecoturismo e il turismo sostenibile crescerà. Circa il 70% dei nostri concittadini ritiene che i danni che il turismo può provocare all'ambiente sono un'emergenza, soprattutto per quanto riguarda cementificazione e speculazione edilizia. Dunque i vincoli della sostenibilità ambientale non devono essere visti come un freno allo sviluppo economico ma bensì una necessità e un'opportunità di crescita.

Se gli alberghi sono ancora il tipo di struttura ricettiva più gettonato, questi devono essere ecosostenibili, partendo dall'utilizzo di ingredienti biologici e locali e dalla differenziazione dei rifiuti senza dimenticare l'utilizzo di pannelli fotovoltaici e sistemi per il risparmio di energia.

Inoltre, per la conservazione dell'ambiente, è importante rispettare gli obiettivi delle Cop 21 e 22 (Conferenze mondiali sul clima a Parigi e Marrakech) sui danni derivanti dai cambiamenti climatici che prevedono di riuscire a mantenere la crescita della temperatura media globale sulle terre emerse e sulla superficie degli oceani ad un massimo di +2 gradi centigradi, entro il 2100, rispetto ai livelli pre-industriali.

Infine, anche la differenziazione e riciclaggio dei rifiuti sono di massima importanza. Il rapporto sull'economia circolare prevede che nel 2030 il riciclaggio sia innalzato al 70% per i rifiuti solidi urbani e all'80% per gli imballaggi. Il raggiungimento di questi obiettivi, secondo la valutazione della Commissione europea, consentirebbe di creare 580 mila posti di lavoro entro il 2030, con un risparmio annuo di 72 miliardi di euro per le imprese europee grazie a un uso più efficiente delle risorse e quindi ad una riduzione delle importazioni di materie prime. La prevenzione dei rifiuti, la rigenerazione, la riparazione e il riciclaggio possono generare - sempre secondo la Commissione europea - risparmi netti per le imprese europee pari all'8% del fatturato annuo, riducendo nel contempo l'emissione di gas serra del 2-4%. Il riciclaggio deve diventare parte integrante della tutela ambiente e un «vestito su misura» per il turismo sostenibile.

Questi dati suggeriscono di introdurre l'utilizzo degli ecolabels (eco-adesivi) in tutta l'Europa per migliorare la consapevolezza dei problemi sui cambiamenti climatici. L'etichettatura delle destinazioni esistenti e degli schemi di sviluppo sostenibile deve essere monitorata includendo sia il trasporto locale che il trasporto internazionale.

Su questo fronte è importante notare che mentre lo sviluppo sostenibile è uno dei pilastri della politica dell'UE, il coinvolgimento nel turismo è più recente. Quest'asimmetria è particolarmente visibile nei trasporti e i problemi più gravi si riscontrano soprattutto nel trasporto aereo.

Nel 2050 si prevede infatti il raddoppio dei viaggiatori nell'aviazione e quindi un aumento delle esigenze di sicurezza ed efficienza, nonché una nuova strategia di aviazione con un cielo unico europeo. L'impatto di nuovi aeroporti su regioni specifiche deve essere seguito con particolare attenzione. L'aumento della dipendenza del turismo sull'aviazione deve essere limitata e promosse le modalità di trasporto alternativo. Il 15% degli europei non si serve dei treni a causa dei problemi di scarsa accessibilità dei binari e della carenza di informazioni. A questo fine è necessario promuovere l'uso turistico di reti ferroviarie veloci, efficienti e comode per distanze lunghe e viaggi transfrontalieri. Promuovere accordi commerciali per incrementare l'offerta transfrontaliera. Esplorare l'idea di un accordo «ferrovia aperta» simile agli accordi «cielo aperto». Introdurre carburanti, quali gas naturale compresso sia per l'aviazione che per navi e autotrasporto.

Importante è anche la citazione di Taleb Rifai, Segretario generale della UNWTO - Organizzazione mondiale del turismo delle Nazioni Unite; "lo sviluppo del turismo sostenibile sta diventando una parte integrante delle strategie di governo per il raggiungimento di obiettivi a lungo termine".

L'Europa gioca dunque un ruolo determinante come meta turistica a livello globale per uno sviluppo sostenibile adeguato.

INTERVIEWEE 3: IAN HUDGHTON, UK DEPUTEE, SNP-GREEN, EP

Member of Fisheries, Internal Market and Consumer Protection, and Tourism Committees in the European Parliament.

QUESTIONNAIRE ANSWER IN FULL TEXT AS FOLLOWS:

Ian Hudghton MEP's

Through contact Kate Young: kyoung.europarl.europa.eu@gmail.com

Impact of EU-China year of tourism on sustainability in Europe, especially Venice:

While this initiative is to be welcomed, bringing more tourist spend into the EU, it is recognised that there are hot-spots where the number of tourists converging is challenging local infrastructure and potentially causing damage to the environment. Venice has been the subject of debate about potential damage to the canals caused by the arrival of massive cruise ships and subsequent water displacement.

If the Euro strengthens in value, how does this affect tourism in Italy:

I don't think this will have a major impact on Italy as a destination for tourists from Eurozone countries although poorer rates of exchange for non-Euro visitors will of course notice a difference in how far their money stretches.

How can Italy move to a more sustainable tourism market:

I can't speak for Italy as they will need to set their own plans in place. However, in the case of Scotland, we are also facing problems in destination hot-spots for instance in the Isle of Skye and the Highland 500 route where there has been a massive growth in visitor numbers in a relatively short space of time. As improvements to infrastructure have not kept pace, there are concerns for fragile, remote highland

landscapes face increasing damage. Debate is focussing on encouraging tourists to Scotland to go to lesser frequented places and efforts made to make our country a year round destination to spread the tourist season more evenly across the seasons.

Italian Minister said "Our cultural heritage is not an exploitable good":

I don't know the context of the remarks, however countries are generally proud of its cultural heritage and are happy that people from across the world want to visit and share in it. I certainly do not think that a country's culture should be exploited - it should be valued and respected.

What is sustainability for a country that is not made for high tourism population numbers:

I know that some destinations are looking at trying to place a cap on the number of tourists visiting at peak times. However how viable this might be is open to question with many tourists travelling independently of holiday companies and therefore more

difficult to monitor numbers.

Comments on the goals in the UN report on tourism:

The goals set out are worthy of support and could have a beneficial impact on future sustainability of tourism across the globe.

EU consumer protection standards are high – how can businesses in Venice be protected from price dumping and tourist traps:

It would be up to the local authorities in Venice through local legislation such as planning decisions and licensing laws to ensure that consumer protection standards are maintained to a high level.

What measures does the EU implement to protect Venice:

The same laws on environment, culture, employment etc, etc protect Venice as protect the rest of the EU. I'm not aware of any measures enacted at an EU level specifically to cover this city, although it is widely referred to in terms of rising sea levels, increased risk of flooding and so on.

Why is Venice another Disneyland:

I do not believe that Venice is a theme park like Disneyland as it is a living, breathing city which has grown and evolved over many centuries.

Investments into which markets will lead to stronger ties between Venice and the East:

Can I draw your attention to the European Commission's Press Release of 2 June 2017 following the EU- China summit, which summarises areas for increased co-operation between these two entities..

INTERVIEWEE 4

Real Estate Broker and citizen of Venice:

Camilla Pellarin, camilla.pellarin@gmail.com

„Ciao Isabella,

ti mando questa mail e ti lascio un piccolo ricordo della mia infanzia a Venezia se ti va di usarla per la tesi ne sarò contenta, altrimenti tienilo come un piccolo regalo da parte mia :-)

Il mio Campo Santa Margherita – ormai di 20 anni fa ahimé! – era una zona piena di bambini e “Ciao” a quasi tutti quelli che passavano. Tutti ci conoscevano e/ o tutti i negozi e i locali del vicinato sapevano chi erano i bambini che abitavano in zona; i nostri genitori erano tranquilli perché sapevano che se non ci vedevano potevano trovarci o in pasticceria Zanon – vicino alla Toletta a bere un succo e mangiare una pastina, oppure da Danilo il salumiere o da Gianni il fruttivendolo o da Roberto il macellaio.

20 anni fa era tutto a misura di veneziano. Era il nostro piccolo quartiere dove, appena giù dal ponte trovavi tutto il necessario per la casa, cibo, scuola e vestiti... senza doverti rintanare nei supermercati..! Là si andava quando dovevi fare la “spesa grossa” !

Se poi a fine scuola, alle 16 del pomeriggio dicevi alla mamma “ ...Vado in Campo a giocare”...era così! Il Campo Santa Margherita si riempiva di bambini nel pomeriggio! Andavamo a giocare nello spiazzo che c'è vicino all'attuale casa di riposo per andare verso i Carmini ...pallone, bici, gessi colorati, entravi nella libreria Solaris a cercare l'ultimo libro di Piccoli Brividi, andavi a vedere la vetrina dei giocattoli da Pettenello, mangiavi un gelato da Causin o una pizzetta da Alberto e stavi in compagnia fino a quando non arrivavano i genitori a prenderti!

Di questo mondo è rimasto ben poco; la libreria Toletta e pochi altri esercizi come il ristorante San Trovaso che ha appena festeggiato 40 anni di attività e mi ha visto crescere, rimangono come fortezze a rappresentare la Venezia – la mia Venezia - che c'era.

Al posto delle macellerie, pasticcerie, profumerie, fruttivendoli, cinema (ben due in Campo Santa Margherita) ora ci sono negozi di maschere e negozi gestiti da cinesi che vendono borse e scarpe di dubbia qualità che però sono gli unici che possono pagare un affitto commerciale ormai spropositato!

Negli ultimi anni sono stati aperti bar, pub e locali uno dietro l'altro con proposte

culinarie alla fine non così diversificate ma..che vengono incontro alle richieste della clientela. D'altronde business is business!. Ma forse la decadenza e svendita di Venezia non è anche dovuta un po' per colpa dei veneziani stessi?

Il denaro e i soldi facili fanno ovviamente gola a tutti! Affittare a turisti gli appartamenti è sicuramente molto remunerativo...ma perché non si capisce che così obblighi i residenti a doversi spostare in terraferma perché non c'è più posto per loro!

Certo, Venezia vive principalmente di turismo ma ci sarebbe bisogno del turista educato di una volta. Il turista che porta beneficio e ricchezza sì, ma in primis rispetto a questa vecchia signora che è la città di Venezia.

Con i voli low cost e last minute abbiamo assistito ad un cambio radicale della tipologia del turista; sarebbe necessario creare un vademecum che regola il comportamento e l'atteggiamento di ogni singolo turista nei confronti della città che lo ospita e un secondo regolamento per chi vuole lavorare con il turismo...Perché non ritrovare nuovamente un equilibrio tra domanda e offerta!?! Sarebbe bello tornare a riscoprire quella Venezia che agli occhi di un bambino era buona, quasi misteriosa, piena di calli nascoste che ti facevano ritrovare in posti diversi, nuovi, incantati o..delle meraviglie a guardare a bocca aperta la casa delle girandole!“

(attachements from Camilla Pellarin illustrating the window with the windmills (girandole) next to San Rocco in Venice and the toy shop, Pettenello, in Campo Santa Margherita that have both closed down in recent years)



INTERVIEWEE 5

Interview with Giampiero de Martino, sales manager of NUGO S.p.A write up and technical corrections via email: g.demartino@nugo.it

“Buongiorno Isa

Mi sono permesso di apportare alcune modifiche ed ho eliminato il pezzo sull'accomodation, perché quello è un punto sul quale stiamo ragionando e che ancora non abbiamo accantonato.

Il mio inglese non è eccellente quindi fai le dovute correzioni.

Giampiero de Martino, Sales Manager of the Company presents NUGO.

NUGO is a platform, usable both from the web and from smartphone apps, that offers multimodal "door to door" itineraries and aims to facilitate mobility for travelers.

The app was launched in June 2018 and Venice was chosen as a showcase city due to the high number of visitors and travelers and to the adhesion of the municipal urban transport company project. In Venice, in the S. Lucia station, a structure has been installed to let travelers experience an immersive experience surrounded by images of nature and the Italian city.

The objective of the Platform is to reduce travel by using own cars to favor public and shared transport and, at the same time, using digital titles, to reduce the use of paper. The app, which has no additional cost to the end customer, offers not only itineraries from one city station to the next but also an inter-mobility service. It means a combined offer of air, train, bus, taxi, ferry, bike sharing, car sharing and rent car, as well as tourist buses, etc. For the transport of passengers from a starting point to the final destination including the so-called "last mile" - so extra planning can be avoided. On the one hand, NUGO is an innovative example of communication tools to travel from which travelers can take advantage by quickly comparing prices and getting a quick overview of possible travel solutions; the net benefit includes an increase in sales speed, a decrease in paper and energy consumption, and therefore an overall decrease in pollution. On the other hand, NUGO will also reduce the need for personnel in the sales department and lead to the automation of processes typical of technological advances. For the time being NUGO offers solutions for the Italian market, however in the industrial plan there is the objective to extend the service to facilitate mobility throughout Europe. "

Ti chiedo la cortesia di rinviarmi il testo definitivo e in bocca al lupo per la tesi.

Giampiero de Martino”

INTERVIEWEE 6

UNWTO, Clara Mendez Martinez, Madrid headoffice

(Unfortunately, no answer came to the interview questions)

Good morning,

Thank you for your email and interest in UNWTO. Kindly send the questions via email.

Please note, Taleb Rifai is no longer the Secretary-General, the new one took position January 1st and his name is Zurab Pololikashvili.

Many thanks,

Reply: isamav@live.de

Dear Clara Mendez Martinez;

Honorable Dr. Pololikashvili,

It is my greatest honour to reach out to you.

Firstly, I would like to extend my honest regards for taking the time to engage with the issue that humanity is facing today.

As we are all interested in conserving cultural heritage this year marks a special year. It is the year of cultural heritage and we are interested to implement the Sustainable Development Goals of 2020.

The UNWTO has gone beyond its potential to contribute to social cohesion, transatlantic co-operation and prosperity generating employment, development and contributing to peace.

However, one of our greatest treasures, our “serenest” of them all is suffocating in front of us.

I am reaching out to you, pledging for your help in the name of all Venetians, Italians, cultural heritage-lovers, humans -

Hereby, I am attaching a list of key questions regarding **sustainable tourism development and Venice** for my master thesis. It would be of utmost importance to tackle these issues to save the future of Venice. There is no city without its citizens and as Salvatore Settis puts it in his book “If Venice dies” there are 3 ways a city can go down:

1. When it is destroyed by a tyrant
2. When another power takes over
3. When its inhabitants forget their common heritage and become strangers of their own culture and turn against each other

The word city or *polis* comes from the idea of inhabitants of a space that share common values under the same set of laws.

Pollution, depopulation and structural underemployment are what the City has to deal with. To tackle unemployment the City of Venice encourages tourism but tourism leads to depopulation due to rising housing costs and more pollution- it’s a vicious cycle.

I adapted the UNWTO criteria for Sustainable Tourism Development to the City of Venice to create a Vademecum (see below).

Criteria for Sustainable Tourism (UNWTO,		
Environmental	Socio-Cultural	Economic
environment	respect socio-cultural	ensure employment opportunities
maintaining ecological processes	conserve cultural heritage	social services
conserve biodiversity	respect values	poverty alleviation

Proposed Vademecum for the highly Sustainable Tourist in Venice:

Environmental Sustainability	Socio-cultural Sustainability	Economic Sustainability
-------------------------------------	--------------------------------------	--------------------------------

<p><u>Move toward a green economy:</u></p> <p>No plastic in packaging; move toward green transportation. Specific action: avoid buying anything involving plastic e.g. from plastic bottled water to tap water.</p>	<p><u>Respect local rules and regulations and grant locals the priority.</u> Specific action: Be aware of your actions and their effects on citizens. For example: make way for workers, avoid taking public transportation in peak hours.</p>	<p><u>Ensure local employment opportunities by buying “in-house” goods.</u></p> <p>Specific action: Watch out for fake “Made-in-Italy” e.g. handbags produced in Prato, Italy by foreign investors that do not respect local labour and quality ensuring laws.</p>
<p><u>Regional and seasonal & buy local and organic.</u></p> <p>Specific action: buying at the market and asking for regional and seasonal produced fruits and vegetables. E.g. see Donna Gnora</p>	<p><u>Engage with cultural activities to contribute to the conservation of the patrimony.</u></p> <p>Specific Action: museum visits and workshops e.g. Macaco Tour offers interactive workshops for families engaging with the City of Venice, its culture in a sustainable way.</p>	<p><u>Be aware of the social challenges in Venice such as finding affordable housing, stable employment and engage with the locals.</u></p> <p>Concrete Action: visit events connected to culture and organized by local communities e.g. Sagre Veneziane</p>
<p><u>Limit pollution and recycle.</u> Specific action: only buy what you really need and donate goods, which are not used to local churches/communities connected to a good cause e.g. Campo Santa Margherita</p>	<p><u>Encourage markets that respect Human Rights, Women’s Rights, Fair Trade and local markets.</u> Specific Action: do not buy under-priced products from areas in which</p>	<p><u>Encourage employment stability by visiting Venice off-seasons for a concise subject of interest and discover rural tourism.</u> Specific Action: visit Venice during times of lower affluence and travel along an itinerary connected to a specific interest e.g. with the</p>

collection of objects and clothes for the association which supports women who have been subject to abuse.	child-labour is not condemned. For example: Buy a cultural-connected souvenir like a book or an artisan good.	Council of Europe's Cultural Routes Programme)
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Interview Questions:

How can the city of Venice move toward a green and circular economy?

How does the UNWTO definition for *sustainable tourism* differ for different **stakeholders** and different **cultures**? For example:

- Different Stakeholders: For **local citizens** of tourist destination areas: slow tourism, low impact tourism vs. **EU-level**: the more tourism the better due to peace- creation through social cohesions; promote dialogue among cultures; job-stability due to new market opportunities; leading to strong Euro ("Our Common Future" 1987, Faro Convention 2005);
- Different Cultures: For instance Germany (high focus economic growth at low cost; Power & Competitiveness) may be very wrong for other countries such as Italy (high quality, high time investment; collaboration & cooperation oriented) (Hofstede, 2011).

The criteria of the UNWTO for sustainable development are divided into three categories, with each 3 sub-points. In total that makes 9 criteria, are these to be regarded in some order? For example: is poverty alleviation more or less urgent than maintaining ecological processes?

By encouraging sustainable tourism there is an increase in employment, however rents rise as it becomes more lucrative to rent to tourists than to locals. Is it solely up to the cities' governments to regulate housing prices?

What can the region, Italy, the European Union, other stakeholders and the UN do to safeguard sensitive tourist-destinations such as Venice?

Looking forward in hearing from you,

Sincerely,

Isabella Mavellia

Intern at the Council of Europe's Cultural Routes

Graduate Student at the Ca' Foscari University, Venice

Exchange Student at the Venice International University

14. Appendix

14.1. REPORT UNWTO TOURISM AND SDG 2030

Please follow this link for the report:

<http://icr.unwto.org/publication/tourism-and-sustainable-development-goals>

14.2.

UNWTO definition of Sustainable tourism and its criteria (the proposed vademecum is based on these criteria)

<http://sdt.unwto.org/content/about-us-5>

Definition

Expressed simply, **sustainable tourism** can be defined as:

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"

Conceptual definition

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Thus, sustainable tourism should:

- 1) Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
- 2) Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- 3) Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

Reference:

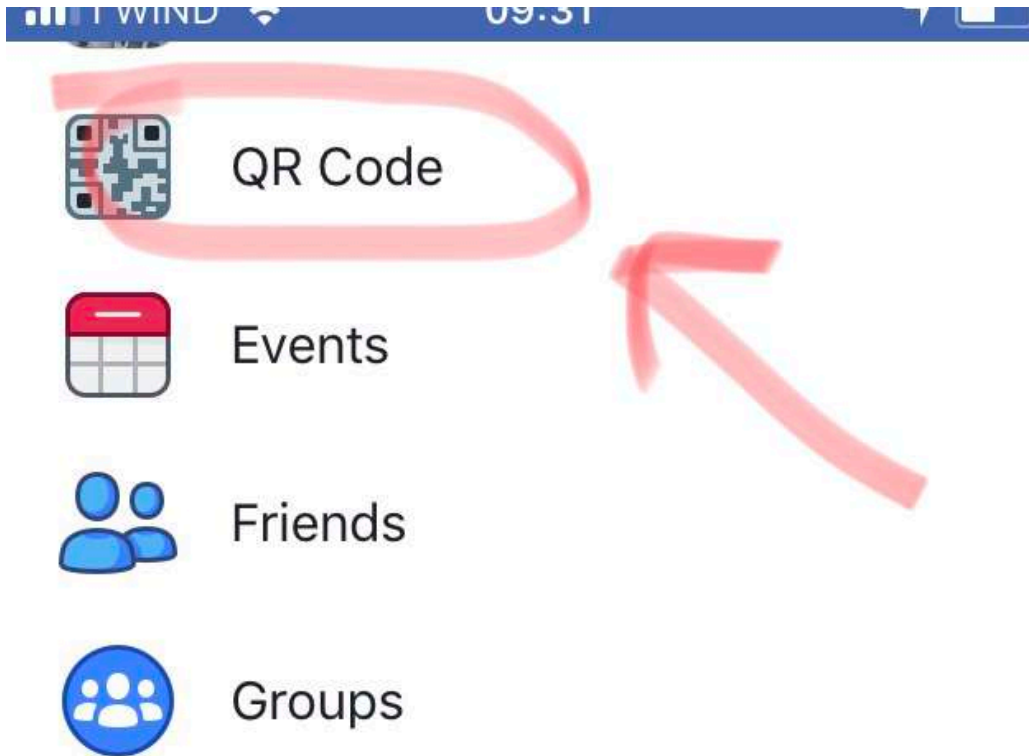
Making Tourism More Sustainable - A Guide for Policy Makers, UNEP and UNWTO, 2005, p.11-12

14.3. How to be a highly Sustainable Tourist in Venice: Implementation of the Vademecum for Tourism in Venice:



This is a QR code. You can scan it and find your Vademecum without wasting any paper!

INSTRUCTIONS:



1. Open your QR scanner
2. Scan the QR Code
3. Open the world document with the guide
4. Implement the guidelines on your trip

14.4.

Appendix Photographs

This photograph is shot from the ponte di Santa Margherita and shows a building on the canal that is falling apart.



To see the photogallery and media section of the thesis please follow this link:

<https://drive.google.com/open?id=1m7gm9lpJAV40SPDxxsz7eK3GIp2cXmeK>