RESEARCH OF LIVEABILITY

A DIALOGUE BETWEEN TOURISM AND LIVEABILITY

Local community

Tourist attraction

Access

Tourist accommodations

Hard geographical border

THE CASE OF VENICE

TABLE OF CONTENT

introduction

Introduction

Venice is located in the middle of a lagoon. On a group of small islands already known as *Venezia* in the days of the Roman Empire. Due to this unique location, Venice and its lagoon have been on the UNESCO World Heritage List since 1987.

> *The value of Venice consists of an historical, archaeological, urban, artistic heritage and exceptional cultural traditions, integrated into an extraordinary and outstanding environmental, natural and landscape context[1].*

The Italian city is often nicknamed *the city of the water* and *the city of the bridges*. However the city owes the name: *La Serenissima* to the fact that Venice was able to survive three centuries of political, military and commercial decline. Therefore, the urban pattern of Venice is in great extent untouched[2], which makes Venice and its lagoon a well known and respected visible 'piece' of history. And above all, a heritage site that the world is eager to preserve for future generations.

Yet a design that was once an answer to social phenomena or historical context, is no longer always in line with today's demand. In the case of Venice, some serious issues regarding the quality of living (liveability) in the city are present. And the question arises whether the city is dynamic enough to deal with it.

In order to define the approach of the graduation project, this research book focuses on the broad question:

What is the future for Venice? And what are the elements that endanger the liveability of the city in the present and future?

To answer this question, we will first elaborate on the rich history of Venice, followed by a comparison to the current situation. This research book discusses the results in detail.

---

1   UNESCO World Heritage (2020). Retrieved from https://whc.unesco.org/en/list/394/

2   Howard, D., Quill, S., & Moretti, L. (2002). The architectural history of Venice. Yale University Press.
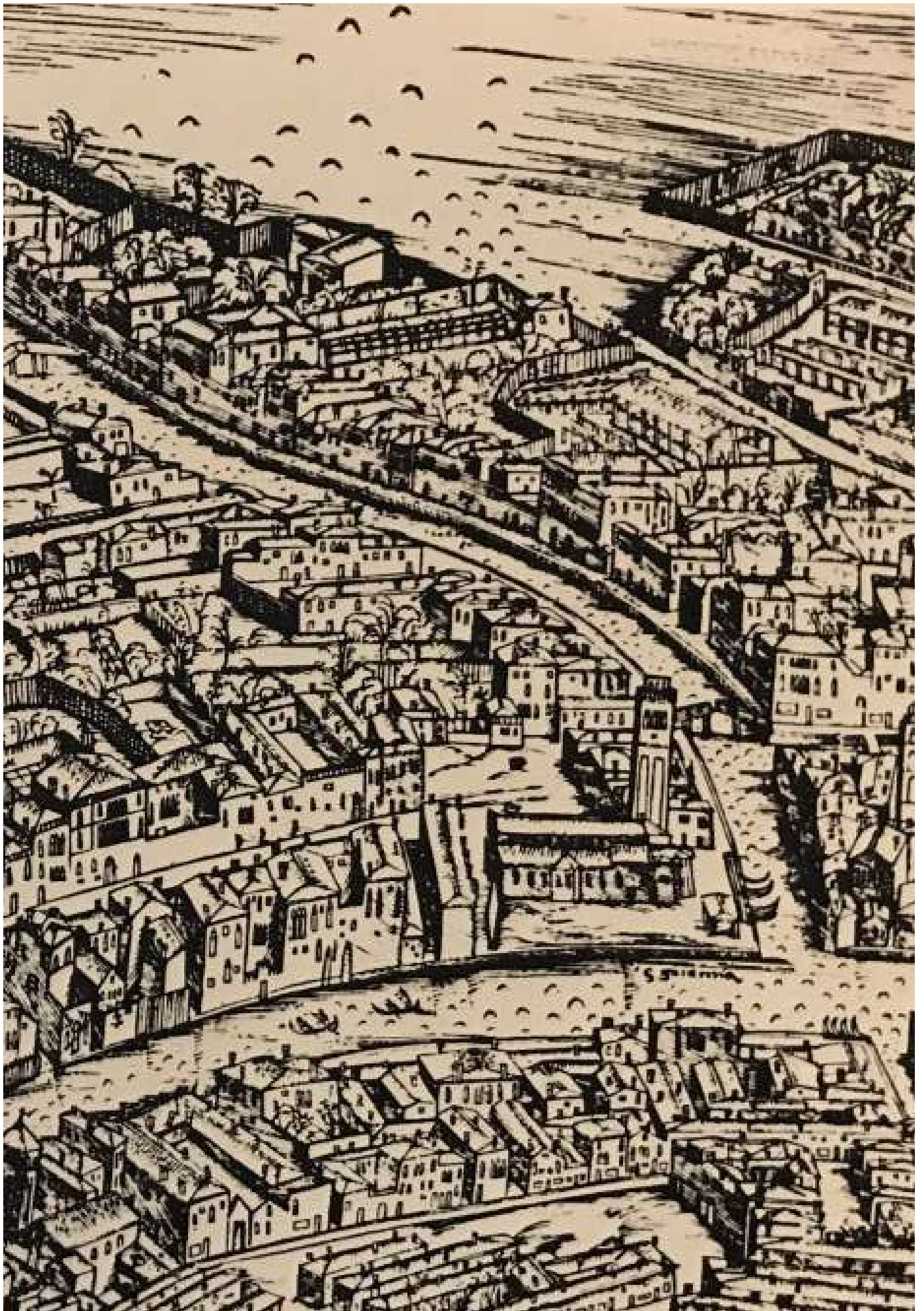
Jacopo de' Barbari - Perspective of Venice (1500)

I. LOCATION

Venice is a city in North-Eastern Italy sited on a group of 118 small islands. The city's location was originally a marshy area with many sandbanks. The islands, nowadays separated by canals and linked by bridges, were formed on these sandbanks.

From a bigger perspective Venice is a small city located on the Venetian Lagoon in the Adriatic Sea, in the region of Veneto. The Venetian Lagoon is an enclosed bay of the Adriatic Sea. It is the biggest Lagoon of Italy (550 km^2) and has been inhabited from ancient times.

It is thought by many that the municipality of Venice consists only of the historical centre. But this is not true, the municipality of Venice consists of three different districts.
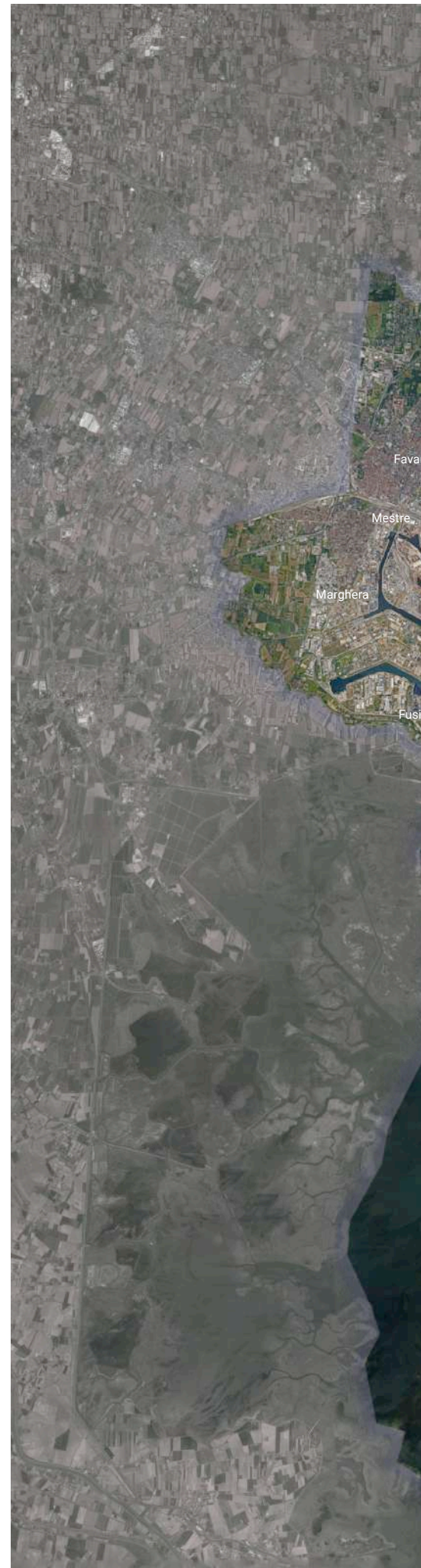
Centro storico approx. 50.000 inhabitants
The *centro storico* is the general known image of Venice. It is divided into six areas or *sestiere* and the government of the city is divided into 6 boroughs of which each one is composed of all six *sestiere*: Santa Croce, Dorsoduro, San Polo, Cannaregio, San Marco and Castello.
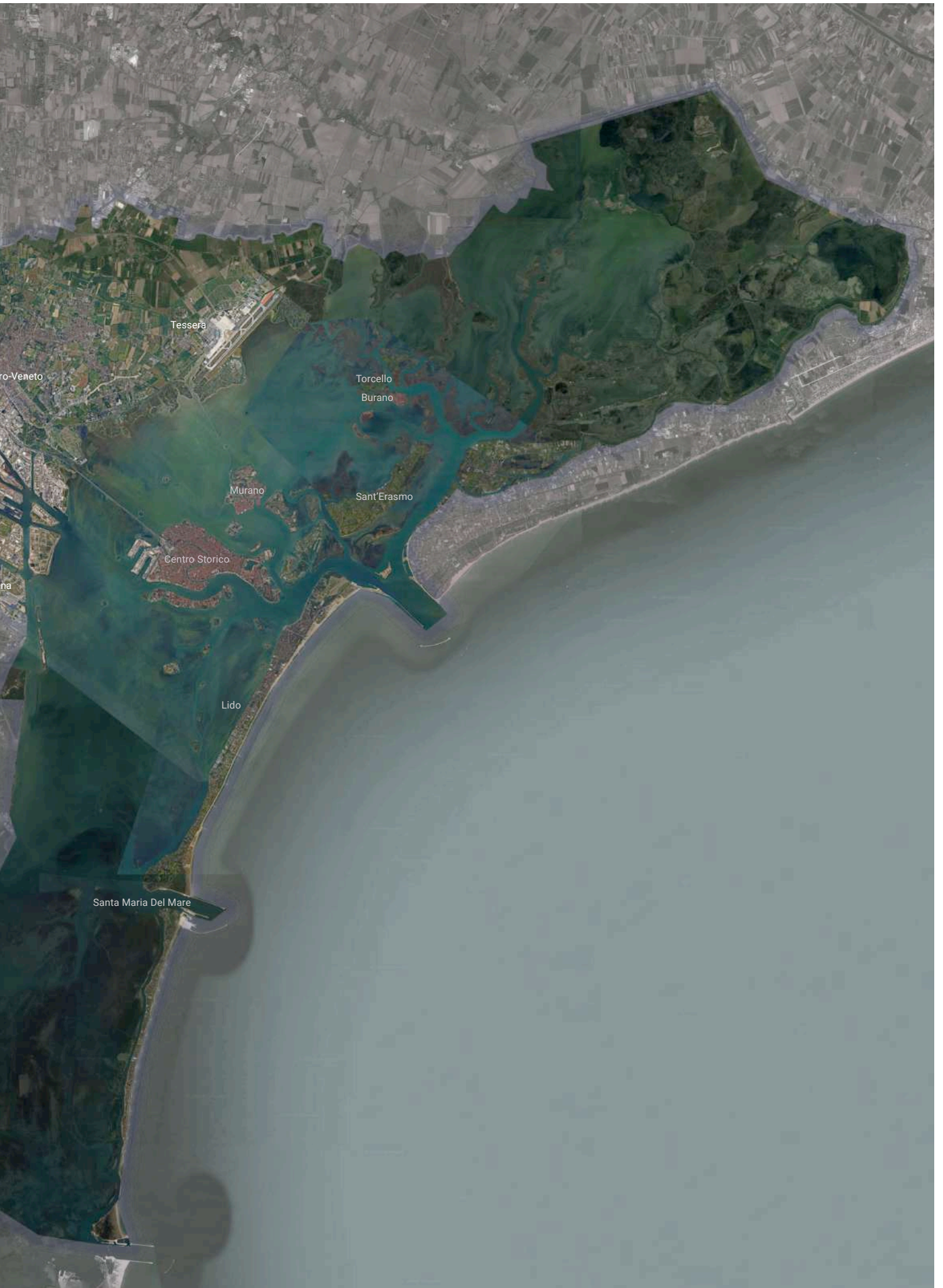
Estuario approx. 30.000 inhabitants
By *estuario* is meant the other settlements in the lagoon, such as Lido and Murano.

Terraferma approx. 180.000 inhabitants
*Terraferma i*s the mainland of the municipality. It is composed of communities around the edge of the lagoon, such as the city Mestre and its port Marghera. Nowadays, most part of the inhabitants of Venice, as well as its economic core, its airport and its harbor, stand on the *terraferma*.

Tessera

ro-Veneto

Torcello

Burano

Murano

Sant'Erasmo

Centro Storico

na

Lido

Santa Maria Del Mare

Santa Lucia Train station

Dockplace cruise ships

Arsenale

Piazza San Marco

Giardini

The development of Venice: From the Roman Empire to the 21st century

Roman

ALTINUM

700

Mestre

Venice

1850

Mestre

1900

1500

Mestre

1700

Mestre

1950

2000+
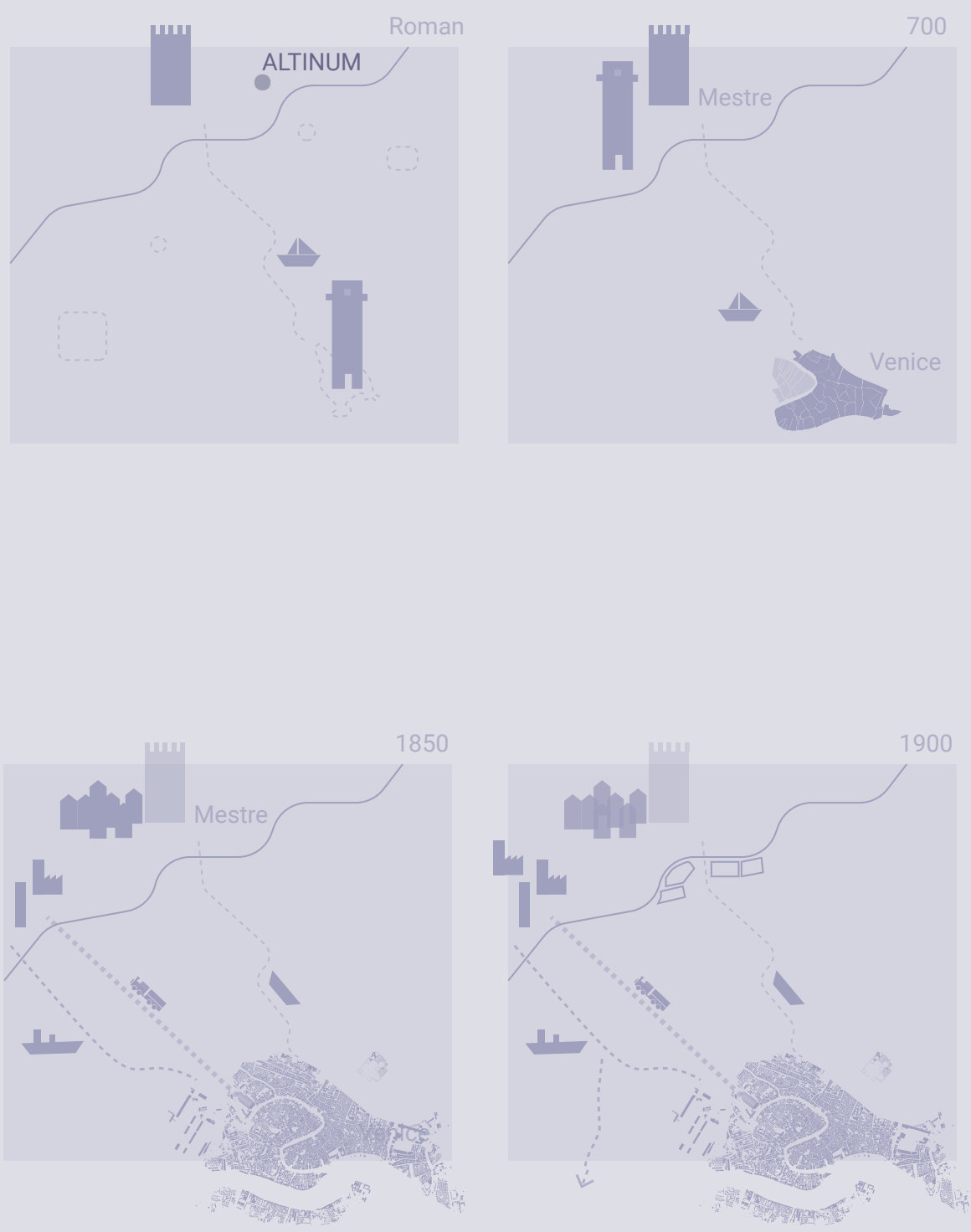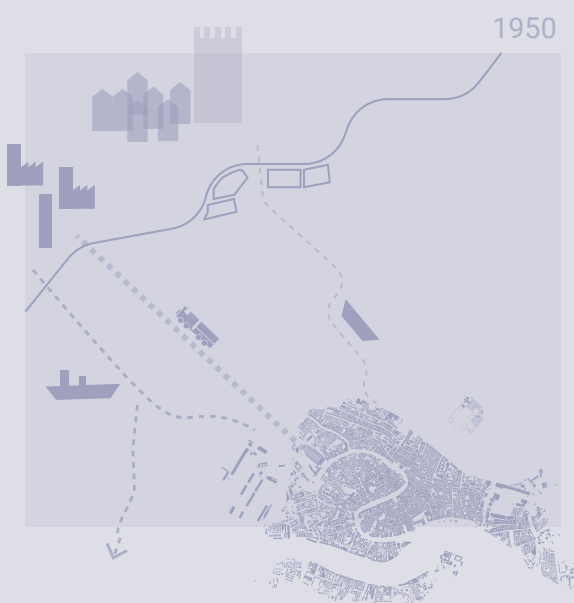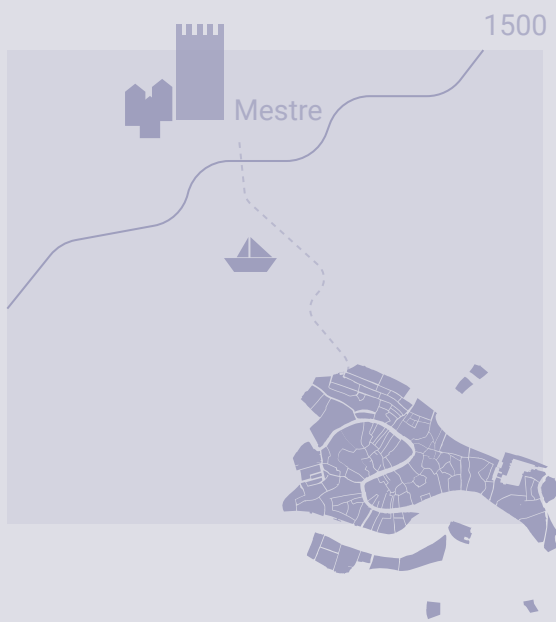
II. AN IDEAL PAST

'We have to look back before going forward'

During the Roman Empire the term Venice stood for the North-Eastern region of Italy. The lagoon was exploited for commercial trading and it was a holiday resort for noblemen. Some late Roman sources also reveal the existence of fishermen on the islands[1]. But following the end of the Roman Empire and the arrival of the Longobards (568) the region started to indicate small settlements. The original population of Venice consisted of refugees from the undefended countryside and Roman cities such as Padua, Aquileia and Treviso. They established small settlements on the sandbanks in the lagoon around the island of *Rivoalto*, which now is Rialto; the centre of the Venice. Each small island was ruled by a family and their economy was based on trade activities. Rialto became the trade hub of the city.

The first outside ruler of the settlements was an official from the Byzantine Empire; in 751, the Longobards conquered Ravenna and the Byzantine dux became the first **Venetian Doge**, appointed by merchant families.

At the end of the 9th century the city acquired complete independence. Under the leadership of a class of shipowners and merchants the city expanded its political leadership; they introduced the hereditary power system.

But in order to protect their trading economy Venice had to fight many wars. Therefore the city joined the Longobards League to prevent outside parties to acquire power.

1   Retrieved from https://www.britannica.com/place/Venice/History
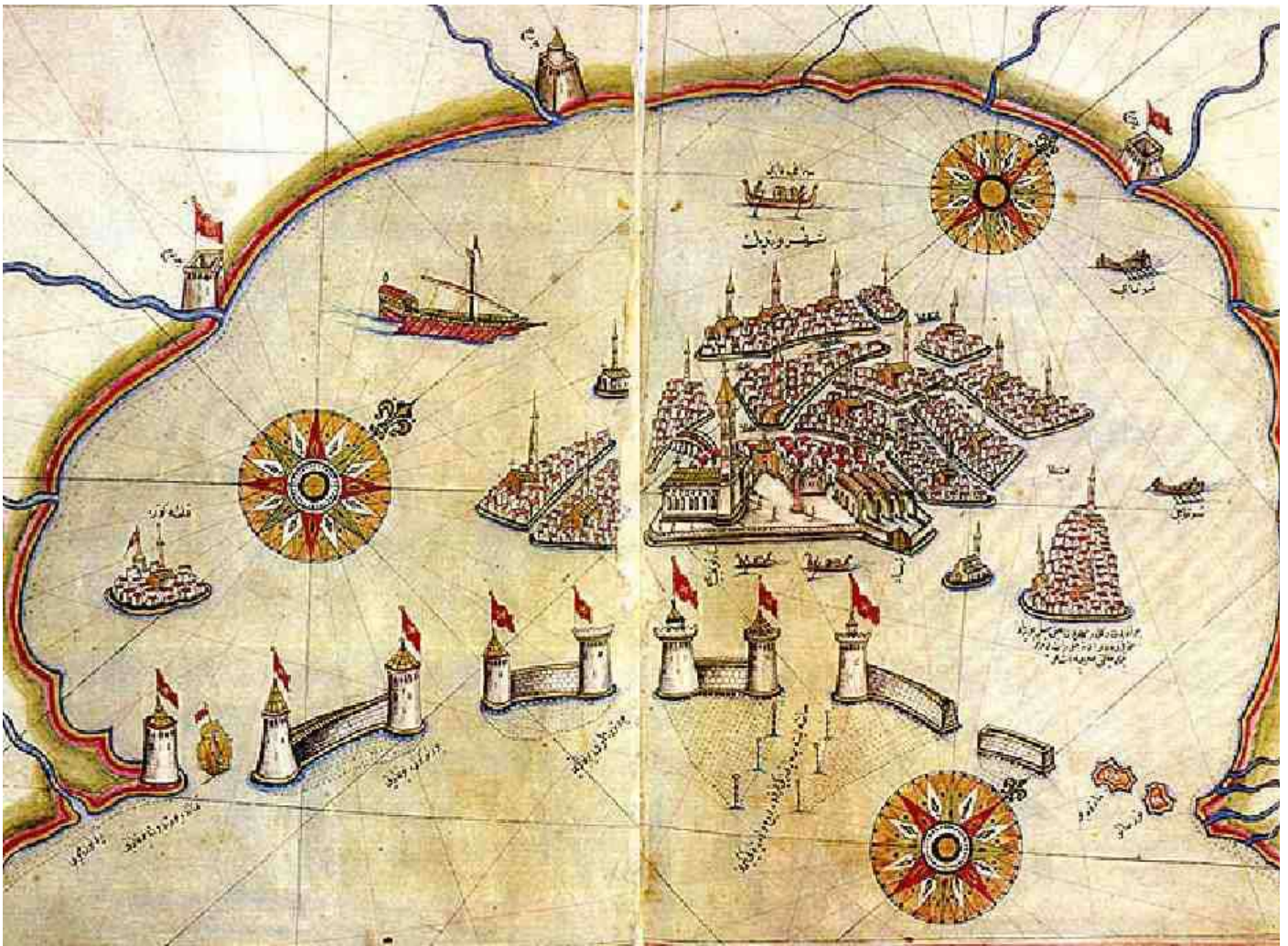
The city of Venice was built on many small islands, each owned and ruled by a family (source: unknown)

Roman Empire   7th century | 12th century   15th century   17th century   19th century - now

CAMPO, CAMPIELLO AND SOTOPORTEGHI

The urban fabric of Venice is unique; Venice consists of clusters of urban units characterized by a common square called *campo*. *Campo* is Italian for square and characterizes many cities in Italy. Yet in Venice it has acquired an important meaning since Venice became a dense city with infrastructure formed by *campi* (plural for *campo*). Among the most famous there are Campo Saint Stefano, Campo Saint Polo and Campo Saint Barnaba.

The name *campo* comes from Latin and means open green field or an (army) camp in the open field just outside the city. Like in each city, the *campi* in Venice became paved and surrounded by buildings. Yet the social significance of the *campi* in Venice became more important than in other cities. The social value was based on its function; the presence of a water well and the numerous daily activities that took place at the *campo*, such as markets and religious activities. This has contributed to the uniqueness of the city since it contains several centres with a self-sufficient function.

The smaller version of a *campo* is called *campiello*. In a *campiello* the houses overlook the small courtyard.

Finally, the *campi* are connected to the *calli* (streets in Venice) which contributes to the characteristic *sotoporteghi*, which are passages carved into the body of a building from which, for its creation, the entire ground floor has been eliminated.

Existing *campi* in Venice

Campiello: smaller *campo*

A *campo/campiello* (seen through a *sotoporteghi*) is still recognized today by the water well (own image: summer 2018)

Heritage of the *campi*

The square has a collective meaning. It can be said that the *urban identity* of Venice is characterized by a feeling of community because of the fact that the urban fabric of the city consists of many *campi*. Part of this communal feeling ended when in 1884 an aqueduct was realized which resulted in closing and removing the well[1] and the disappearance of many functions around the *campi* nowadays.

Yet it is somehow interesting to note its significance for the identity of the city.
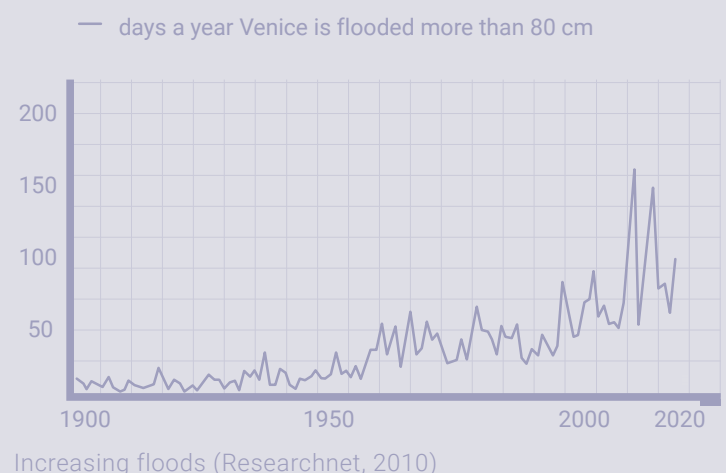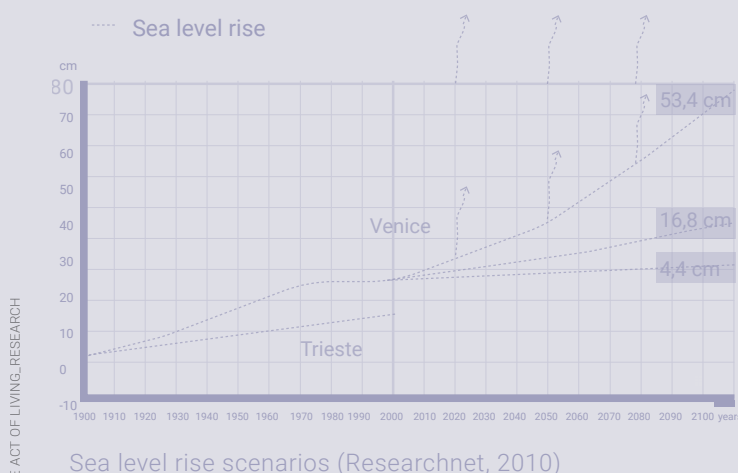

Il Canaletto (1697-1768) - Campo San Zanipolo

---

1   Ud'Anet Associazone Aliusmodi Roma (2017). Retrieved from http://www.venicethefuture.com

WATER

Venice is often nicknamed *the city of the water* and *the city of the bridges*; the uniqueness and attractiveness of the city lays in the connection to water. It is one of the most important element that forms the identity of Venice in every conceivable way: the canals, *gondolas*, bridges and so on. Another detail in the build environment that shows the strong connection to water, is the fact that the buildings in Venice have sloping roofs, which protect inhabitants from the rain but also act as a collector for drinking water[1].

Besides the beauty of a city with water, it also reflects the close connection of human beings and nature. Citizens from Venice have always lived with high tides, also known as *acqua alta*. High tides are considered to be useful for maintaining the island's ecosystem, as they ensure it is clean and they improve the soil of the surrounding lagoon. But there are also disadvantages of the *acqua alta* for the quality of life in the city since the floods are more severe and occur more often.

---

1   Foscari, G. (2014). Elements of Venice. Lars Müller.

Sea level rise

cm
80
70
60
50
40
30
20
10
0
-10

53,4 cm

16,8 cm

4,4 cm

Venice

Trieste

1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2010 2020 2030 2040 2050 2060 2070 2080 2090 2100 years

Sea level rise scenarios (Researchnet, 2010)

— days a year Venice is flooded more than 80 cm

200

150

100

50

1900   1950   2000   2020

Increasing floods (Researchnet, 2010)

+1,4 METER = 57,3% OF VENICE FLOODED   12,9km²   ▦ Underwater

Heritage of the water

A big threat for Venice is sea level rise and sinking of the soil; the increased flood frequency has already severely damaged the city. The maps on the left page show the unavoidable risks of climate change. The map above shows the fact that Venice will be flooded for 57,3% of the whole island's surface when the water rises with 1,4 meter. Therefore the project MOSE was established in 2003; an innovative flood protection of the city. On October 3rd 2020 it proved to be working properly. Still, inhabitants and scientists believe that the climate issue will need more and more attention in the near future.

In the 9th century Venice developed into a city state and a major **commercial empire**. Due to its position in the Adriatic Sea, the fact that it was the centre of naval power and commercial activities, the city flourished and became the main hub of negotiations between Western Europe, the Middle East and Asia. So on, it became the greatest seaport in the late medieval Europe and the commercial and cultural link with Asia. During the 12th century Venice and its region grew into a **metropolis**. This was also the time when the Venetian Doge divided the capital into the six districts, the *sestiere*, and when the canal was formed as the central artery of the city.


City as Organism. New Vision for Urban Life - 'Venice as organism' - construction of the islands, blocks and canals

During the Fourth Crusade (1202-1204) the **Republic of Venice** was established. The Republic had to battle numerous naval battles but also managed to expand to the hinterland. They conquered the whole Veneto region. And this connection with the hinterland was of great importance as it provided enough food for the population. Since the city itself did not have fertile land to grow food and to provide. Despite the strong powers of the Republic, they fought many wars. This led up to the fact that Venice lost power to the Turks. Besides that the discovery of America, diverted trade from the Mediterranean to the Atlantic and marked the decline of Venice's maritime power.
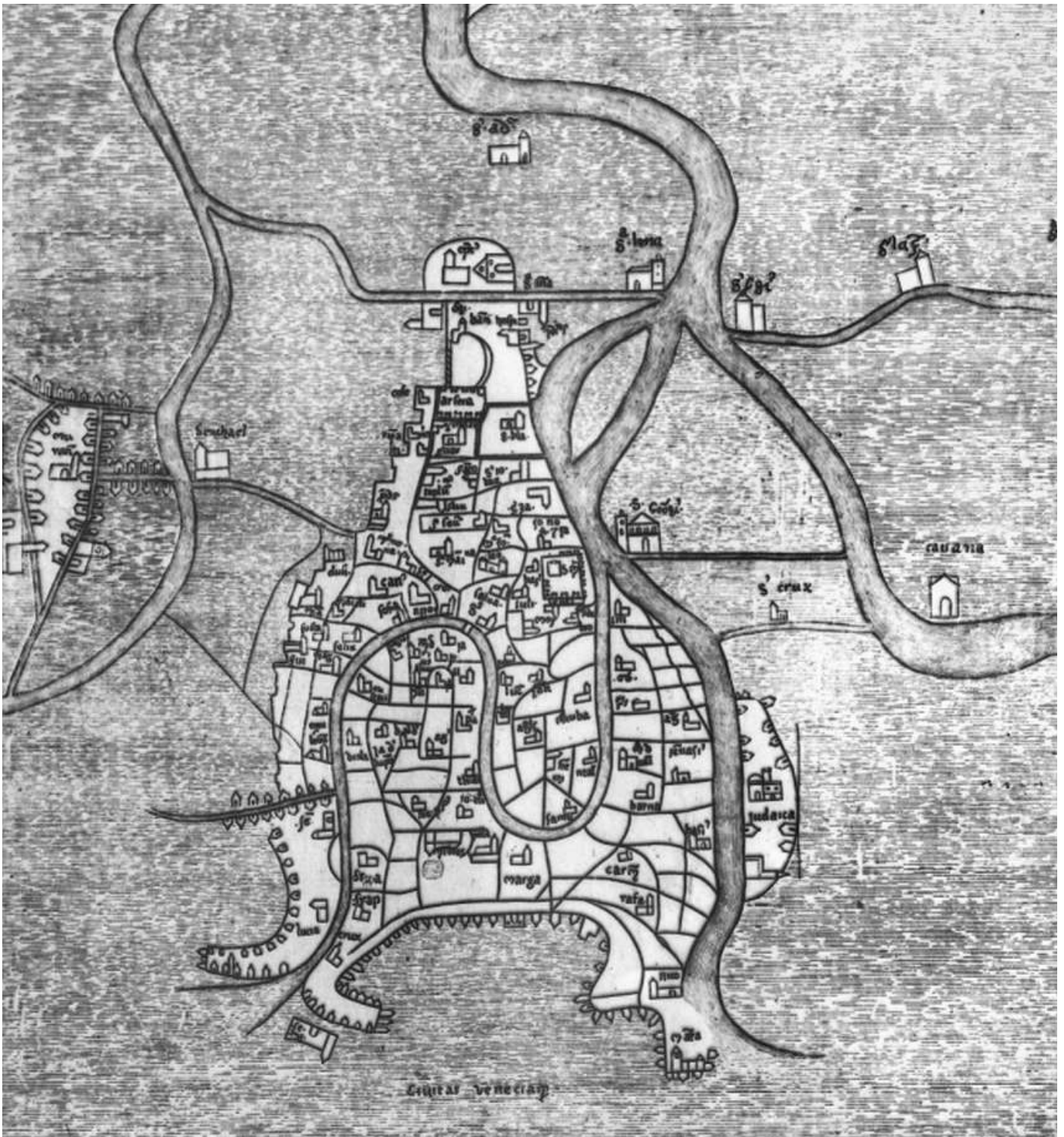
Venice during the 12th century (source: unknown)

Roman Empire	7th century	12th century	15th century	17th century	19th century - now
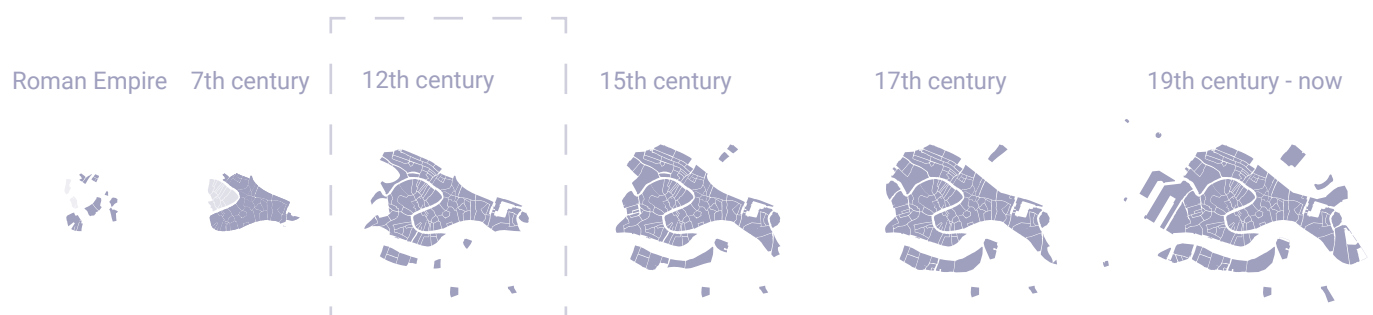
MARITIME REPUBLIC

Venice was part of the Maritime Republic[1]: a collective name of eight important city-states that flourished in the Middle Ages, in Italy and Dalmatia. The city-states flourished largely under the Byzantine Empire and merchants were controlling the government. They benefited from political and trade fields.

The 8 city-states were: Venice, Pisa, Genoa, Amalfi, with them being the most important, and Noli, Gaeta, Ancona and Ragusa (now Dubrovnik).

From the 10th to the 13th century, these cities built fleets to protect the trade routes in the Mediterranean and the cities themselves. In their infighting, they were part of changing alliances and wars.

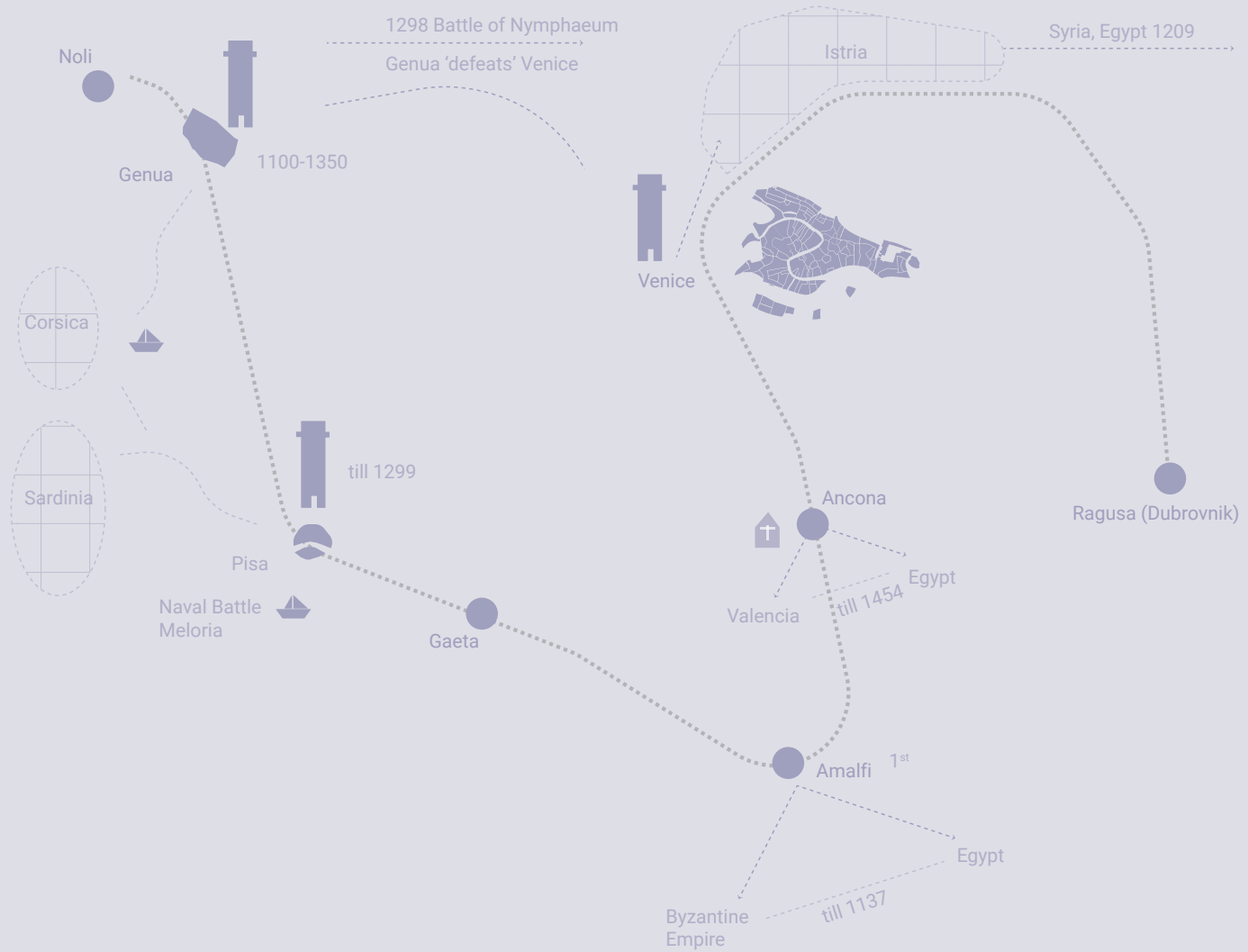**Heritage of the Maritime power**
The function as centre for trading goods, attracted many merchants to Venice. Therefore the Maritime Republic marked the start of the growing notion and importance of Venice in the world.

Besides that, there are also many festivals that remind the Venetian about the flourishing period. The *Festa della Sensa*, is one of the city's best known festivals that bring to life its thousand year history and its close ties to the sea and the art of rowing. It began in the 9th century, when the naval fleet of the *Serenissima* departed to fight pirates who were threatening the Istrian coast. And this famous victory was the beginning of the rapid expansion of political, commercial and military influence on the Adriatic Sea.

What is also remarkable is that many Venetian customs and traditions developed around the dependence on the sea. According to tradition, the Doge was "married" to the sea. The nautical heritage of Venice is not only seen in building and artwork, but even in street names and the urban identity of the city.

1   Retrieved from https://www.britannica.com/place/Venice/History

Noli

1298 Battle of Nymphaeum

Istria

Syria, Egypt 1209

Genua 'defeats' Venice

Genua

1100-1350

Venice

Corsica

Sardinia

till 1299

Ancona

Ragusa (Dubrovnik)

Pisa

Valencia

Egypt

Naval Battle
Meloria

Gaeta

till 1454

Amalfi   1st

Egypt

Byzantine
Empire

till 1137

City-states of the maritime republic and their roles

ARSENALE

The *Arsenale* has been of great importance for Venice and its relation to the rest of the world. It was built in the 12th century during the rise of the Venetian Republic and experienced some extensions throughout time (*Arsenale Nuovo* in 1320). Its complete surface makes up 15% of the whole city (45 ha). And it is known as the biggest industrial area of Europe before the industrial revolution.

In the *Arsenale*, shipbuilders and other workers worked on the construction of new ships, the ship maintenance, and the equipping of ships leaving the port of the city. Housing for the workers of the *Arsenale* developed just outside the walls. It had the exclusive right to log in a forest in the Montello hills in Veneto, with which it could provide for its own wood *Arsenale* produced most of Venice's merchant ships, which provided the city with economic power and wealth. This lasted until the fall of the republic with the conquest of the area by Napoleon in 1797. Significant parts of the *Arsenale* had been destroyed under Napoleon's rule, but later rebuilt to accommodate its current use as a naval base. In the first half of the 19th century, a second entrance from the sea was made on the east side.

Today, it is owned by the state[1], used as a research centre, as an exhibition space at the time of the Venice Biennale, and as a yard for the conservation of historic ships.

---

1   O'Connell, G.C. "Venice, the lagoon and the Adriatic Sea: a historic struggle for survival" Central Connecticut State University. Master of Science in International Studies Thesis. August 2005.

Jacopo de' Barbari - The History of the Bucentaur (1500)

Joan Blaeu - Warburg Arsenale in Venice (1724)

A view of the Arsenale today and its (former) work space (own image: summer 2018)

Heritage of the *Arsenale*

The *Arsenale* was shielded from the public by high walls and guards all around. But what happened inside was important: Venice was at the forefront of innovative developments in the shipping industry. The ability to serially produce galleys in an almost modern process of line production was unique for its time.

And Venice's wealth and power rested on its ability to control trade in the Mediterranean. All this work required a large sum of money and the Venetian government therefore spent almost 10% of its income on the *Arsenale*. The principal families of Venice, mainly merchants and noblemen, were responsible for creating
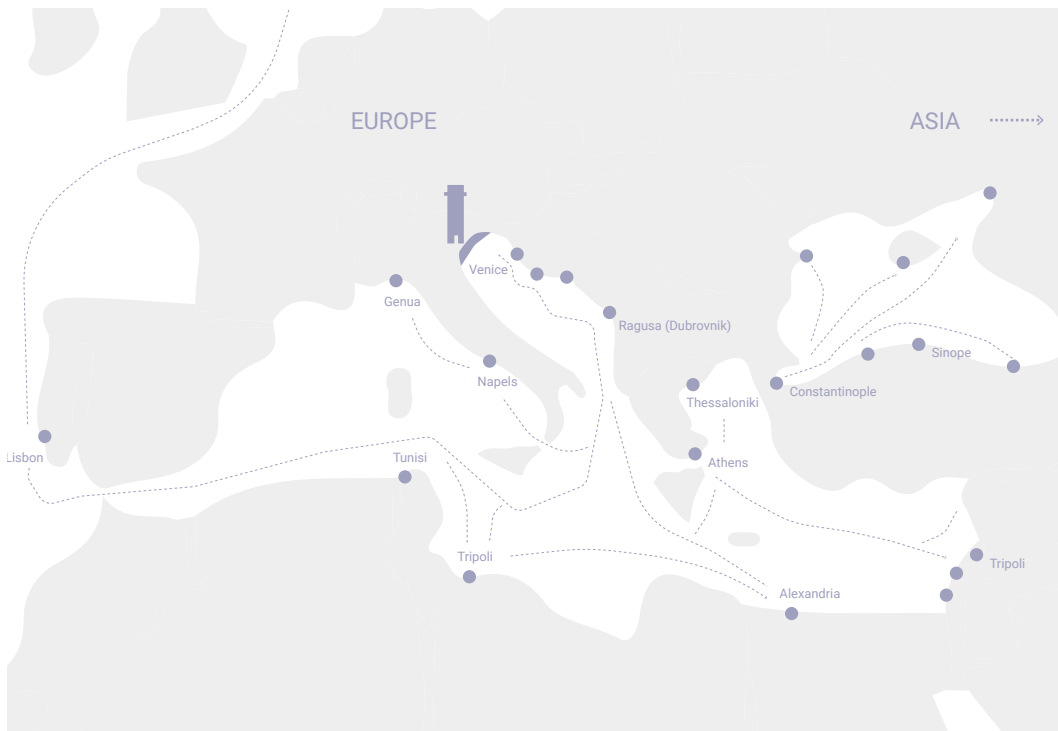
some of the greatest palaces, drawing on some of the most famous artists of all time.

This opulence would not have been possible without the naval power built by the *Arsenale*. It brought to Venice: an innovative way of working, contacts all over the world and a lot of wealth.

"vele reizen achter de rug heeft, de één de boeg opkalefatert en de ander de achtersteven repareert, sommigen roeiriemen maken en anderen scheepstouwen vlechten" - Dante, Inferno Canto 21

In 1527 the **Renaissance** started in Venice after the Sack of Rome. Before this time, the architecture and culture of Venice had more in common with the Byzantine style because of its strong trading ties with Constantinople. Yet in the 15th century it had an extraordinarily high concentration of skilled artisans. Many buildings and churches were made in the classical style with columns, tall facades, ornamentation and symmetry. At the same time the expansions of the city occurred primarily to the north and the west where land was reclaimed and urbanized.

EUROPE

ASIA ·········>

Venice

Genua

Napels

Ragusa (Dubrovnik)

Thessaloniki

Constantinople

Sinope

Athens

Lisbon

Tunisi

Tripoli

Alexandria

Tripoli

The influence of Venice on the Mediterranean Sea and further

Up to and during the 17th century churches and palaces were built and decorated. The Venetian classicism persisted under the palladian tradition. But the most notable expansions were on the Giudecca and on the *Arsenale*. Venice was in part an enormous armory and shipyard. Yet, the city continued fighting the Turks and the Habsburg became Venice mortal enemy, Finally leading to the **fall** of the Venetian Republic in 1797 and the **annexation** to the Neapolitan Kingdom of Italy.
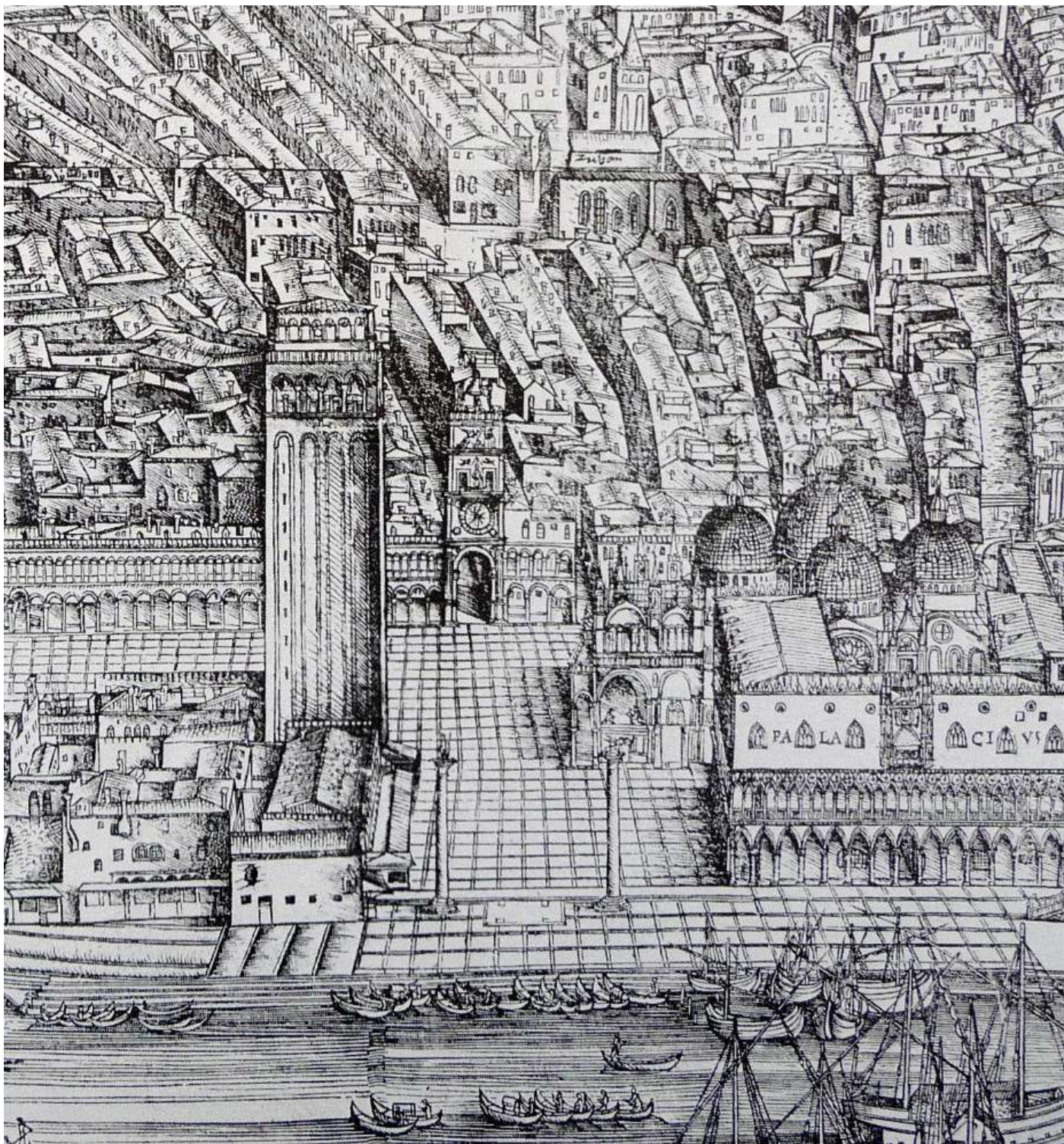
Jacopo de' Barbari (1440-1516) - Piazza San Marco

Roman Empire   7th century   12th century   15th century   17th century   19th century - now

REGION

Venice had a good connection with its surroundings in its prime days. Without that connection, Venice could have never became so big and powerful.

Venice and the Lagoon
The fall of the Roman empire had opened the Italian gates to invading hordes so the inland people saw the Venetian Lagoon as last hope for survival; there where the sea bottom was continually evolving and an invisible canal network made navigation possible only for those who knew its path. The lagoon was their only defense, but a very good one. Even though there were no palace guards, except the *Arsenale* workers, and no defense walls, the sea was a great defense tool. And during centuries of feudalism and barbarism, Venice symbolized democracy and civilization.

Moreover Venice is not the only island in the Lagoon with an identity. Burano for example is represented by the bright colours of the houses that decorate the entire island. The explication to this is given by the fact that the mariners who used to leave for a long time could easily find their houses back. Or Torcello which is a place that has Venetian history, in a calm atmosphere and it is represented by the natural phenomena of silence and subsidence. And Mestre which was an important fortress during the 12th century.

Venice and Veneto
To be able to construct Venice on top of the marshy lagoon the buildings were build upon wooden logs. Therefore the forests of Veneto were almost completely cleared for the construction of Venice. Besides that the region of Veneto provided the people of Venice of food and houses where

Venice and the Lagoon
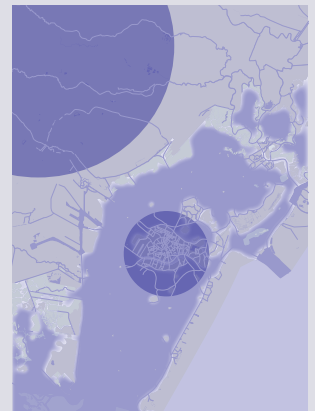
Venice and Veneto

the rich merchants could come for calm and rest.

The connection to the mainland also led to the involvement of Venice in European and Italian politics. Cities had to be fortified. And the strength and prosperity of the Venetian Republic made the cities of the *terrafirma* followers and eastern islands served as useful ports for Venetian shipping.

Venice and the world
It was the greatest seaport in late medieval Europe and the continent's commercial and cultural link to Asia. It played, economically, culturally, artistically, a big role in the global network. The city put trade and profit before anything else, even politics or religion. And it developed an extraordinarily modern type of government, close to the modern concept of democracy. For example: laws protected children of labour, the separation of interest between doctors and pharmacists, and even the creation of a kind of public health service. Compared to other European cities at that time, Venice was a unique example of social unity and faith in government.

Heritage of the notion of Venice
The role of Venice in the lagoon, the region and in the world is timeless. As a matter fact through the years the importance of this connection has only increased. The ecology of the lagoon and the policy of Venice are closely connected and Venice is dependent on the region for its food supply. And in terms of Venice's notion in the world, it is not so much about trade anymore, but about the big role it plays in the global problem of overtourism.

Europe

Asia

Venice and the world

Following the annexation to the Neapolitan Kingdom of Italy:

It can be concluded that the Venetian Republic was a technological marvel, resting on (partly artificial) islands, drinking rainwater caught in water wells, and getting its living from ships and the sea. It was neither European, Asian, nor African, but some mixture. It was elaborately Catholic, but at the same time it rejected Rome's authority and part of its social stability was maintained by letting citizens from different neighborhoods fight on bridges in mobs with fists as part of festivals.

Venice 19th century (source: unknown)

By the 18th century, Venice was seen in a new light. It was considered the most elegant city in Europe: influencing art, architecture and literature. When the *camera obscura* was developed it served as a useful accessory in the 18th and 19th century for the wealthy to take on the Grand Tour to make drawings of Italian landscapes or classical ruins, or paint like the Italian painter *Canaletto*. The new form of transportation (the steam ship) and the realization of the railroad bridge over the Venetian Lagoon between Mestre and Venice, brought travelers from far and wide to gaze upon its beauty. This marked the start of the development of Venice from a city for **merchants** to a city for **travelers**.

Il Canaletto (1697-1768) - Entrance Grand Canal

Roman Empire   7th century   12th century   15th century   17th century   19th century - now

GRAND TOUR

The Grand Tour was the 17th- and 18th century custom of a traditional trip through Europe undertaken by young aristocratic men who often also collected or created art. The custom (which flourished from about 1660 until the large scale rail transport in the 1840s) served as an educational travel. A Grand Tour could last anywhere from several months to several years. A pleasurable stay in Venice and a residence in Rome were essential. Therefore the Grand Tour marks the start of tourism in Venice.

By the mid-18th century, the Grand Tour had become a regular feature of aristocratic education in Central Europe as well, although it was restricted to the higher nobility. The tradition declined as enthusiasm for neo-classical culture waned, and with the increasing accessibility of rail and steamship travel.

The primary value of the Grand Tour was the exposure to the cultural legacy of classical heritage and the Renaissance; it provided the only opportunity to view specific works of art, and possibly the only chance to hear certain music. The New York Times in 2008 described the Grand Tour:

'Three hundred years ago, wealthy young Englishmen began taking a post-Oxbridge trek through France and Italy in search of art, culture and the roots of Western civilization. With nearly unlimited funds, aristocratic connections and months (or years) to roam, they commissioned paintings, perfected their language skills and mingled with the upper crust of the Continent.'

Heritage of the *Grand Tour*
The essence of the Grand Tour was a nostalgic, romantic look at classical antiquity. And the legacy of the Grand Tour lives on to the modern day and is still evident in works of travel and literature. From its aristocratic origins and the permutations of sentimental and romantic travel to the age of tourism and globalization, the Grand Tour still influences the destinations tourists choose and shapes the ideas of culture and sophistication that surround the act of travel.

However the type of tourism that Venice deals with nowadays consists of a large amount of day trippers that are more interested in taking a quick selfie on Piazza San

Il Canaletto (1697-1768) - Piazza San Marco

Marco or the Rialto bridge to post on social media, than taking the time to understand the rich history behind it. Today's tourism looks back on classical antiquity and therefore excludes a large part of history, and a large part of the essence of the Grand Tour.
And this contributes to the fact that the quality of tourism has decreased over the years, where Venice is mainly used as a scenography and not a place to learn about history, art and craftsmanship.

The time of the Venetian Republic was the prime period of Venice. With the fall of the Republic (1797) and the annexation to the Italian Kingdom, the prime period became part of the rich history.

Everywhere and always history fades and new layers are added to a place. Heritage makes us consider a conscious choice of wanting to forget or continue to remember and keep. The idea of letting go is rare in Venice. What is special about Venice is that people are afraid of history that is fading, that there is no room for new additions, because they live from history. Venice is known for the saying: com'era e dov'era.[1] Which reflects to the collapsing of the campanile in Piazza San Marco (1902). The campanile was to be rebuilt as it was ("com'era"), where it was ("dov'era").

Reflecting on this perspective shows that Venice might need a different story. There must be room for a new narrative, a new layer on this historical, valuable but now frozen layer. The history and identity of Venice form the basis for a strong narrative. Now it is time to look forward, and to see which issues Venice is facing nowadays, or will in the near - far future. This in order define the approach for this project.
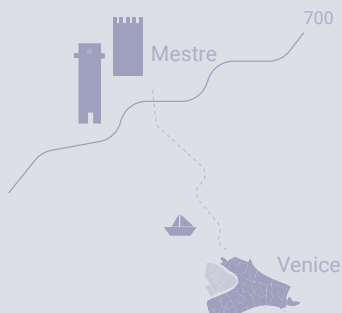
1   Bosworth, R. J. (2014). Italian Venice: a history. Yale University Press.

Venice 1902: collapsing of the campanile in Piazza San Marco (source: venipedia.org)

Europe

700

Mestre

Venice

Lisbon

Venetian Doge appointed
by merchant families //

Byzantine empire

// Maritime power

Link to ASIA

ARSENALE

Tourist resort for
Roman noblemen

// Commercial centre

ART AND CRAFT

// 1527; Renaissance

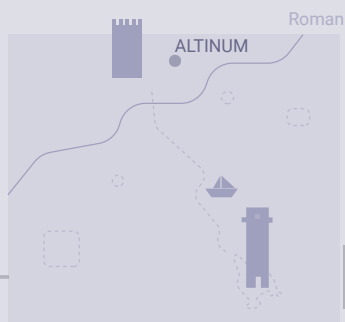## SOCIAL ECONOMIC

Roman
Empire

7th century

12th century
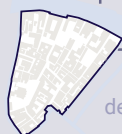
15th century

renaissance
expansion to

URBAN GROWTH

1450 population
city area   180,000

1563 pop
city area

Venice as organism

ALTINUM

Roman

// Campi:
Self-sufficient centres

delimit

define

connect

CLIMATE AND GEOGRAPHY

City of refugees from undefended
countryside and fisherman

THE IDEAL PAST

EUROPE   ASIA ········>

Venice
Genua
Ragusa (Dubrovnik)
Napels   Sinope
        Thessaloniki   Constantinople
Tunisi   Athens
                        Tripoli
Tripoli
        Alexandria

Asia
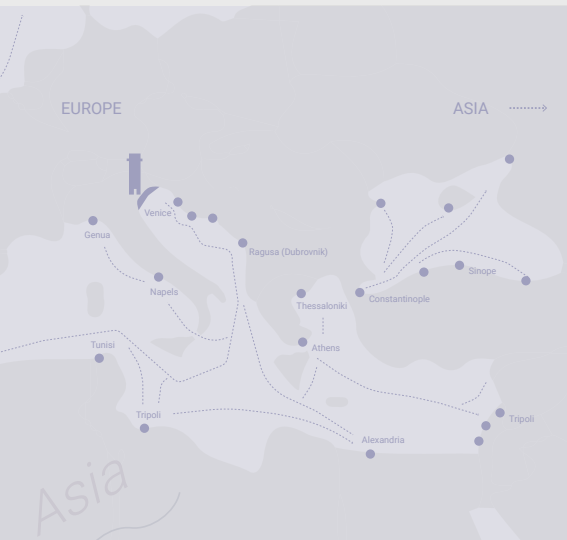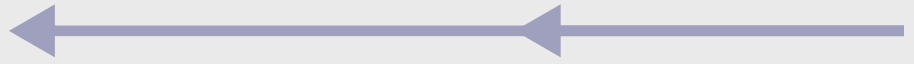
// **18th CENTURY START GRAND TOUR**

// 1797 FALL OF THE REPUBLIC

TOURISM

17th century   classicism design   19th century
                      expansion guidecca

e design
o north and west
oulation
  168,000

//
1797 Fall of the Republic.
End of good water
management

Acqua Alta   — Days of Acqua Alta
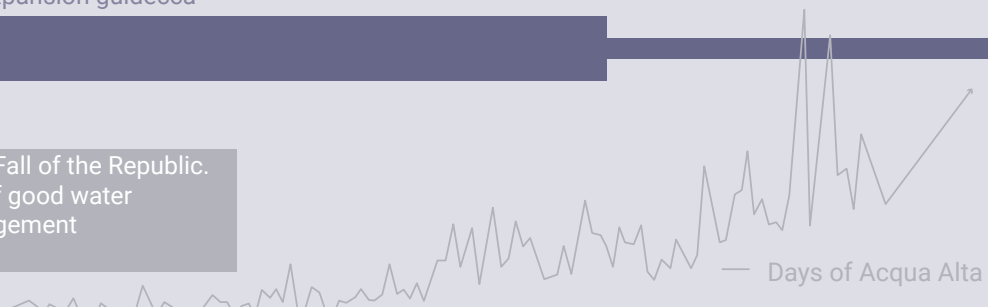
III. THE OBJECTIVE REALITY

'Through its long lasting greatness, until its uncertain future'

The research of the past shows that Venice went from a city for merchants to a city for travelers; Venice had a time of decline after the fall of the republic, in regard to economy and power. But in 1950 Venice rose again for the main reason; increasing tourism.

Venice is an exemplary case of urbanity under the control of globalization. Overtourism is both a result of globalization and its inclusion on the UNESCO World Heritage list. However in the present days overtourism is causing problems for the city. The infrastructure is often on the verge of collapse every year under the weight of visitors, and residents face extremely high prices imposed by the tourism industry. Venice appears to have transformed itself into a protected **Museum City** with very few real urban communities or cultural life, other than that intended for outsiders.

In the case of Venice the experience of the city is already a strong attraction. In fact visiting the churches, alleys, and the palaces represents the most common activities to do. The existing solutions for the overcrowding of the city are divided in policy and physical obstacles: such as city taxes and the presence of physical barriers in proximity of the central station. It seems like tourists in Venice are attracted to popular places and they are not interested in discovering other elements of the city.

Church of Saint Sebastian

Rialto

Campanile
Piazza San Marco

Arsenale
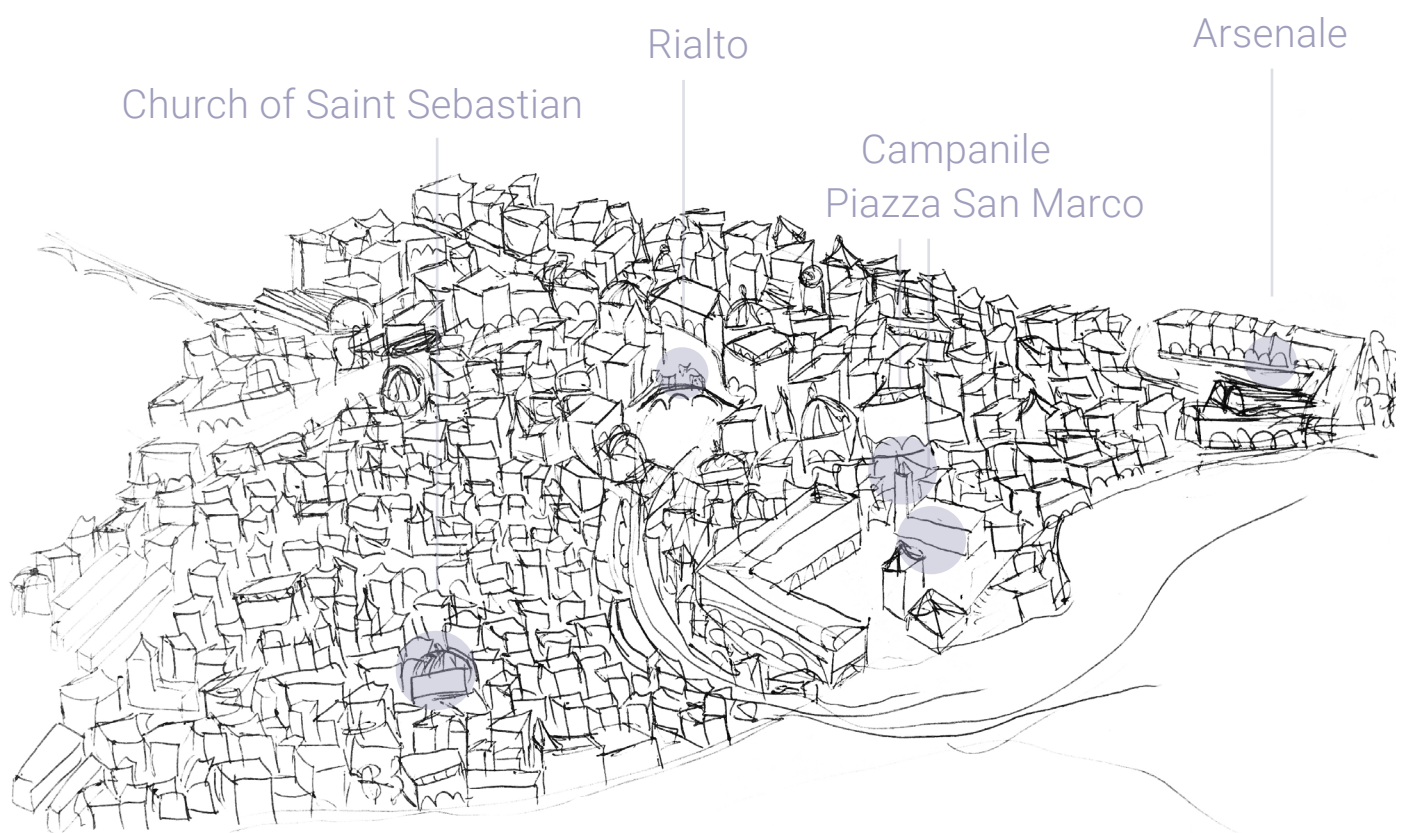
Museum of Venice: a tourist paradise

TOURISM IN NUMBERS

The main focus of tourists visiting Venice is the centro storico. The data shows how Venice in the reality of today serves as a museum city. Moreso, this is strengthened by the amount of day trippers that visit Venice. With day tripper is meant, the tourist that visits Venice but doesn't stay a night. This amount has rapidly increased the last few years.[1]

Tourists increase
2011   3.5 million
2019   4.7 million

30 million tourists a year (including day trippers) on a population of 51.000 *centro storico* residents.

Type of tourist
Day trippers (0 nights) vs Overnighters (>1 nights)

Of the 77.000 visitors on a day,
30% are overnighters
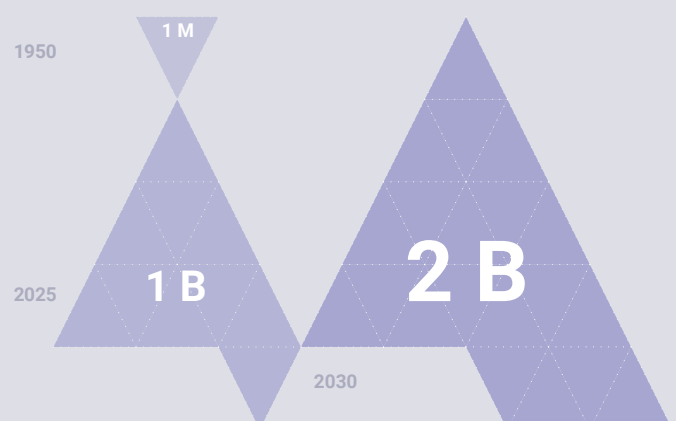70% are day trippers

Commuters vs Day trippers
7.500.000 commuters p/year   - 20.500 daily commuters
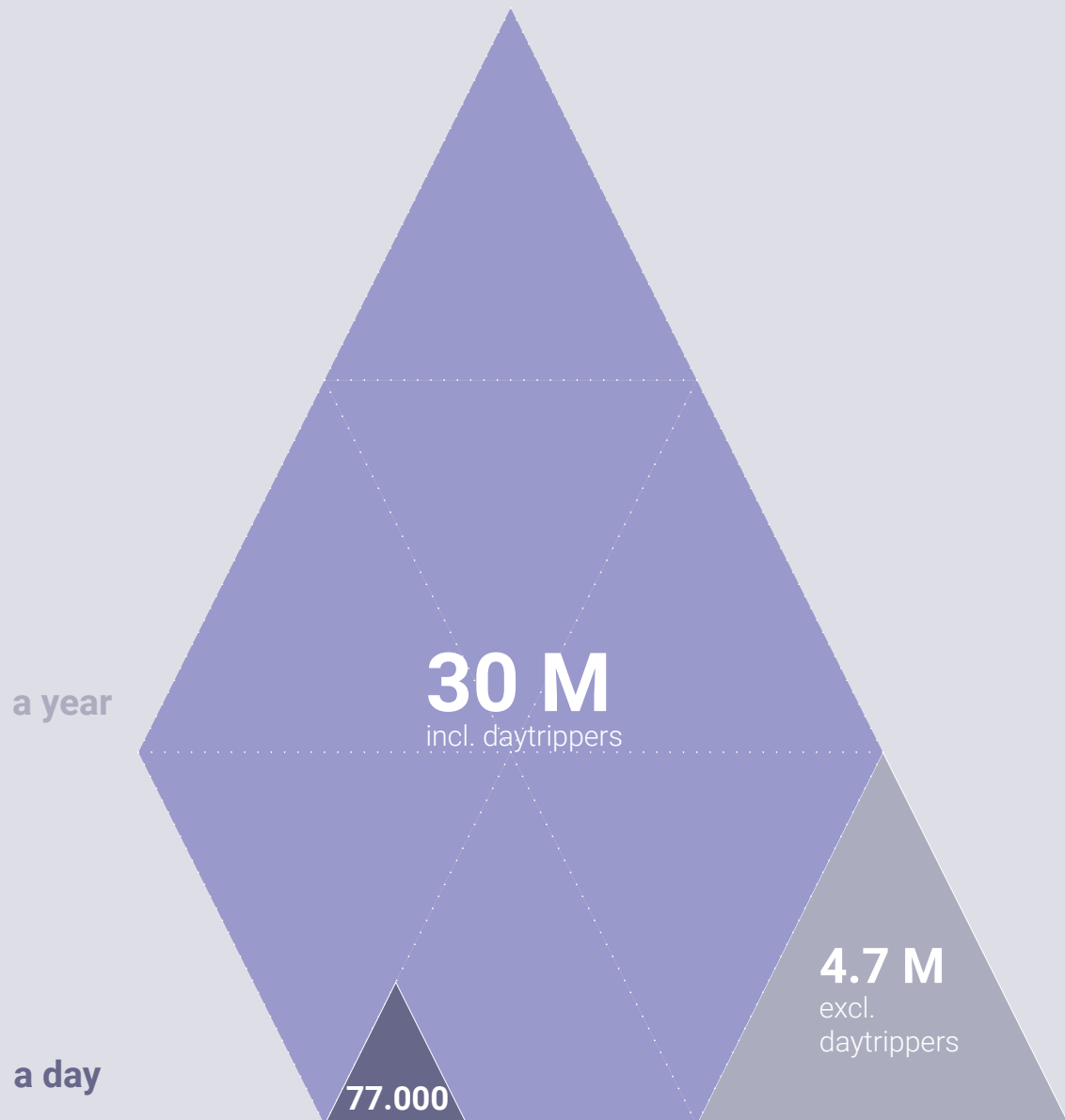17.500.000 day trippers p/year   - 66.800 day trippers

---

1   Assessorato al turismo (2019). Annuario del turismo dati 2019. Citta di Venezia (2019)
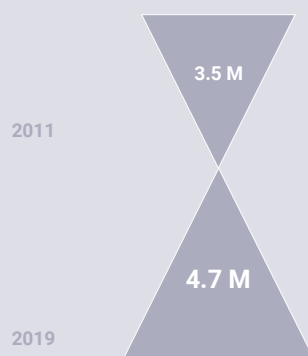
Tourism growth between 2011 and 2019 (source: Assessorato al turismo (2019))

Expectation tourism growth (source: Assessorato al turismo (2019))

a year

30 M
incl. daytrippers

4.7 M
excl.
daytrippers

a day

77.000

Tourists a year and a day including day trippers (source: Assessorato al turismo (2019))

Future perspective on tourist numbers
Despite the current pandemic, the number of tourists visiting Venice in the future is forecast to continue to rise.
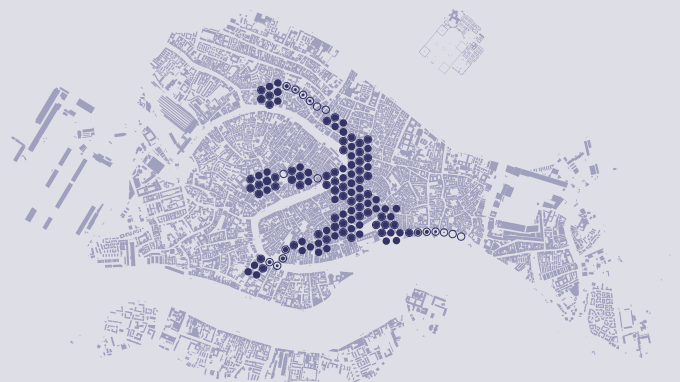
Congestion map of *centro storico*

OVERTOURISM

The definition of overtourism: too many people in one place or lack of control over visitor flow and regulation reflected in the physical as well as the psychological perception by residents.

Nearly 5 million tourists visited the city in 2019, compared with 2.7 million in 2002, according to data from only hotels.

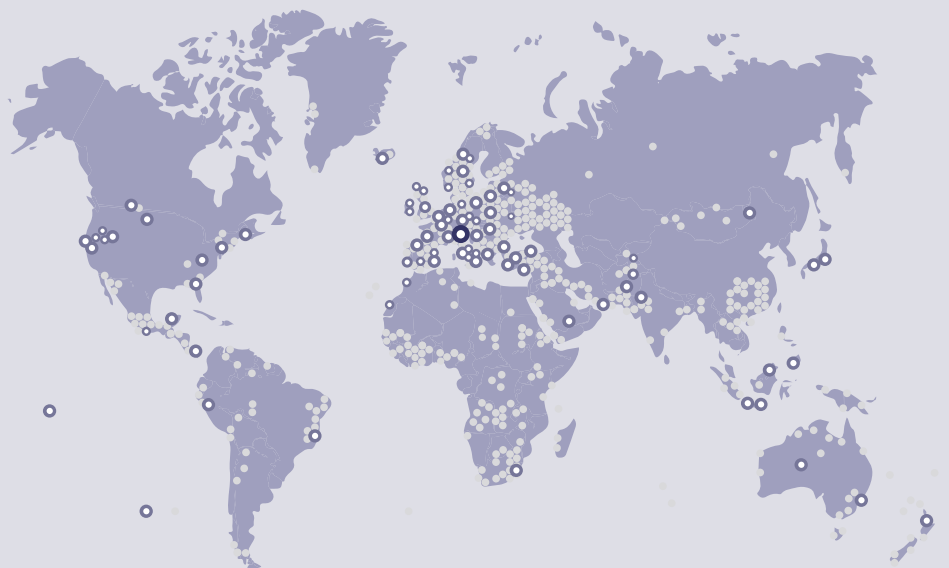Increase of tourism in Venice is mainly caused by[1]:
1. Low cost airlines
2. Sharing economy
3. Brazilian, Chinese, Russian increase
4. Cruise tourism
5. Airbnb

Overtourism because of:
1. Unique features and high specialization
2. Costs
3. Focus only on c*entro storico*

---

1   Assessorato al turismo (2019). Annuario del turismo dati 2019. Citta di Venezia (2019)

Scheme of enlisted cultural heritage sites in the world
(50 % of them in Europe) combined with *overtourism*

The Rialto bridge is invisible because of the amount of tourists (own image: summer 2018)

Future perspective on overtourism
The municipality of Venice is working on various measures to combat overtourism. There is talk of a standardized price to visit the city, a lock on tourist numbers and the distribution of tourists over the lagoon.

The entrance of the Rialto bridge (own image: summer 2018)

TYPE OF TOURIST

As shown before, most tourists (63%) decide to spend their time in the historical centre. The tourists mainly come from America, England, France, Germany and Italy itself[1].

The Asian tourist stays:
approx. 1.5 days

The Southern American tourist stays:
approx. 2 days

The Western tourist stays:
approx. 2.5 days

Future perspective on type of tourist
The nationalities of the tourists consisted mainly of American and European. The trend before the pandemic was that the number of tourists from other countries was increasing. However, due to the pandemic, an increase in Italian tourists was seen last summer, the prognosis is also that this will continue.

1   Assessorato al turismo (2019). Annuario del turismo dati 2019. Citta di Venezia (2019)
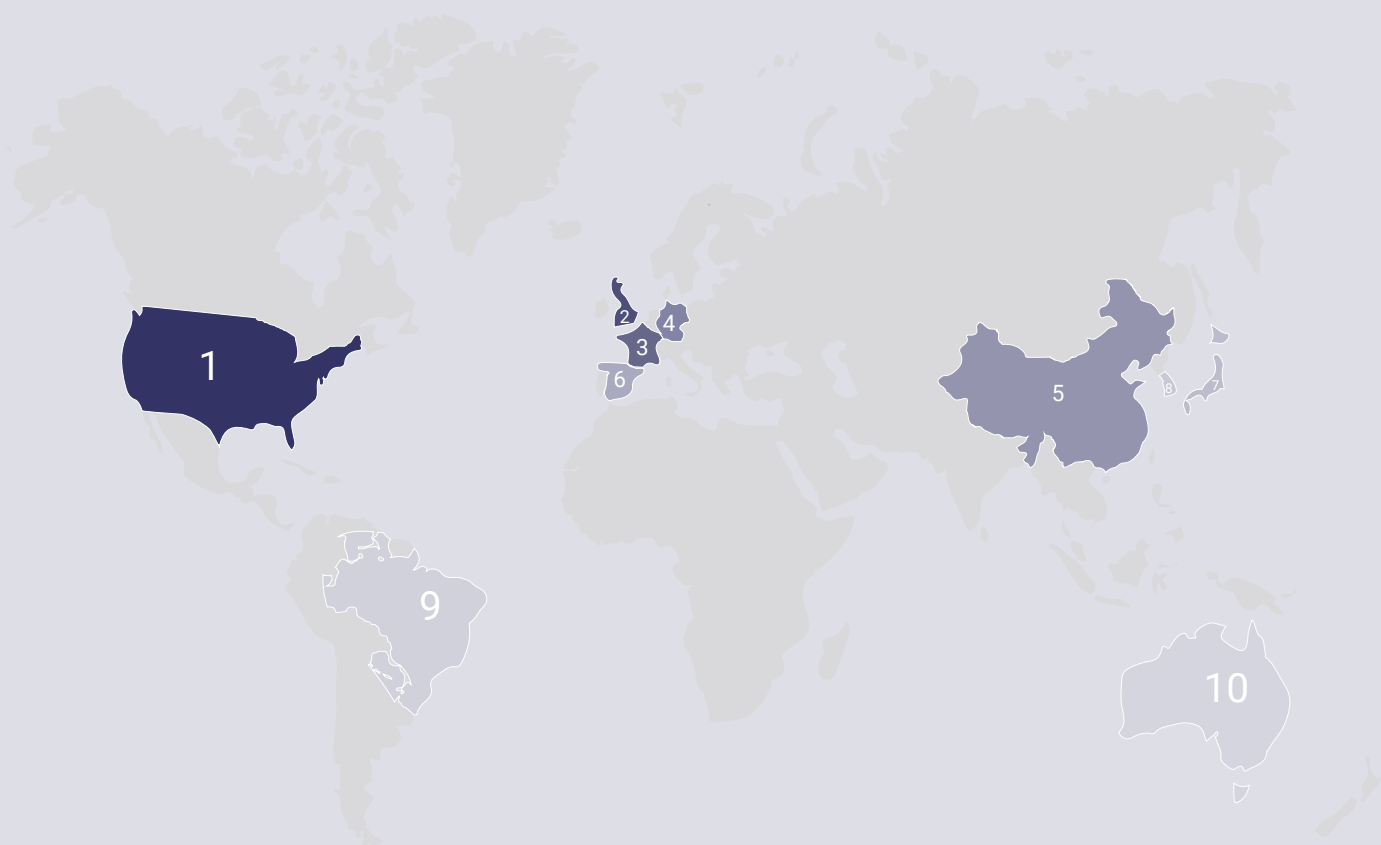

34% *terraferma*

63% *centro storico*

3% *Lido*

86% Foreigners
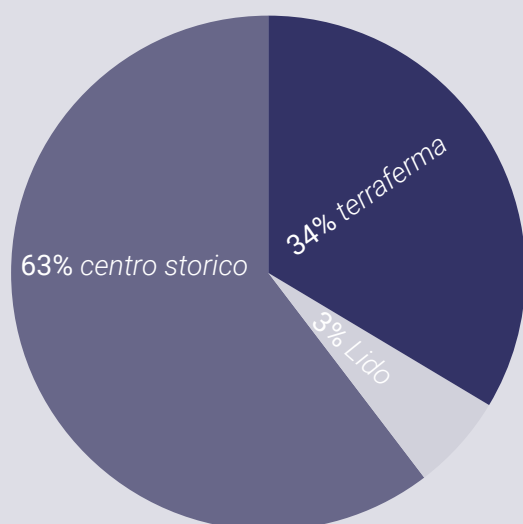
14% Italians

Arrival comparison historic city, *Lido* and *terraferma*[1]
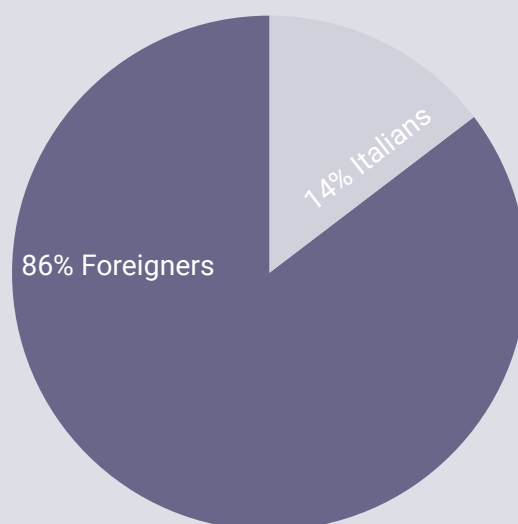
Arrival comparison foreigners and Italians[1]

Top 10 countries of visitors that travel to Venice

27% >60 yo

6% 18-25 yo

29% 26-45 yo

38% 46-60 yo

Age group[1]

23% other

16% manager

26% employee

2% artisan

4% student

18% retired

6% freelance

5% entrepreneur
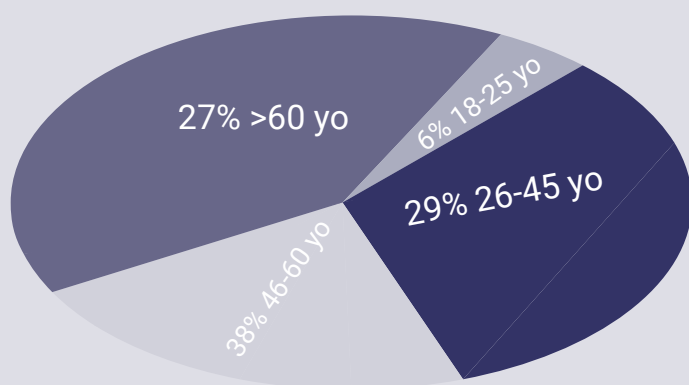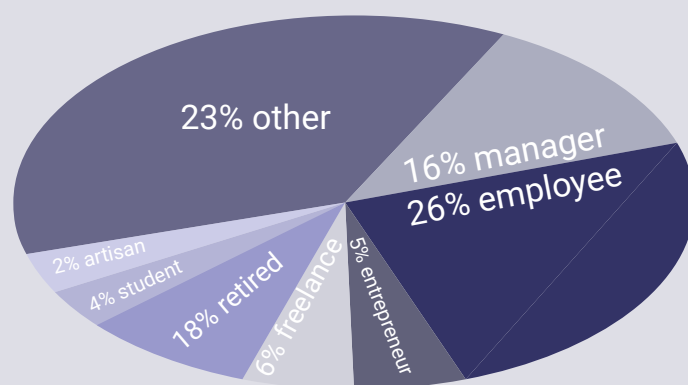
Type of profession[1]

TOURISM AND CRUISE SHIPS

Cruise ships are considered to be socially, economically, environmentally unsustainable for the municipality of Venice.

Facts of the cruise ships
Numbers
- Of the 31,7 million passengers 23,5 million have used cruise ships since 1997
- Passengers are part of the day trippers and they make up for 18.304 (28%) of the daily visitors of Venice in ***high season***
- 1.4 cruise ships will bring an ***average*** of 3360 passengers each single day
- In 2018 there were 502 calls of ships in the port, and approx. 1.6 million passengers visited the city
- Yet from the tourists visiting Venice, **by different means of transport**, only 2% consist of cruise ships
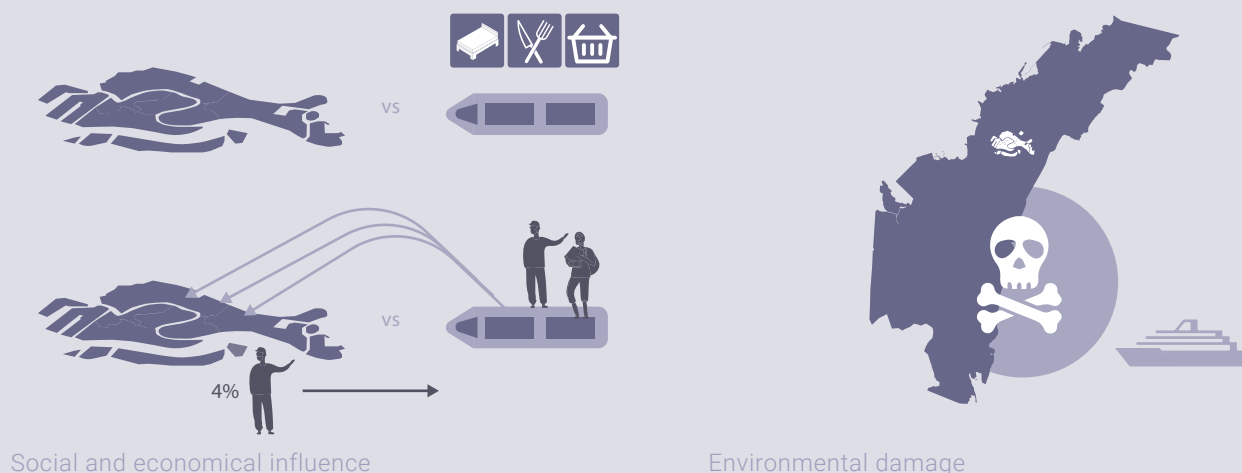
Economic context
- The cruise ship industry owns the main terminal area of the port of Venice
- Passengers spend approx. 180 Euro (souvenirs)
- 4% of Venice GDP. 2000 workers
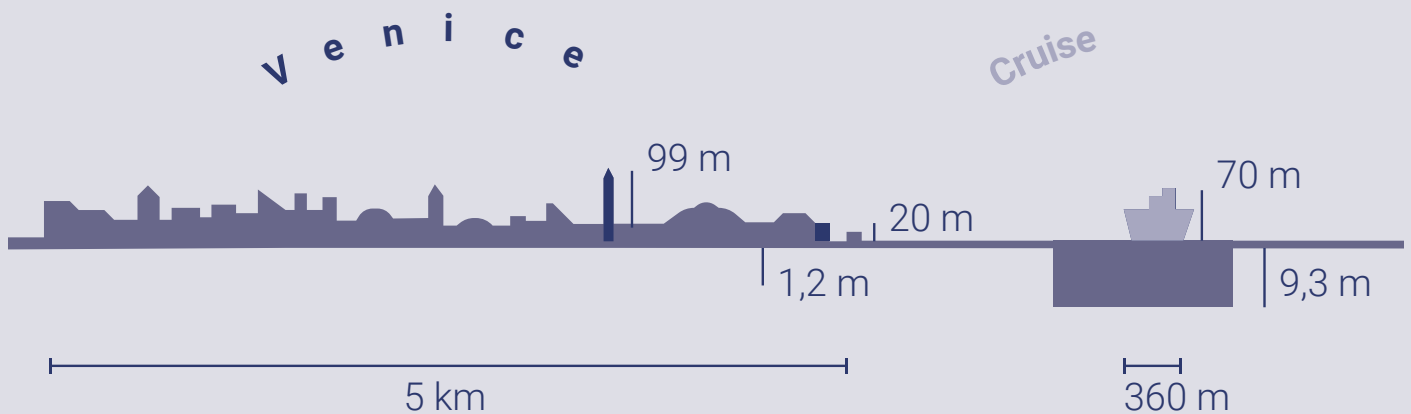
Social context
- The passengers of the cruise ships approx. spend 6
- hours in Centro Storico. They sleep and eat on board

Environmental context
- Contributing to erosion and air pollution
- Enormous scale difference (see figure on right page)

4%

Social and economical influence

Environmental damage

V e n i c e
Cruise

99 m

70 m

20 m

1,2 m

9,3 m

5 km

360 m

Scale comparison between *centro storico* and cruise ships

Future perspective on the cruise ships
The local residents often protest. Especially a few years ago when a cruise ship was the cause of a major accident due to a collision with a smaller boat. The residents would like to see a change in the future.

Big cruise ships that intrude the city (own image: summer 2018)

TOURISM IN TIME AND SPACE

The cruise ships allow their customers to visit Venice until 16.00. This has influence on the time period when it is crowded in *centro storico*.[1]
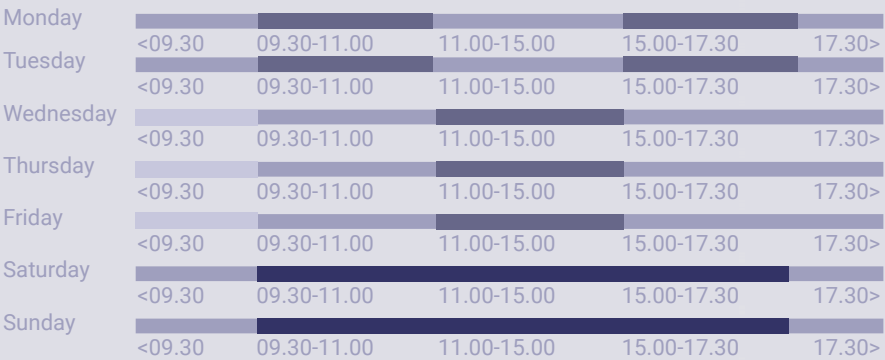
Busy hours in Venice
Saturday and Sunday are the most busy days in *centro storico*.
09.30-17.30

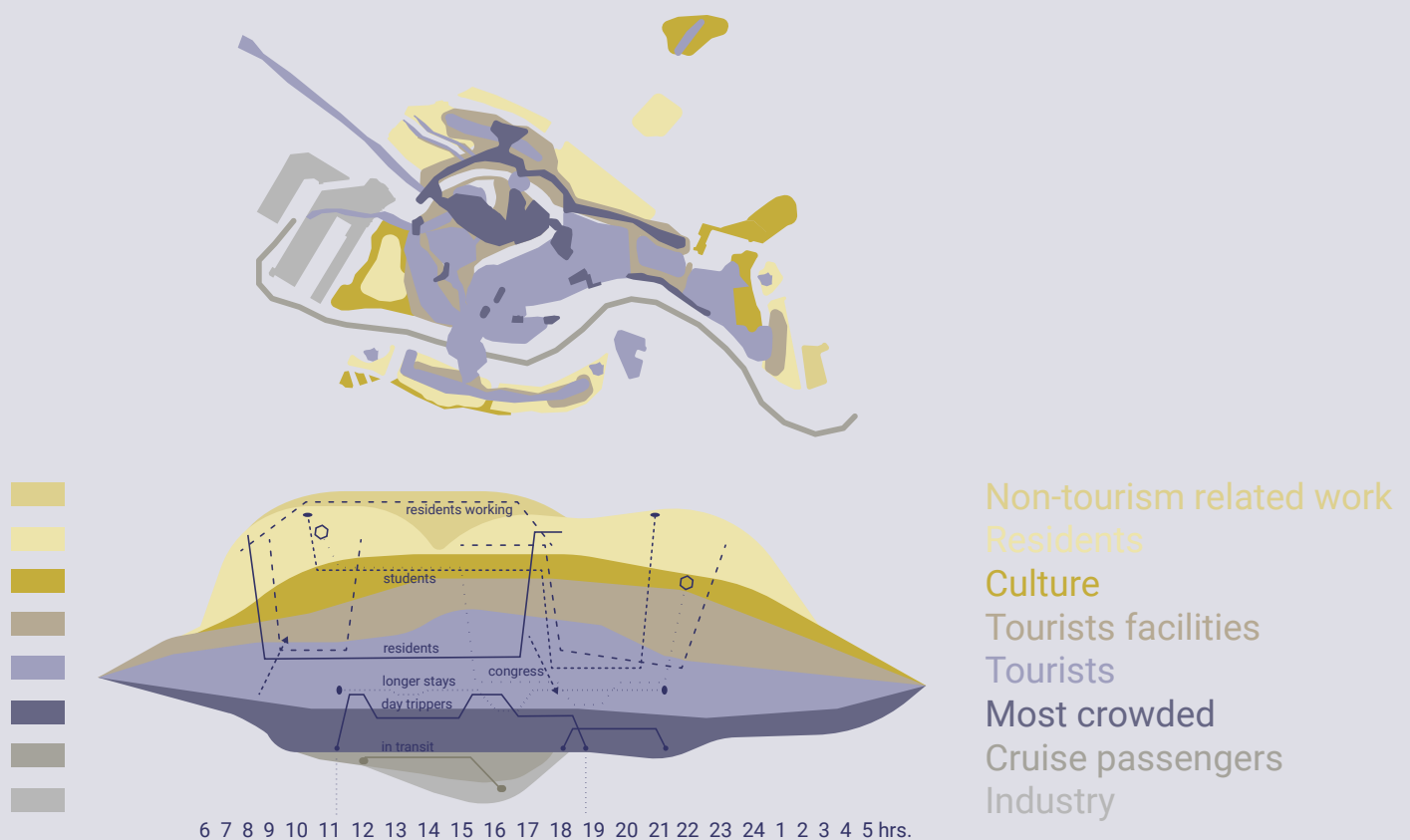Wednesday, Thursday and Friday are quiet mornings.
Till 10.00

Movement in time and space[2]
In the right graphic the movement in time and space is simulated. Which is used for understanding the current pressure on the urban fabric (see chapter V for image).

1   Assessorato al turismo (2019). Annuario del turismo dati 2019. Citta di Venezia (2019)
2   Het Nieuwe Instituut (2020). Values for survival: the Venice exploratorium: cahier 2. *Tides of tourism*

Monday				
<09.30	09.30-11.00	11.00-15.00	15.00-17.30	17.30>
Tuesday				
<09.30	09.30-11.00	11.00-15.00	15.00-17.30	17.30>
Wednesday				
<09.30	09.30-11.00	11.00-15.00	15.00-17.30	17.30>
Thursday				
<09.30	09.30-11.00	11.00-15.00	15.00-17.30	17.30>
Friday				
<09.30	09.30-11.00	11.00-15.00	15.00-17.30	17.30>
Saturday				
<09.30	09.30-11.00	11.00-15.00	15.00-17.30	17.30>
Sunday				
<09.30	09.30-11.00	11.00-15.00	15.00-17.30	17.30>

The city works like a museum: Saturday and Sunday are the most busy days in the city

Non-tourism related work
Residents
Culture
Tourists facilities
Tourists
Most crowded
Cruise passengers
Industry

6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 1 2 3 4 5 hrs.

Movement in time and space in *centro storico*

Future perspective on time and space

As a result of the rising tourist numbers, the pressure on the historic centre will only increase. The municipality of Venice is therefore considering regulations with regard to a development stop of hotels and airbnb's. But also regulations considering relieving the stress caused by overcrowding in places in the city. The introduction of time slots can be considered.
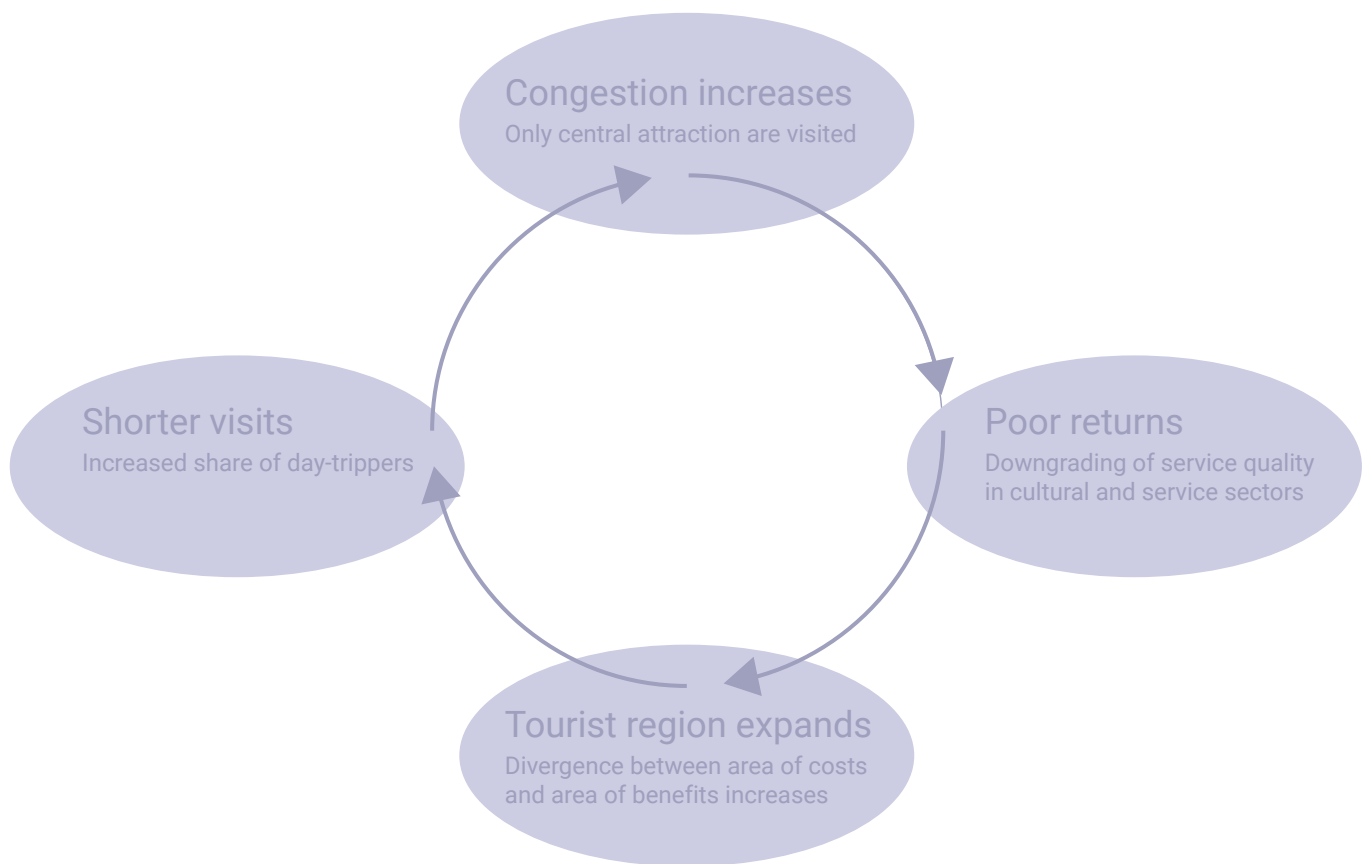
Since the end of the 18th century tourism has been at the heart of the Venetian economy. The amount of tourism grew also because of the enlisting on the UNESCO World Heritage list (1987). But nowadays everything is designed to boost tourism. The city is plagued by overtourism. The lagoon is too small and too crowded to accommodate the cruise ships that appear daily in high season. Services can not keep up with the increasing amount of people visiting Venice each year. Yet the tourist industry has been actively encouraged by the authorities.

Economy of Venice

In the early 1980s they revived the ancient Carnival during February, a complement to the round of events of the Biennale, an international gathering held every other year that includes art, architecture, film, dance, music, and theatre festivals. The Venice International Film Festival, part of the Biennale, is held on the Lido every September. Films are shown throughout the city, which attracts actors, critics, and other members of the industry. These events, together with the promotion of Venice as an international conference centre, bind the city's economy ever more to tourism.

Congestion increases
Only central attraction are visited

Poor returns
Downgrading of service quality
in cultural and service sectors

Tourist region expands
Divergence between area of costs
and area of benefits increases

Shorter visits
Increased share of day-trippers

The vicious circle of tourism (source: Giriwati, N., Homma, R., & Iki, K. (2013). Urban tourism: Designing a tourism space in a city context for social sustainability)

ECONOMIC CONTEXT

We can consider the daily practices by tourists:
sleeping, eating and buying.[1]

Bed places
2008   8249
2019   49260

+227% San Marco
+1635% San Polo

Restaurants
2019   + 160%

But distribution of food and beverage facilities affect the whole *centro storico*.

Shops
Increasing sunglasses and clothes stores
Decrease in Dorsoduro

Besides that data shows that the profit of tourism is approx. 8.693889,- a day. Whereas:

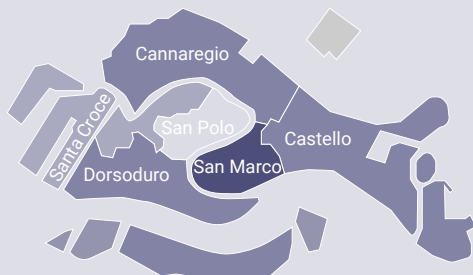Greatest income comes from:
Hotel/overnight stays

Greatest costs are:
Infrastructure and pollution

1   Bertocchi, D., & Visentin, F. (2019). "The overwhelmed city": Physical and social over-capacities of global tourism in Venice. Sustainability, 11(24), 6937.
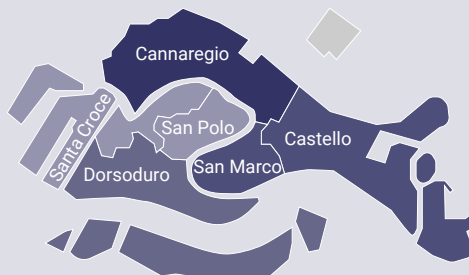
2008 number of bed spaces

Cannaregio
Santa Croce
San Polo
Castello
Dorsoduro
San Marco

0,8 bed places / resident

San Marco

2020 number of bed spaces

Cannaregio
Santa Croce
San Polo
Castello
Dorsoduro
San Marco

3 bed places / resident

San Marco

Cannaregio has the most beds compared to the number of resident

2008 number of restaurants

Cannaregio
Santa Croce
San Polo
Castello
Dorsoduro
San Marco

2 restaurants / 100 residents

San Marco

2020 number of restaurants
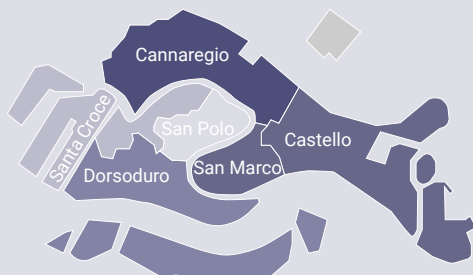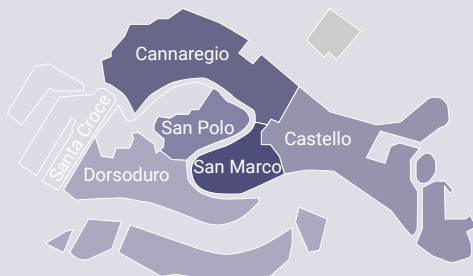
Cannaregio
Santa Croce
San Polo
Castello
Dorsoduro
San Marco

5 restaurants / 100 residents

San Marco

Cannaregio has the most restaurants compared to the number of residents

2008 number of shops

Cannaregio
Santa Croce
San Polo
Castello
Dorsoduro
San Marco

20 shops / 100 residents

San Marco

2020 number of shops

Cannaregio
Santa Croce
San Polo
Castello
Dorsoduro
San Marco
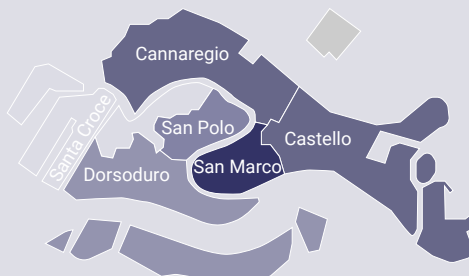
24 shops / 100 residents

San Marco

San Marco has the most shops compared to the number of residents

The historical analysis shows that the wealth of Venice came from the maritime commerce, in local products such as fish and salt from the lagoon. But this expanded into stores from merchants and Rialto became the core of Venetian commercial activity. Venice is also known for its rich history in art and craft. Yet with the evolution of the city from a naval republic into a modern tourist attraction, many of the traditional crafts disappeared.

Venice had and still has small boatyards and other traditional luxury craft workshops producing lace, textiles, and furniture. Where one of Venice's oldest specialties is glassware. In 1291 many of the glassware were relocated on the island of Murano to protect from fire. Murano remained the focus of glass production, though the industry has also declined and is now mainly focused on tourism. Some of the typical Venetian craft occupation that are disappearing:

Battiloro
The ancient craft of pounding gold and silver onto a marble slat to create very thin sheets of metal. This work is nowadays crucial especially when ancient palaces need restoration to the gold foils that compose ceiling or other precious details.

Bocaler
The bocaler makes ceramic and terracotta mugs, pots, and flatware.

Terazer
A beautiful way to pave the floor of a house is the technique of *terrazzo*.

Merlettaie
Lace and lace makers belong to the small colorful island of Burano. Burano lace is a living craft, and artisans manufacture excellent pieces and sell them on the island's museum.

Impiraressa
The artisans string together glass beads to make bracelets, necklaces, and other objects.

Art and craft in the city of Venice anno 2021

CULTURAL PRODUCTION

Traditional crafts are dissapearing in Venice, in specific *centro storico,* due to limited space available and high land prices. A remarkable behaviour of the residents, taken from the interviews held with the locals (see appendix), is the increasing interest in practicing crafts during the pandemic. In the absence of the tourism crowds, and tourism income, residents are looking for new ways to earn money or use their time. An example is the production and maintainance of gondola's on one of the islands in the lagoon. Nowadays only 4 % of Venice population is either an artisan or works in craft[1].

Decline craft because of
1. Decreasing demand
2. High land prices
3. Limited workspace available

Increase of fine art because of
1. Increasing demand by tourists
2. Mass production for souvenir shops

1   Assessorato al turismo (2019). Annuario del turismo dati 2019. Citta di Venezia (2019)

Craft

Fine art

The downsizing of crafts and the increasing attractiveness of fine art
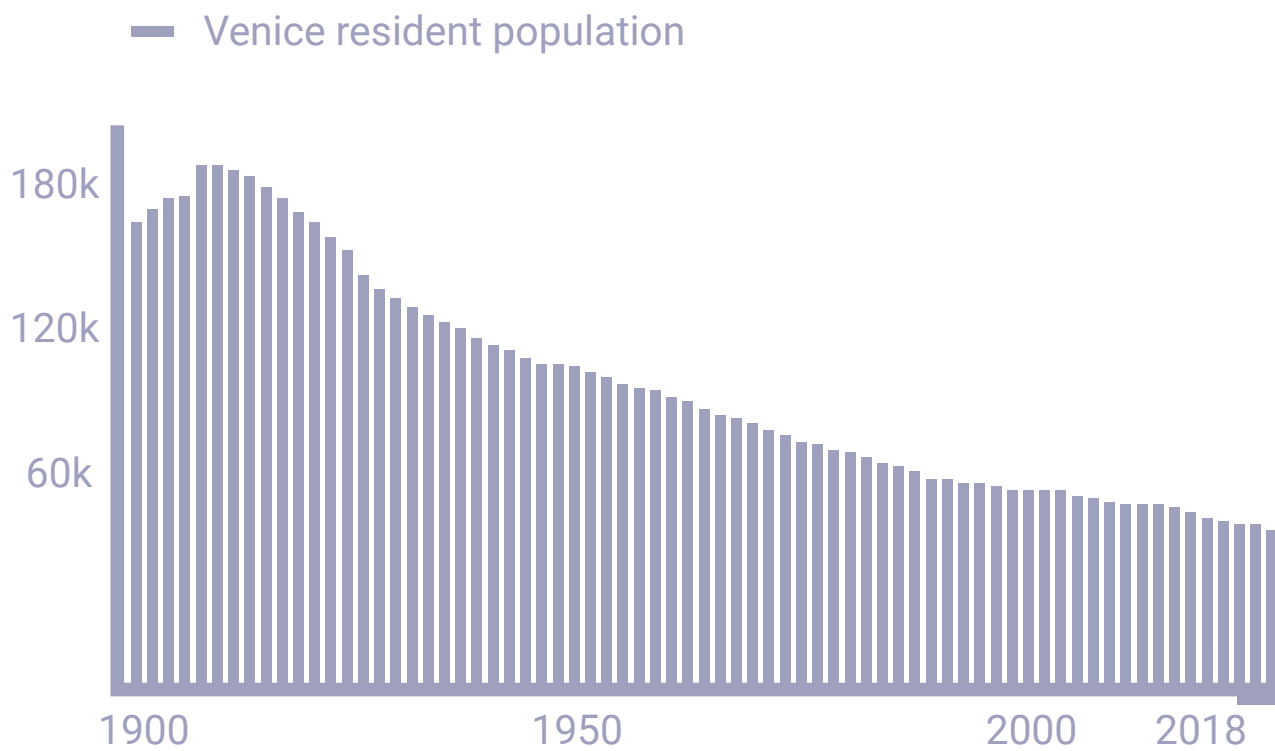
The effects of tourism on the cost of living and the fact that Venice does not have a lot of work possibilities, contributes to a decline in inhabitants. Venice's population was at its peak in 1500. In 1970 it was near to this amount, but nowadays the population of Venice is declining. It has just one third as many inhabitants as 50 years ago. The city has more tourists (30 million a year) than actual inhabitants (51,298 living in the *centro storico*).[1] Because of many tourists the city's economy is mainly based on tourism: Venice nowadays is more a museum than a modern city. Traditional industries like chemicals and steel are disappearing and Italy has even declared the region in an industrial crisis.

The main industry has since the 19th century not been situated in Venice but in the rest of the region. For example, the main port and related activities have moved to Mendigola in the west and the centre of commercial shipping is in the port of Marghera. These areas are incorporated into the administration of Venice, but the port activities are separate from the city. And Marghera was for 50 years the site of a huge oil-refining and petrochemical complex, easily visible from Venice and a source of air pollution that severely damaged its architecture. Although industrial activity at Marghera has declined, the long-term damage of pollution is still felt.

But together Venice and Mestre play an important role in the economic system of the Veneto region (this economy is based upon the production of high-quality goods by small and family-owned businesses in sectors such as, for example textiles, sunglasses, and ski boots)[2]. Venice has contributed to this development through the promotion of the image of Italy and because of political planning and financial services. However the economy of Venice is based upon tourism and that is not a sustainable one. It also does not give growth guarantee of its population for the future.

1   Assessorato al turismo (2019). Annuario del turismo dati 2019. Citta di Venezia (2019)
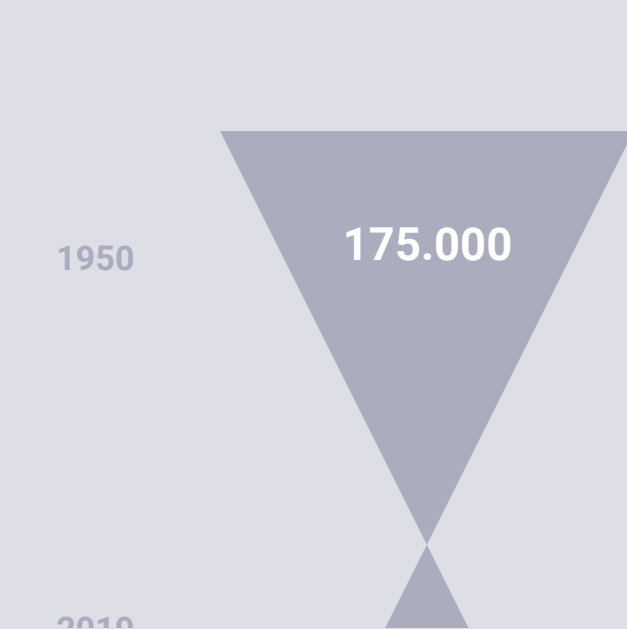2   Retrieved from https://www.zainoo.com/en/italy/veneto/economy-veneto

Venice resident population

180k

120k

60k

1900   1950   2000   2018

A dying city: the decrease of population (Researchnet, 2010)

DEMOGRAPHIC CONTEXT

Population drop[1]

1950

175.000

2019

The amount of tourists visiting the city exceed the amount of people living in the historical centre. This is seen as a disturbing effect of overtourism.
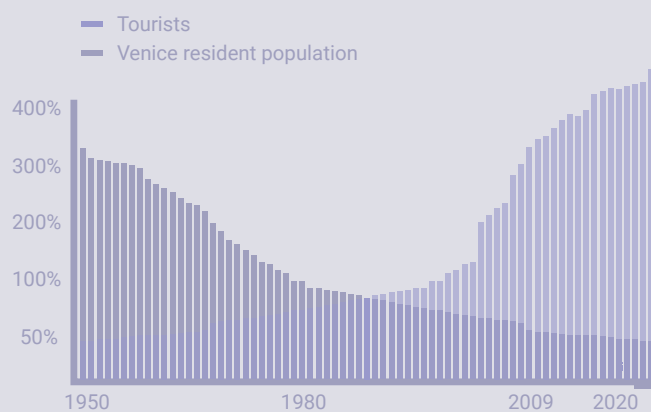
1   Assessorato al turismo (2019). Annuario del turismo dati 2019. Citta di Venezia (2019)

Population
75.000

Commuters
20.000

Tourists
77.000

Residents 68%
51.000

Students

Second homes

Daytrippers 70%
54.000

Workers 81%
14.000

Students
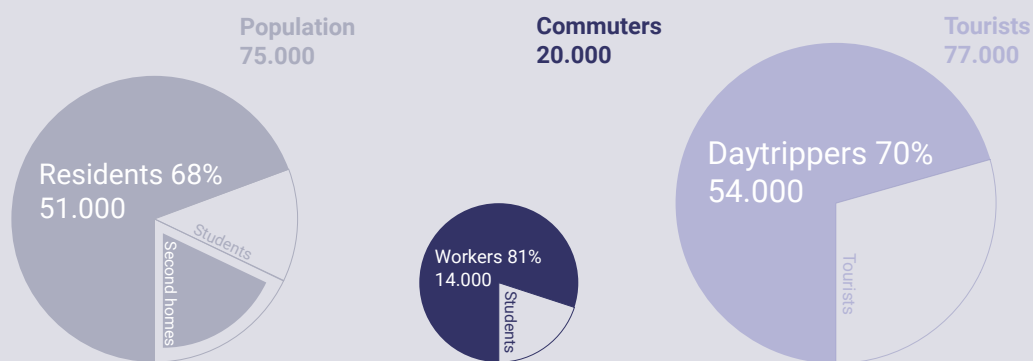
Tourists

The assembled population of Venice

1950 resident population 174808
100%

2020 resident population 51298
32 %

Demographic changes in Venice

residents km²
- 22000-85000
- 15000-22000
- 9400-15000
- 4400-9400
- 800-4400
- 0-800

— Tourists
— Venice resident population

400%

300%

200%

100%

50%

1950   1980   2009   2020

The decrease of population compared to the increasing
amount of tourists

TOURISM STRESS

With tourism stress is meant: the amount of stress measured for the residents in a place dealing with overtourism. *In the appendix is more information to be found, according to interviews held with local residents.*

The whole historic centre of Venice is overcrowded. Research[1] shows that, the residents' feelings regarding overtourism are geographically distributed in a homogeneous way, proving that overcrowding and negative impacts related to tourism are spread out equally in the historical city. The results demonstrate that there are no substantial differences between residents from different areas: they show a high value of tourism stress:
- from 4.2 to 5 in North Venice
- from 4.3 to 5 in South Venice
- from 4.4 in the Centre of Venice.

Tourism stress; the main factors for local residents are:
1. Lack of services for residents (shops, facilities)
2. Number of tourists
3. Life being too expensive
4. The lack of jobs
5. Tourism mono-culture
6. Personal reasons
7. Possibility to rent out their house

The measured tourism stress is highest in:
1. Centre
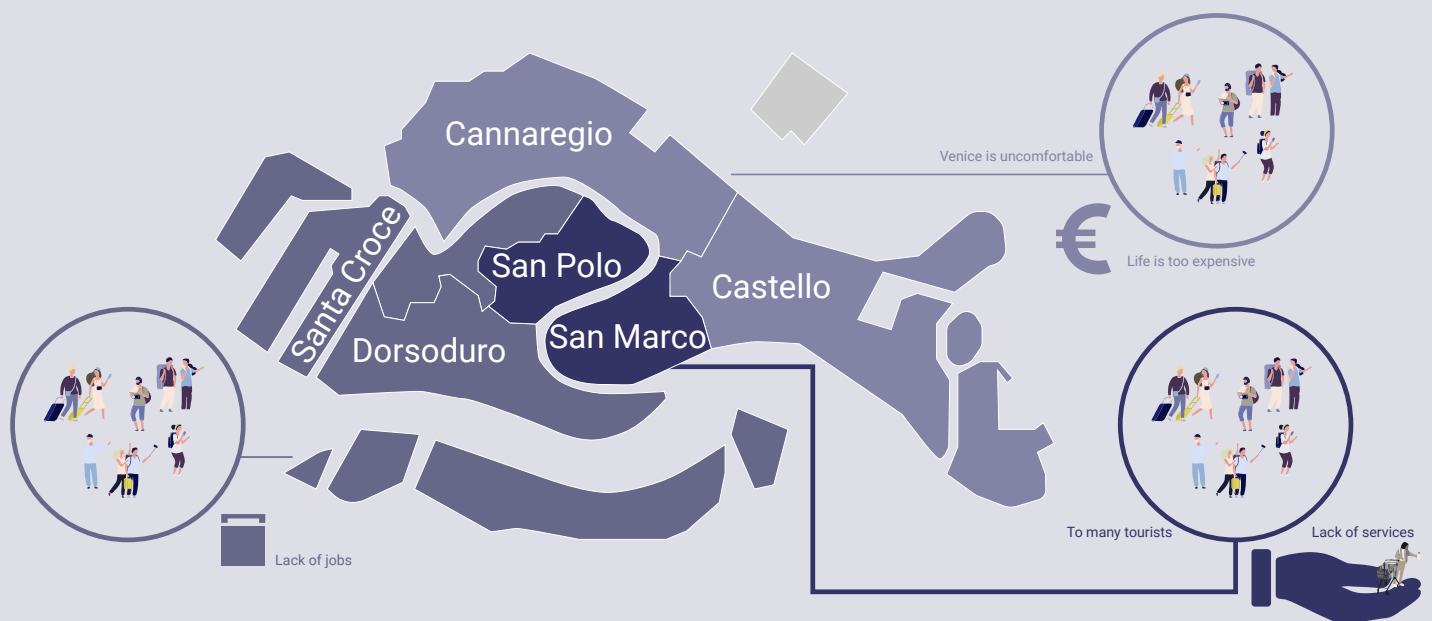2. South (biggest thought of moving out of the city)
3. North

San Marco and San Polo; most effected by tourism pressure because of St. Mark's Basilica, Duke's Palace, Rialto Bridge. Most dense, with restaurants, hotels etc.

Dorsoduro: museum district with Guggenheim Museum, Accademia Museum.

Santa Croce: increasing pressure of tourism due to its location.

Cannaregio and Castello: a balance between residential activities and tourism.

1   Bertocchi, D., & Visentin, F. (2019). "The overwhelmed city": Physical and social over-capacities of global tourism in Venice. Sustainability, 11(24), 6937.

Cannaregio

Santa Croce

San Polo

Dorsoduro

San Marco

Castello

Venice is uncomfortable

€ Life is too expensive

To many tourists

Lack of services

Lack of jobs

Reasons of tourism stress

TOURISM IN COMPARISON
Barcelona, Amsterdam, Venice

Both in Barcelona, Amsterdam and Venice the main attraction for tourists is the old city centre.

Barcelona;   the old citadel
Amsterdam;   the canal belt, and the Wallen
Venice;   *centro storico*

A difference between Barcelona, Amsterdam and Venice is:

- that the tourists not only manifest themselves in the most visited area of the city, but that they sleep/eat/buy in other parts of the city. Tourists' knowledge that Venice is more than just the *centro storico* is limited.

This is the reason why Venice has the highest density of tourists per km² in 2019.

2019: 22 million tourists

Historic Centre   8,04 km²
Municipality   219,5 km²

HC   2.75 mil.   tourists per 1 km²
M   100.225   tourists per 1 km²

2019: 9,5 million tourists

Historic centre   9 km²
Municipality   101,4 km²

HC   1.3 mil.   tourists per 1 km²
M   118.300   tourists per 1 km²

2019: 30 million tourists

Historic centre   7,06 km²
Municipality   412 km²

HC   4.3 mil.   tourists per 1 km²
M   72.815   tourists per 1 km²

THE OBJECTIVE PRESENT

Unique situation

Costs

OVERTOURISM •

2020 CORONA PANDEMIC

1950 resident
100%

1972 UNESCO WORLD HERITAGE

1987 VENICE AND REGION ENLISTED

TOURISM

DECLINE OF CULTURAL PRODUCTION

LACK OF JOBS

SOCIAL ECONOMIC

2020 resident
32 %

1950 POPULATION DECLINE

2020 population
city area   51,298
region area 637,204

URBAN GROWTH

Tourism
Liveability
Population

1950   1980   2000   2020

November 4th, 1966
'ACQUA GRANDE'

November 12th, 2019

CLIMATE AND GEOGRAPHY

MOSE PROJECT   2020
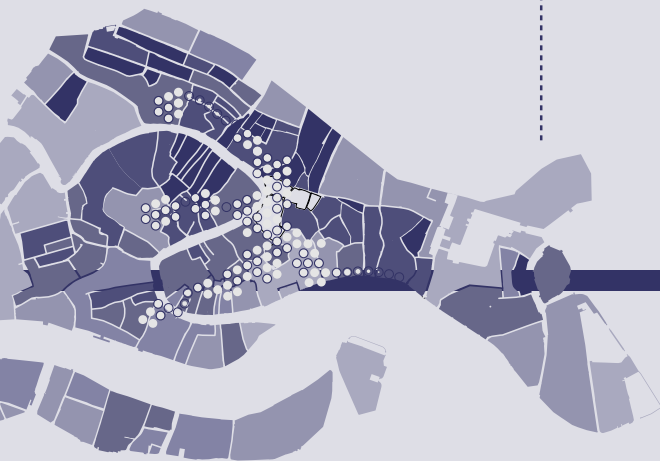
October 3rd, 2020

Focus on Centro
Storico

Tourism services

Construction

Industry
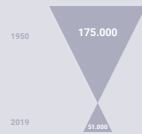
Population drop in
centro storico of 68%

175.000

1950

2019

51.000
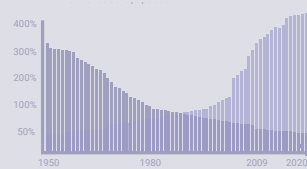
Tourists exceed
residents

400%
300%
200%
100%
50%

1950   1980   2009 2020

nt population 174808
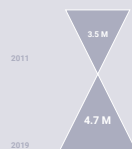
€

Life is too expensive

Lack of jobs

Lack of services

To many tourists
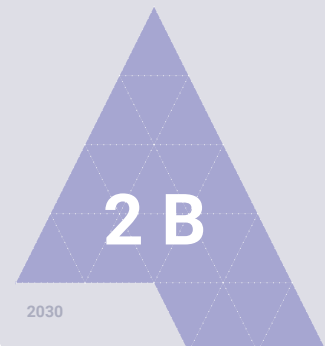
TOURISM STRESS

nt population 51298

residents km²

- 22000-85000
- 15000-22000
- 9400-15000
- 4400-9400
- 800-4400
- 0-800

2 B

2030

Growing expectation

3.5 M

2011

2019   4.7 M

Increasing tourists
between 2011-2019

a year

30 M
incl. daytrippers

4.7 M
excl
daytrippers

a day   77.000
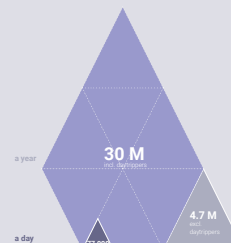
Tourists a day and a year including
day trippers in 2019

What happens in 50 years?

- - - - Sea level rise
+ Rainfall
Heat stress

IV. DICHOTOMY BETWEEN LIVEABILITY AND OVERTOURISM

'Between an ideal past and objective reality; tourism exceeds the quality of life'

Venice situates itself between an ideal past and an objective reality. The notion and importance of the city in the world is undeniable. We can conclude that the image as a Museum City in the present days is the big threat. Venice is one of the most famous iconic destinations and one of the main example of tourism overcrowding. What once started with the romantic Grand Tour now stands in the way of many things. It is the reality that everyone knows Venice. **The city is a victim of its own success** with the real danger: the **flood of tourists**[1].

---

1   overtourism = too many people in one place or lack of control over visitor flow and regulation reflected in the physical as well as the psychological perception by residents

Tourism

Liveability

Population

1950   1980   2000   2020
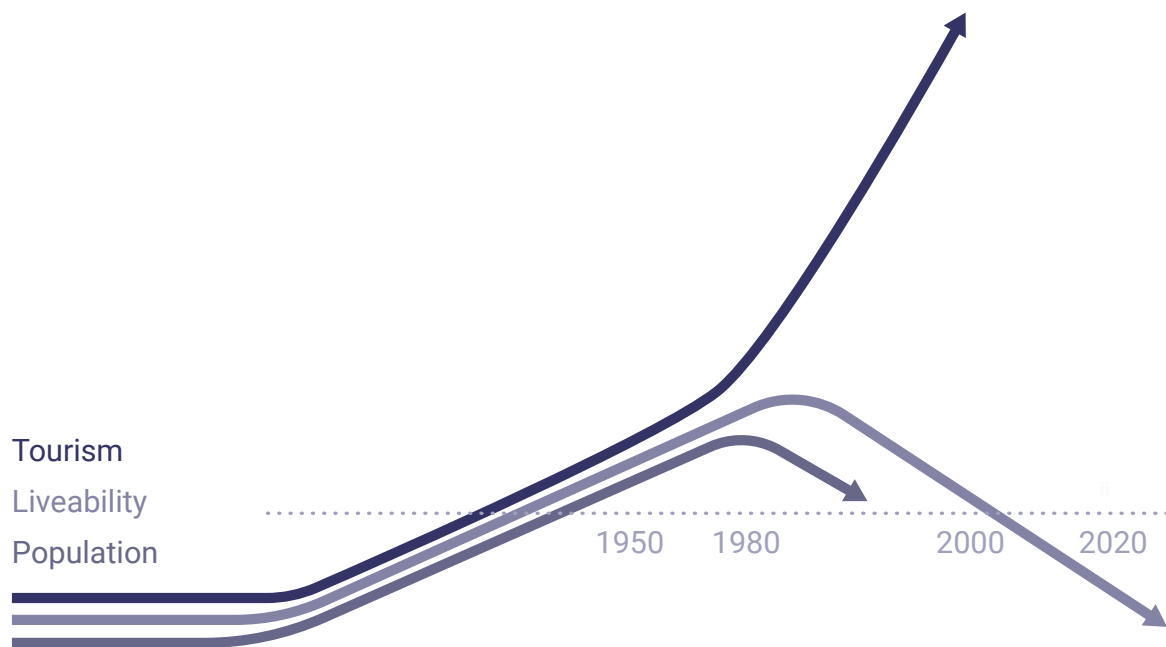
The increase of the notion of Venice in the world in comparison with liveability and urban growth

This phenomenon endangers the liveability of Venice, in specific the *centro storico*. Venice is an interesting place because of the fact that it is an island. In many cases tourism only considers small parts of the physical space. However this is different in Venice because of the limited geographical space. In Venice the entire urban community is affected by tourism. As a result, Venice is an intriguing case regarding the quality of life related to the impacts of tourism. Interviews with local people gave more insight in the current reality in regard to the liveability (see Appendix). There has been many protests among the local people about problems such as urban social issues (No Big Ships Committee), gentrification, an unsustainable economy and touristic saturation. As described in the previous chapter the economy in Venice is mainly based on tourism. It has become the most important economic development source. But this also has a negative side, the free market principles rule and a result of this is the liberalization of stores and the crisis in affordable housing. Currently we see unsustainable tourism; the costs exceed the benefits.

Following images show the division between the liveability of Venice in the past and in the present. The black and white paintings of Canaletto show elements of the past, overlaid with a layer in red showing the context of that of before the pandemic. The reality shows that the effect of overtourism is a decrease of the quality of life in Venice.

Overtourism

Liveability

1950   2000   2020

Tourism

Overtourism > liveability
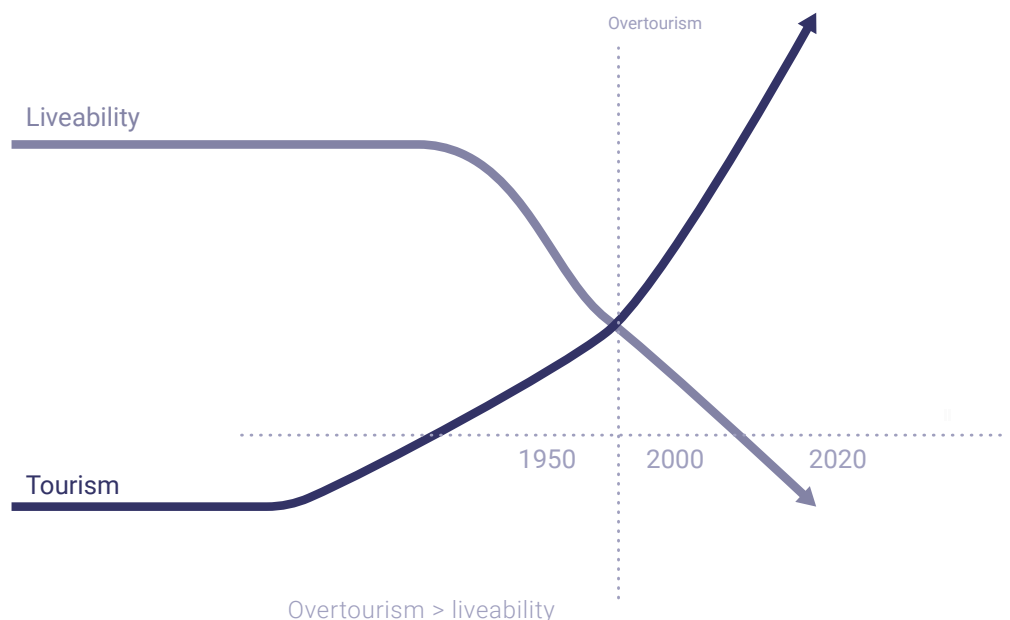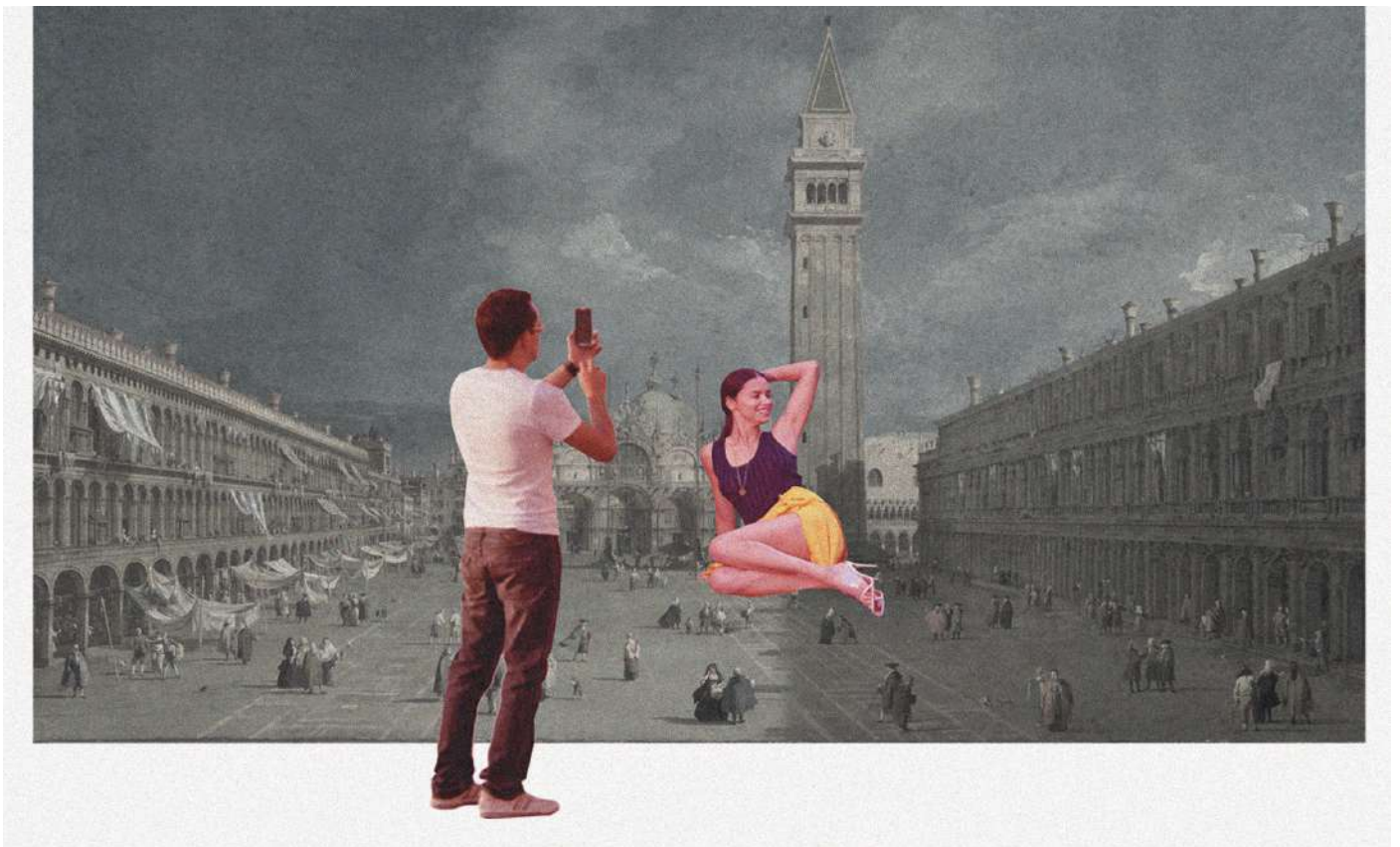
Overcrowding because of the unique characteristics
Venice victim of its own success

Past   showing the unique urban quality and beauty of Venice
Present   showing the overcrowding of tourists because of this world wide notion

OVERCROWDING

SINGOLO
EUR 24,00

30/07/2019
14:54:39

4322890243480

The Grand Tour has made way for the concept of a Museum City for the mass
Venice victim of its own success

Past   showing the start of the Grand Tour and the use of the camera obscura
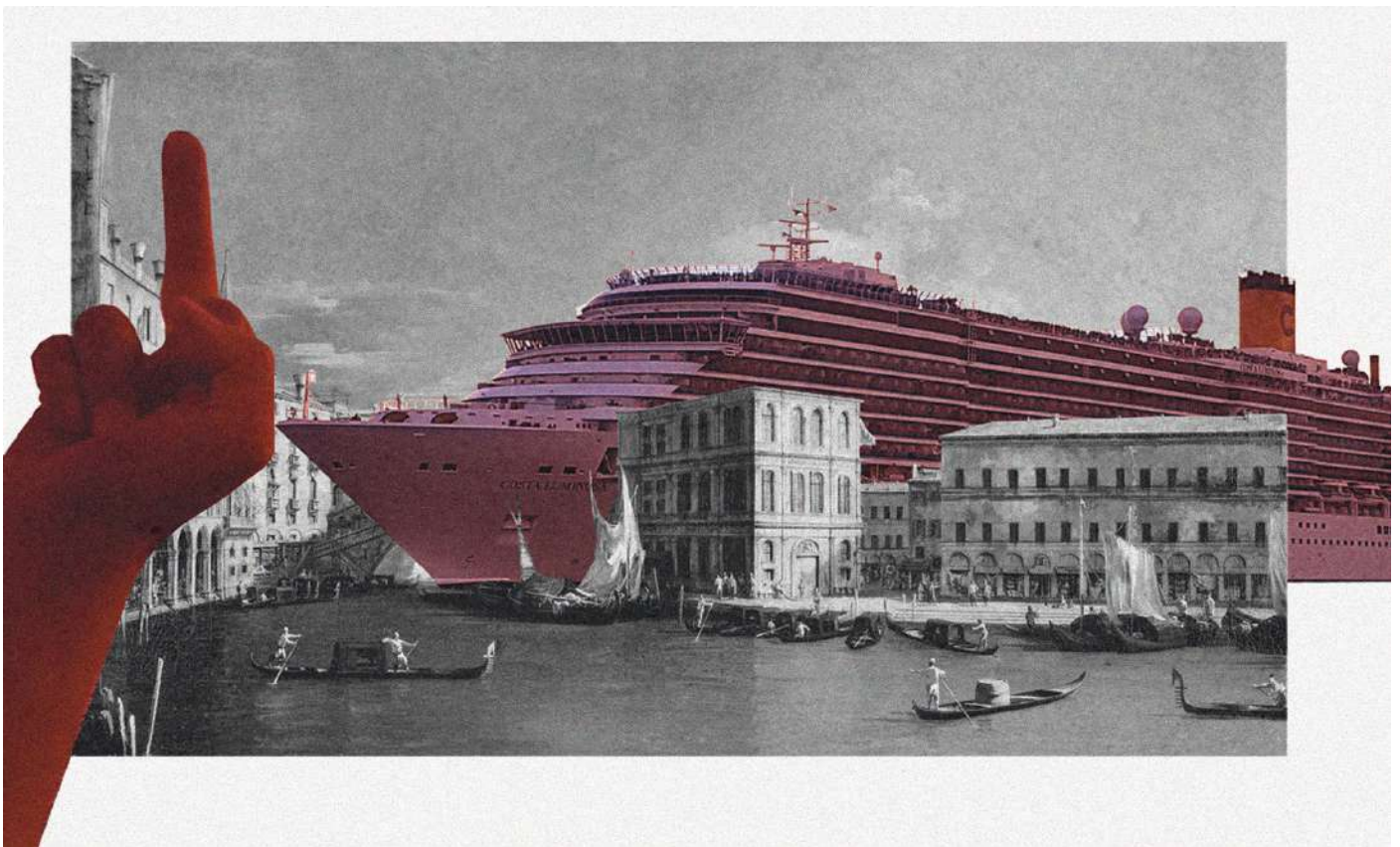Present   showing Venice's unique character as a museum city or architectural theatre for the world

MUSEUM CITY

Cruise ships are socially, economically and environmentally unsustainable
Venice victim of its own success

Past   showing the importance of the city in regard of trade (Railto), diversity and the maritime republic
Present   showing the invasion of big cruise ships in the lagoon

(own image: summer 2021)

INTRUSION OF TOURISM MONO-CULTURE

Once a 'city of merchants', yet nowadays the shops are tourism-oriented
Venice victim of its own success

Past   showing the Rialto Bridge as symbol of the main trading centre in Art and Craft
Present   showing the lack of services for residents because of the amount of shops for tourists

TOURISM ORIENTED SHOPS

The historic centre is dominated by hotels, airbnb's and second homes
Venice victim of its own success

Past   showing one of the canals inhabited by the residents
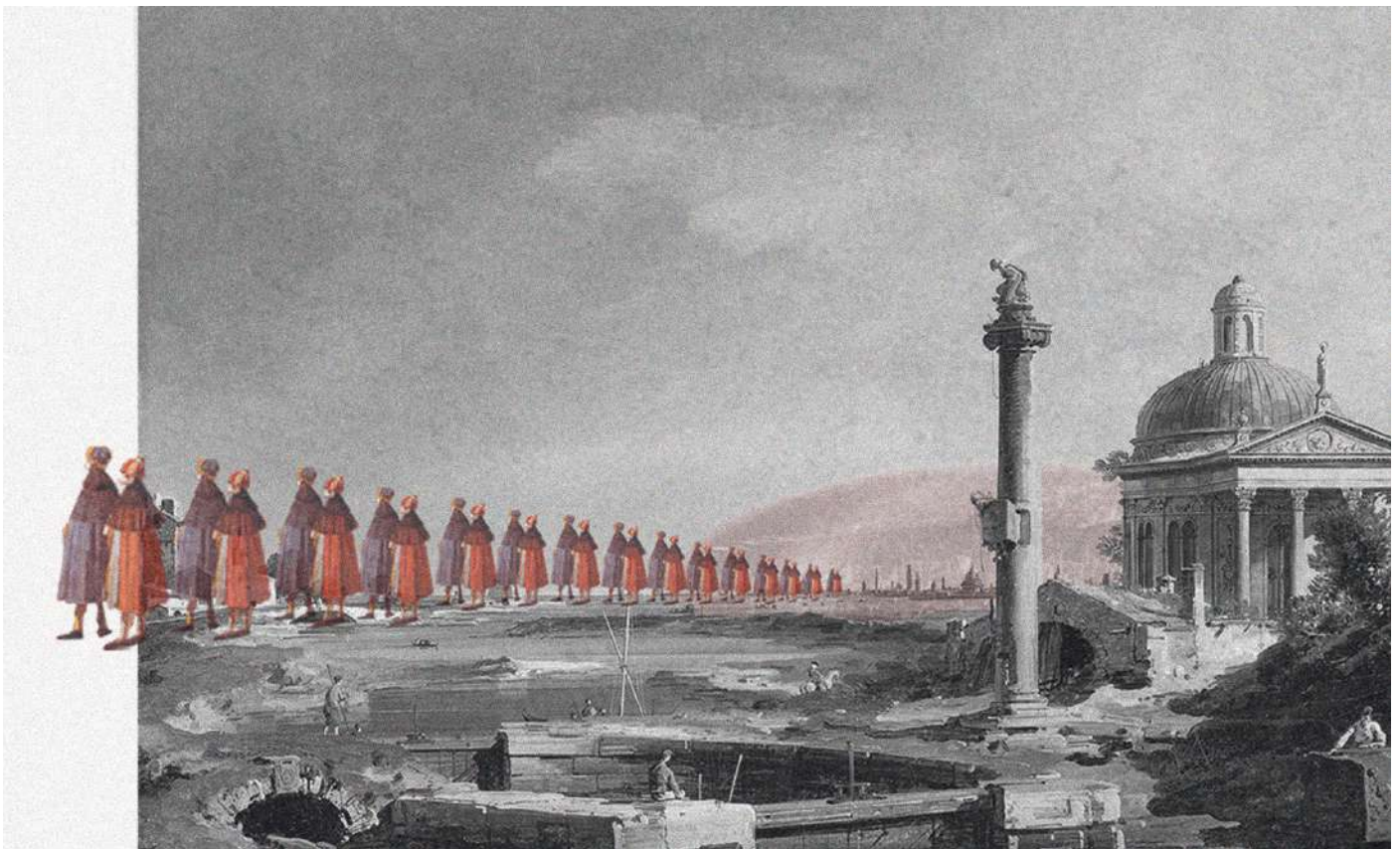Present   showing the market in charge nowadays: hotels and airbnb's

HOUSING MARKET CRISIS

Decrease of the liveability in the historic centre has let to a decline in population
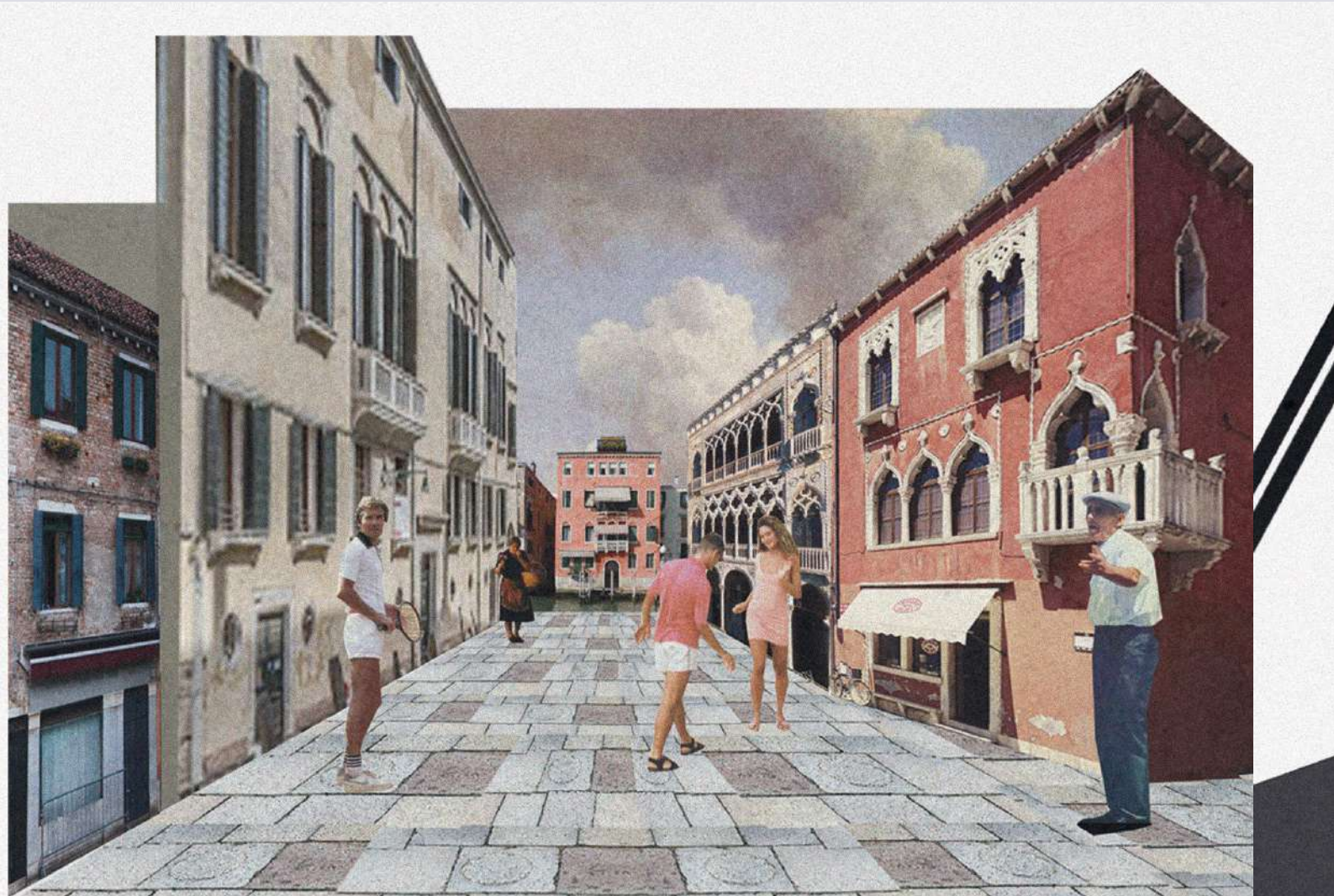Venice victim of its own success

Past   showing the start of Venice becoming the main place to live of the surrounding
Present   showing the effect of the decreasing quality of life in Venice by residents leaving the island

THE COUNTDOWN OF THE POPULATION

The dichotomy between liveability and overtourism

**The ideal past
A liveable city for people**

The objective reality
The city as a scenography for tourists

V. ACTION: WHY WE SHOULD REGULATE TOURISM

'Now we are here, and we have a chance for change'

In the 21st century overtourism and changing trends of tourism are elements that affect historical and heritage cities. It is a threat for the preservation of the city but also for the quality of life for the residents. In Venice the daily use and intangible heritage have changed profoundly. The current approach of Venice:

- **Approach Laissez-faire**

And the diagnosis: overtourism > liveability shows that action should be taken.
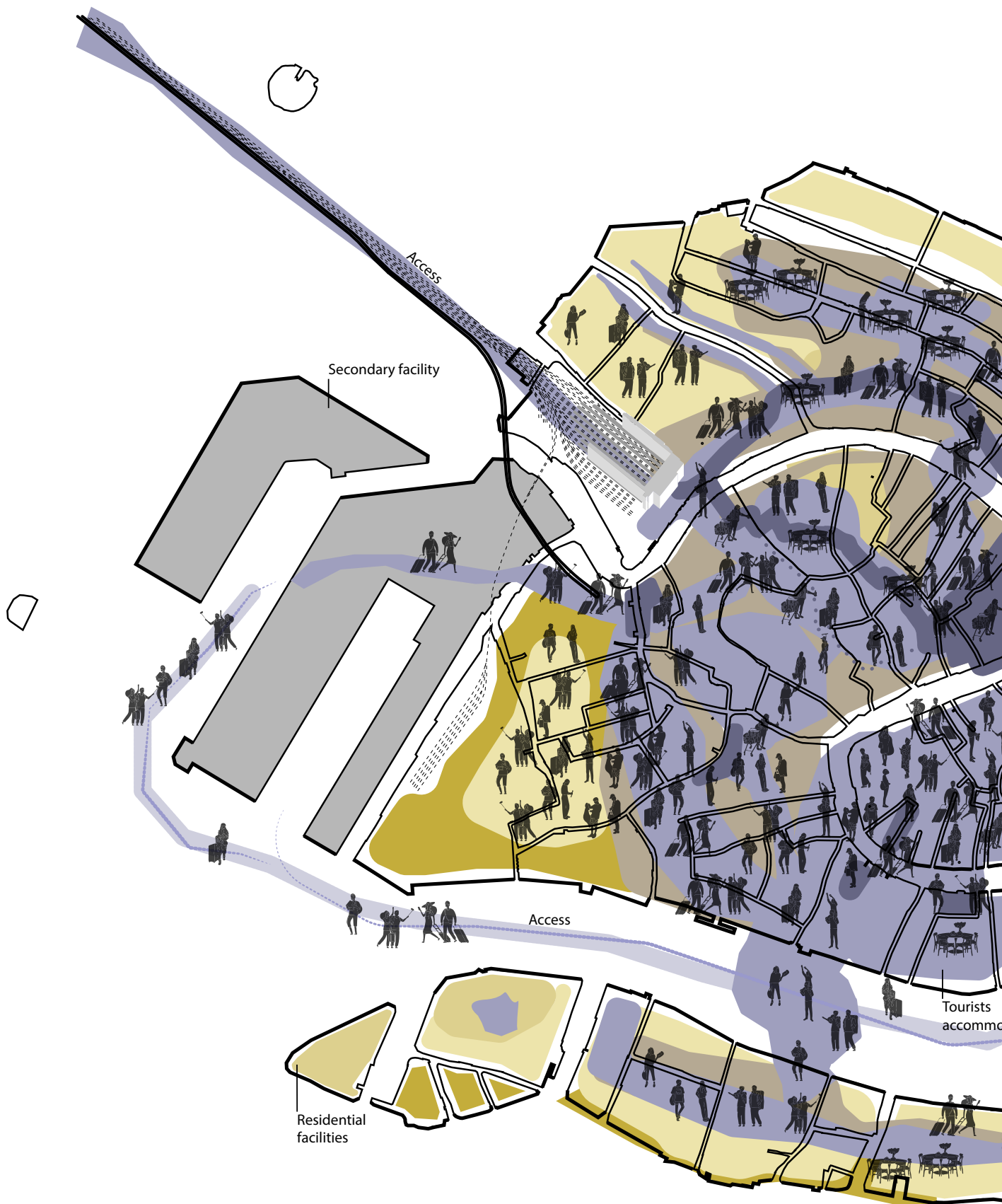
And now as a result of Covid-related travel restrictions, we could see Venice in a new light. It showed how dependent Venice is on the tourism industry. To confirm this hypothesis further, different approaches that the city can undertake, are explored:

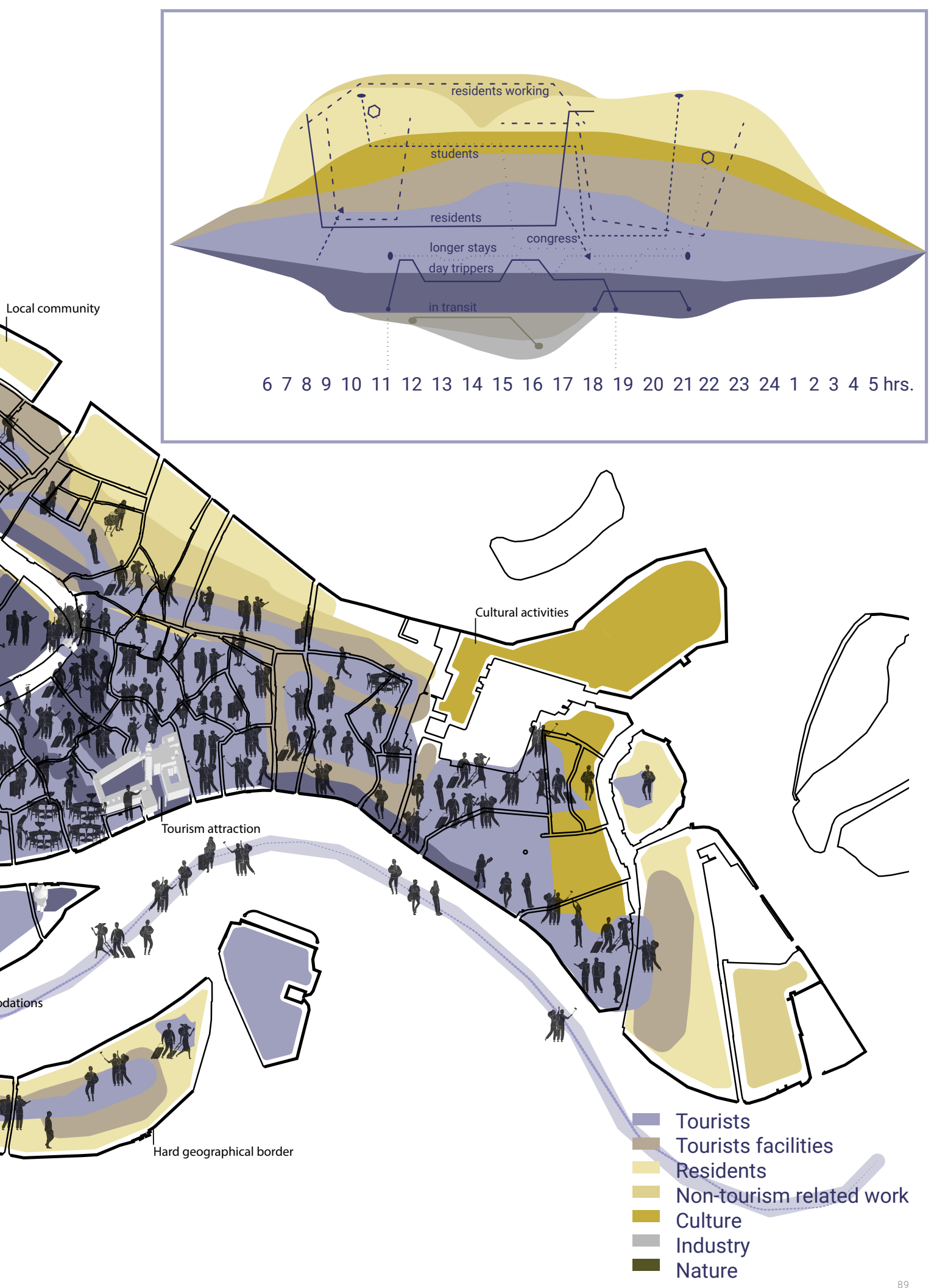- **Approach Ad Hoc STOP**
- **Approach Regulate**

Each approach is followed by a spiderweb and strength-weaknesses analysis, which clearly shows the advantages and disadvantages of each approach.

from
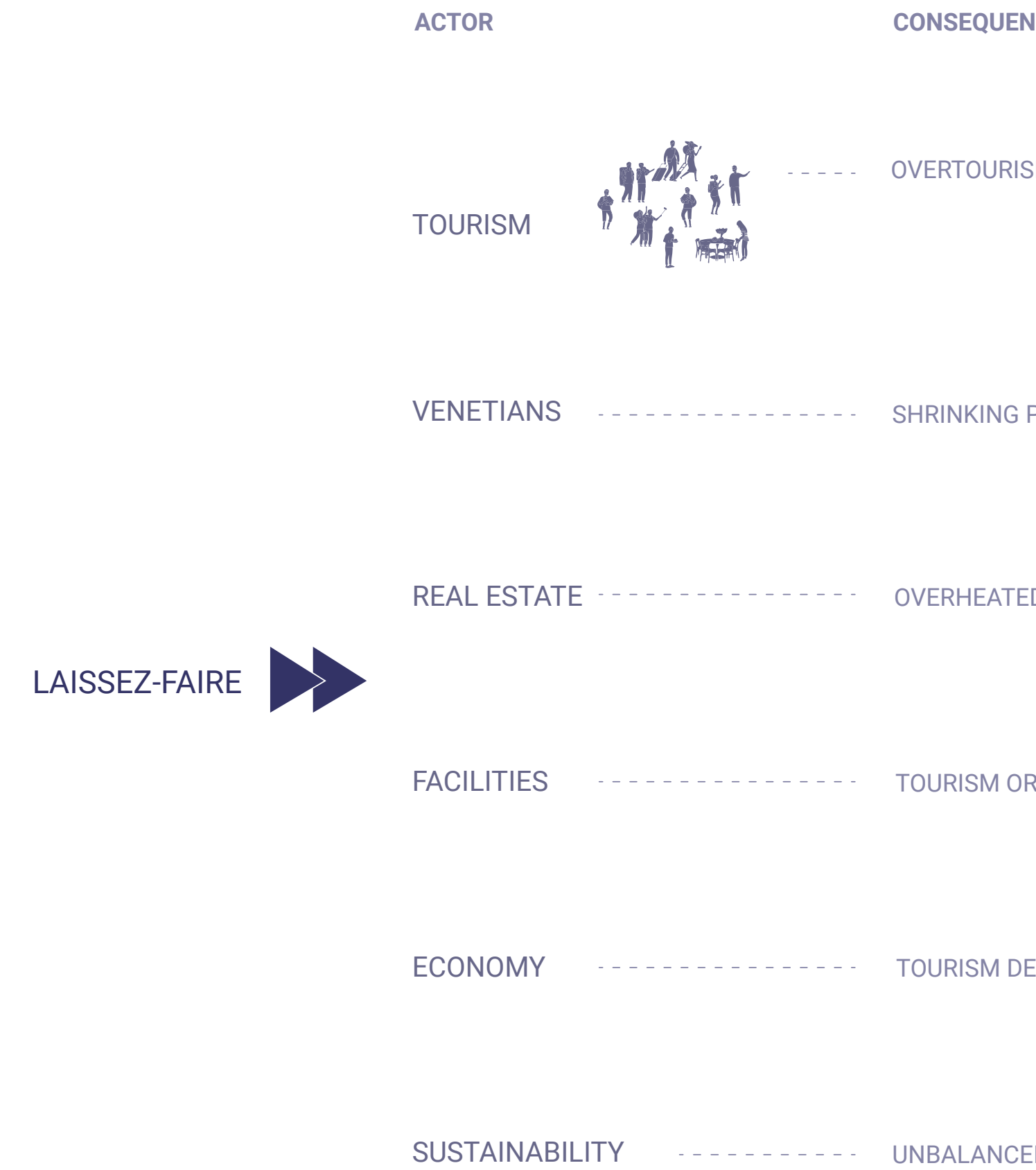**unsustainable tourism**
to
sustainable tourism

Access

Secondary facility

Access

Tourists accommo

Residential
facilities

Local community

residents working

students

residents

congress

longer stays

day trippers

in transit

6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 1 2 3 4 5 hrs.

Cultural activities

Tourism attraction

odations

Hard geographical border

Tourists
Tourists facilities
Residents
Non-tourism related work
Culture
Industry
Nature

89

Laissez-faire resulting in an overwhelmed city and unsustainable economy
Consequences for the quality of life

ACTOR   **CONSEQUEN**

TOURISM   OVERTOURIS

VENETIANS - - - - - - - - - - - - - - - - SHRINKING F

REAL ESTATE - - - - - - - - - - - - - - - OVERHEATED

LAISSEZ-FAIRE ▶▶

FACILITIES - - - - - - - - - - - - - - - TOURISM OR

ECONOMY - - - - - - - - - - - - - - - - TOURISM DE

SUSTAINABILITY - - - - - - - - - - - UNBALANCE

CES

DECREASE OF QUALITY URBAN ENVIRONMENT ⊖

M — — — — — — — RESIDENTS MOVING OUT OF CENTRO STORICO ⊖

DECREASING QUALITY OF TOURISM ⊖

CULTURAL DECLINE ⊖

POPULATION — — — — — — — AGING OF POPULATION ⊖

DESERTED ISLAND (RESIDENTS) ⊖

HIGH COST OF LIVING ⊖

MARKET LACK OF KNOWLEDGE ECONOMY / COMPANIES ⊖

LACK OF FACILITIES FOR RESIDENTS ⊖

RIENTED FACILITIES LACK OF HISTORICAL CRAFTS ⊖

LOSS OF WORK OCCUPATION ⊖

PENDENT ECONOMY UNSUSTAINABLE (FUTURE) ECONOMY ⊖

LESS RESIDENTS / FAMILIES ⊖
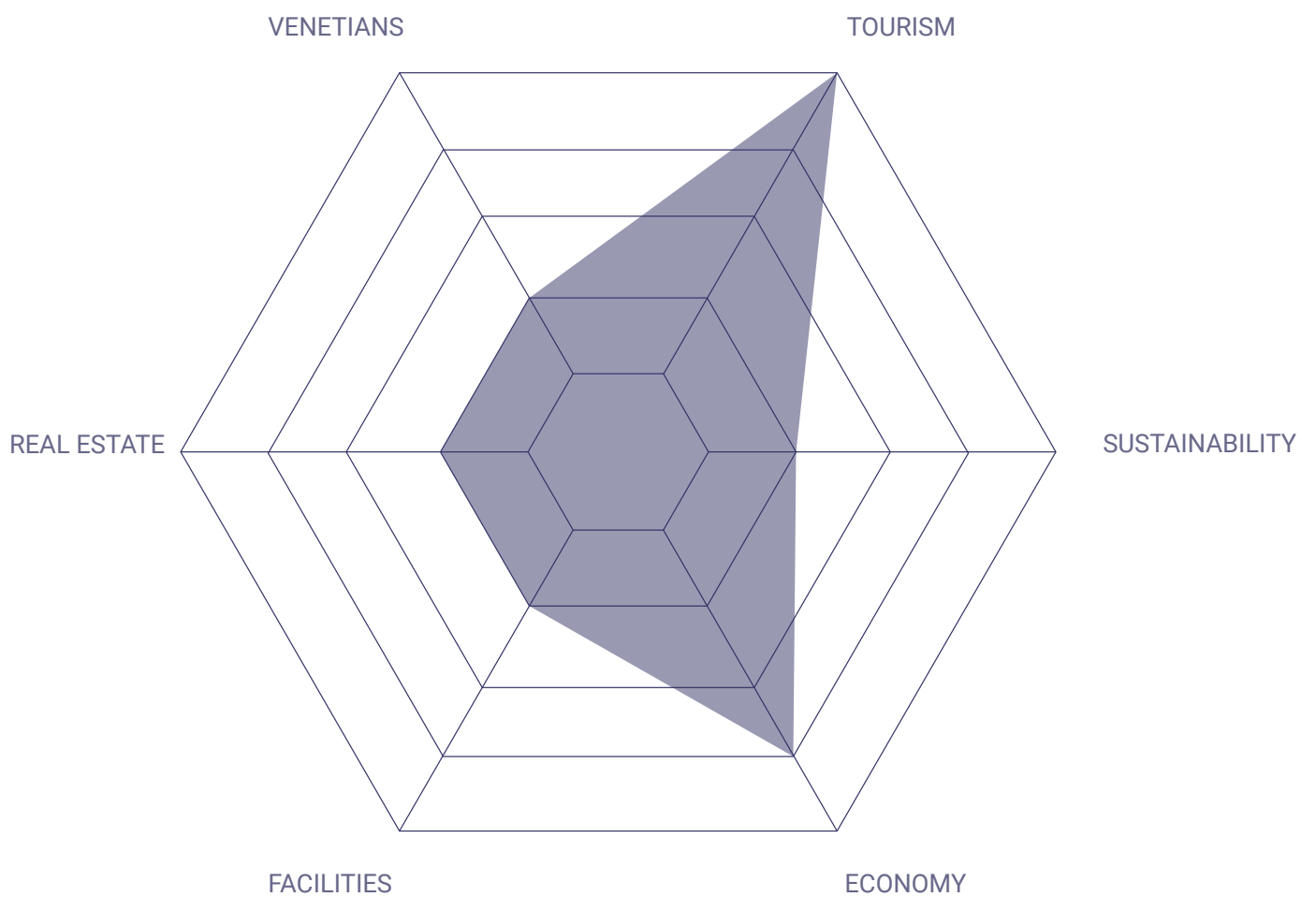
SYSTEM — — — — — — — PRESSURE ON NATURAL HABITAT ⊖

UNSUSTAINABLE FUTURE PERSPECTIVE ⊖

Laissez-faire resulting in an overwhelmed city and unsustainable economy
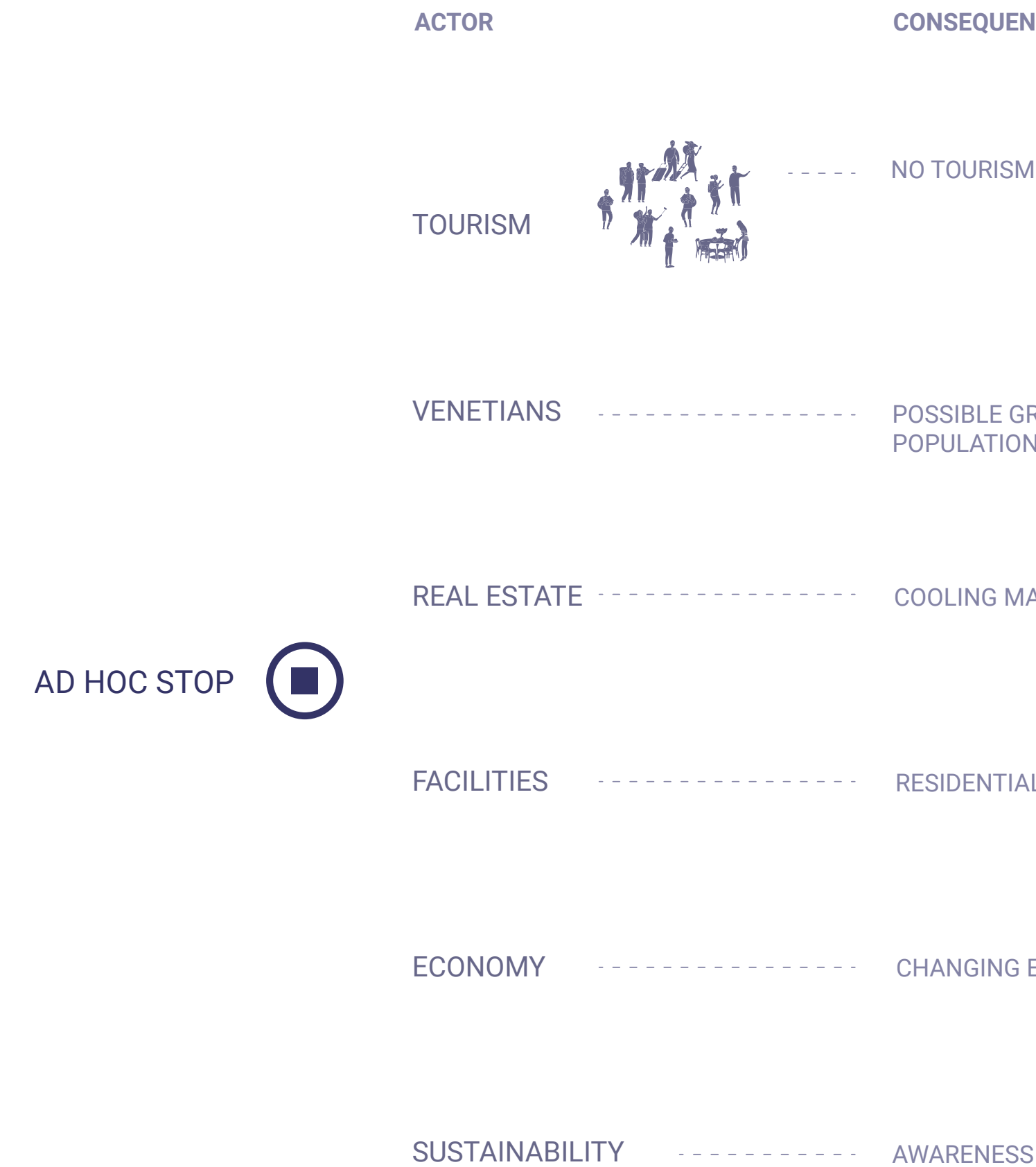**Spiderweb analysis**

VENETIANS

TOURISM

SUSTAINABILITY

REAL ESTATE

FACILITIES

ECONOMY

Strength/weaknesses analysis

helpful   damaging

strengths   **weaknesses**

internal

FACILITIES

VENETIANS

REAL ESTATE

external

ECONOMY

TOURISM

SUSTAINABILITY

opportunities   **threats**

Access

Local community

Bottom up processes?

Tourists
Tourists facilities
Residents
Non-tourism related work
Culture
Industry
Nature
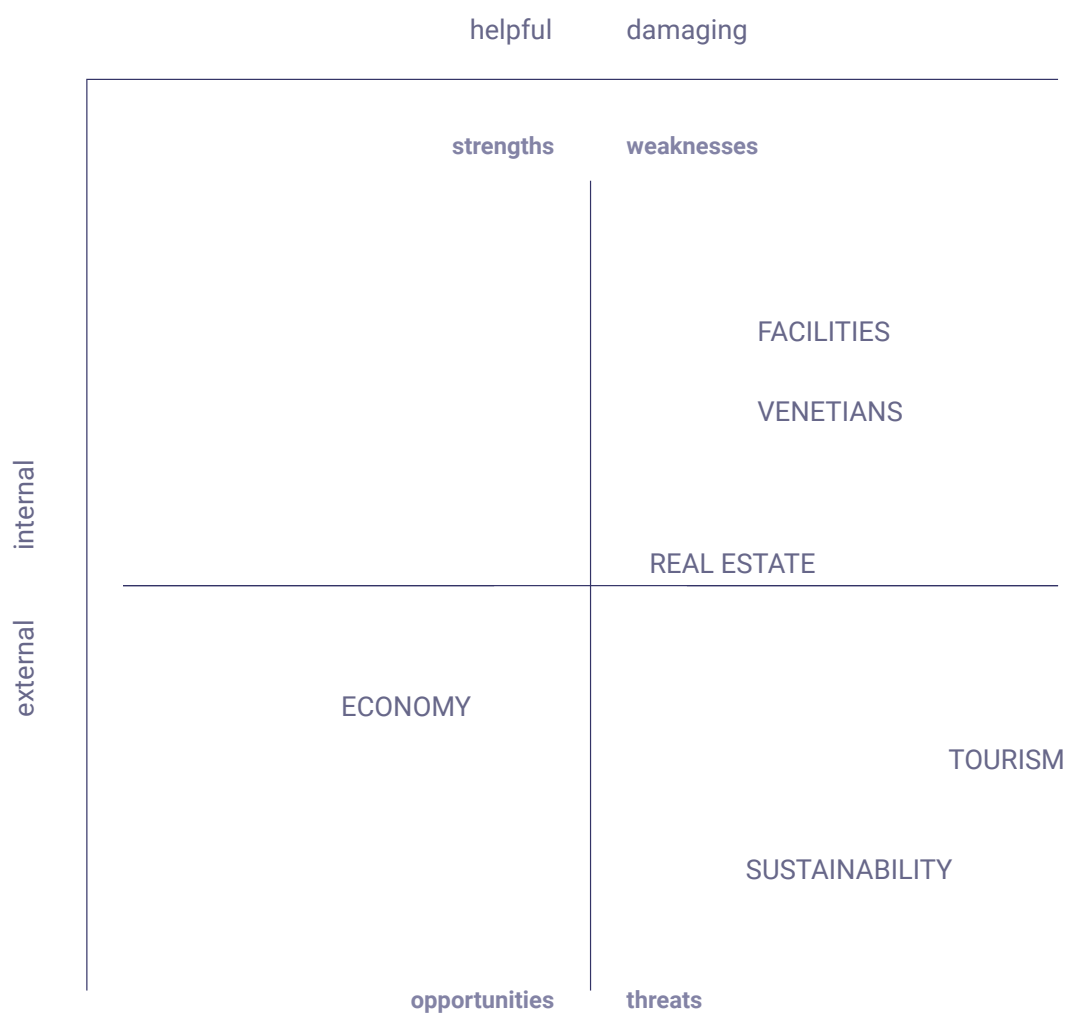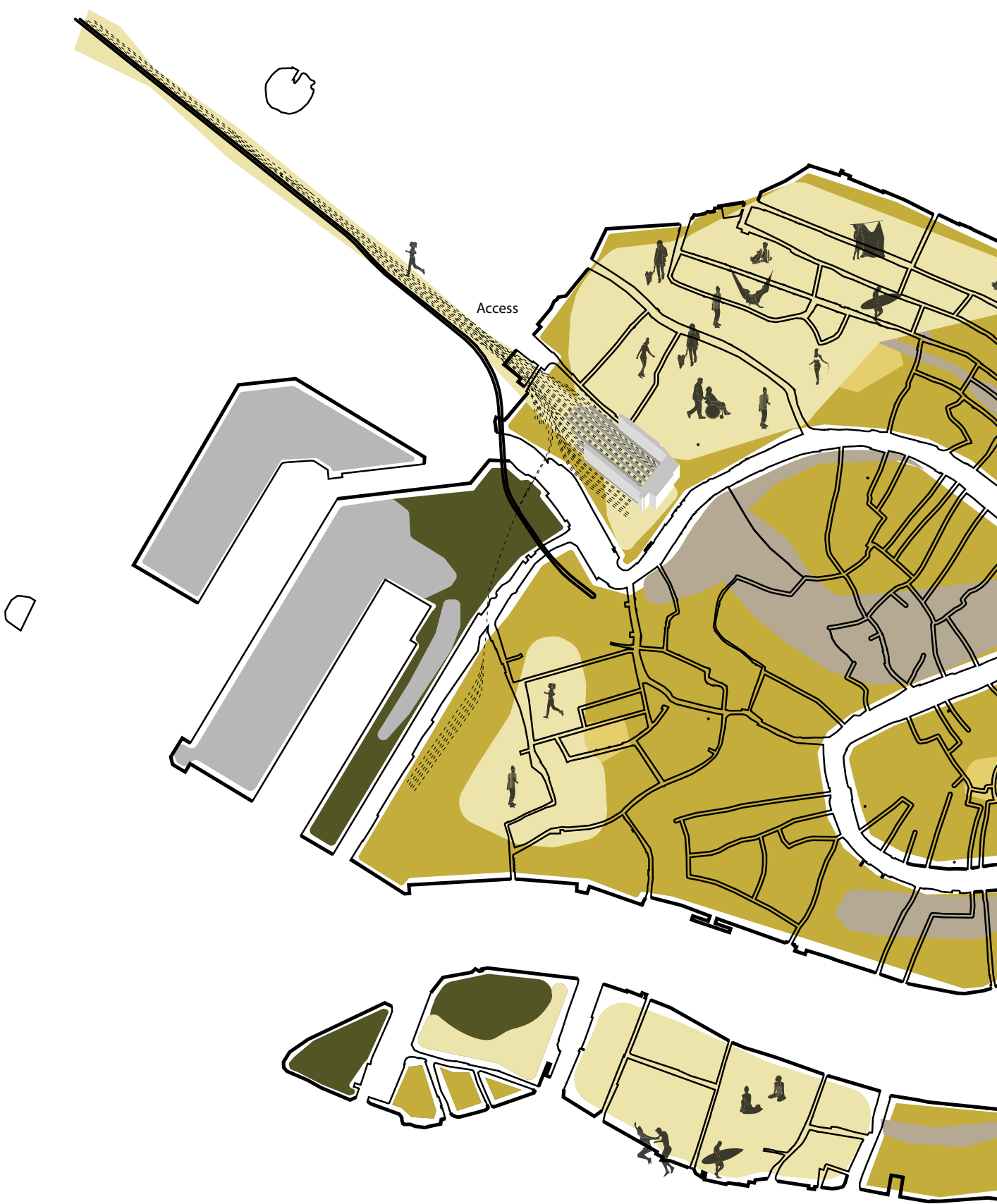
Ad Hoc STOP economic instability
Consequences for the quality of life

ACTOR

CONSEQUEN

TOURISM

NO TOURISM

VENETIANS

POSSIBLE GR
POPULATION

REAL ESTATE

COOLING MA

AD HOC STOP ■

FACILITIES

RESIDENTIAL

ECONOMY

CHANGING E

SUSTAINABILITY

AWARENESS

CES

NO INCOME ⊖

MORE FOCUS ON NATURAL HABITAT AND CLIMATE CHANGE ⊕

MORE SPACE FOR RESIDENTS ⊕

NEWCOMERS SUCH AS STUDENTS OR FAMILIES MOVE TO CENTRO STORICO ⊕

ROWING INTEREST FOR A NEW LIFE STYLE ⊕

OPPORTUNITIES FOR NEW TYPES OF OCCUPATION ⊕

ARKET LOWER RENT / HOUSE PRICES ⊕

AIRBNB'S TURN INTO STUDENT HOUSING ⊕

MORE FACILITIES FOR RESIDENTS ⊕

L ORIENTED FACILITIES

INCREASING OF HISTORICAL CRAFTS ⊕

ECONOMIC INSTABILITY ⊖

ECONOMY NEW OPPORTUNITIES FOR NEW ECONOMY ⊕

BOTTOM UP PROCESSES ⊕

DECREASED PRESSURE ON NATURAL HABITAT ⊕

Ad Hoc STOP economic instability
Spiderweb analysis

VENETIANS

TOURISM

REAL ESTATE

SUSTAINABILITY

FACILITIES

ECONOMY

Strength/weaknesses analysis

helpful damaging

strengths **weaknesses**

FACILITIES

VENETIANS

internal

external

REAL ESTATE

ECONOMY

TOURISM

SUSTAINABILITY

opportunities **threats**

Regulate controlled tourists flood, directing towards a sustainable economy

Access

Secondary facility

Residential
facilities

Access

Local community

Access

Cultural activities

Tourism attraction

Tourists
accommodations

Soft geographical border

Tourists
Tourists facilities
Residents
Non-tourism related work
Culture
Industry
Nature

Regulate controlled tourists flood, directing towards a sustainable economy
Consequences for the quality of life

ACTOR   CONSEQUEN

TOURISM   - - - - -   SUSTAINABL

VENETIANS   - - - - - - - - - - - -   GROWING PO

REAL ESTATE - - - - - - - - - - - -   BALANCED M

REGULATE

FACILITIES   - - - - - - - - - - -   BALANCED F

ECONOMY   - - - - - - - - - - - -   SUSTAINABL

SUSTAINABILITY   - - - - - - - - -   AWARENESS

CES

SPREADED TOURISM ⊕

E TOURISM - - - - - - - - - DECREASE OF CONGESTED STREETS ⊕

OPPORTUNITIES FOR NEW TYPES OF TOURISM ⊕

NEWCOMERS SUCH AS YOUNG PEOPLE OR
FAMILIES MOVE TO CENTRO STORICO ⊕

OPULATION - - - - - - - - HEALTHY BALANCE BETWEEN TOURISTS
AND RESIDENTS ⊕

LIVELY ISLAND ⊕

MARKET LOWER RENT / HOUSE PRICES ⊕

INTEREST FOR ESTABLISHING KNOWLEDGE
COMPANIES ⊕

- - - - - - - - LOW DEPENDENCY ON TOURISM ⊕

FACILITIES

OPPORTUNITIES FOR NEW TYPES OF
OCCUPATION ⊕

ESTABLISHMENT OF OTHER ECONOMIES
SUCH AS THE KNOWLEDGE ECONOMY ⊕

E ECONOMY - - - - - - - - FAMILIES, YOUNG PEOPLE MOVE TO
CENTRO STORICO ⊕

PERSPECTIVE OF A HEALTHY FUTURE
ECONOMY ⊕

- - - - - - - - SUSTAINABLE TOURISM ⊕

SUSTAINABLE NATURAL AND CULTURAL
HABITAT ⊕

Regulate controlled tourists flood, directing towards a sustainable economy
Spiderweb analysis

VENETIANS

TOURISM

SUSTAINABILITY

ECONOMY

FACILITIES

REAL ESTATE

Strength/weaknesses analysis

	helpful	damaging
	strengths	**weaknesses**

internal

FACILITIES

VENETIANS

REAL ESTATE

external

ECONOMY

TOURISM

SUSTAINABILITY
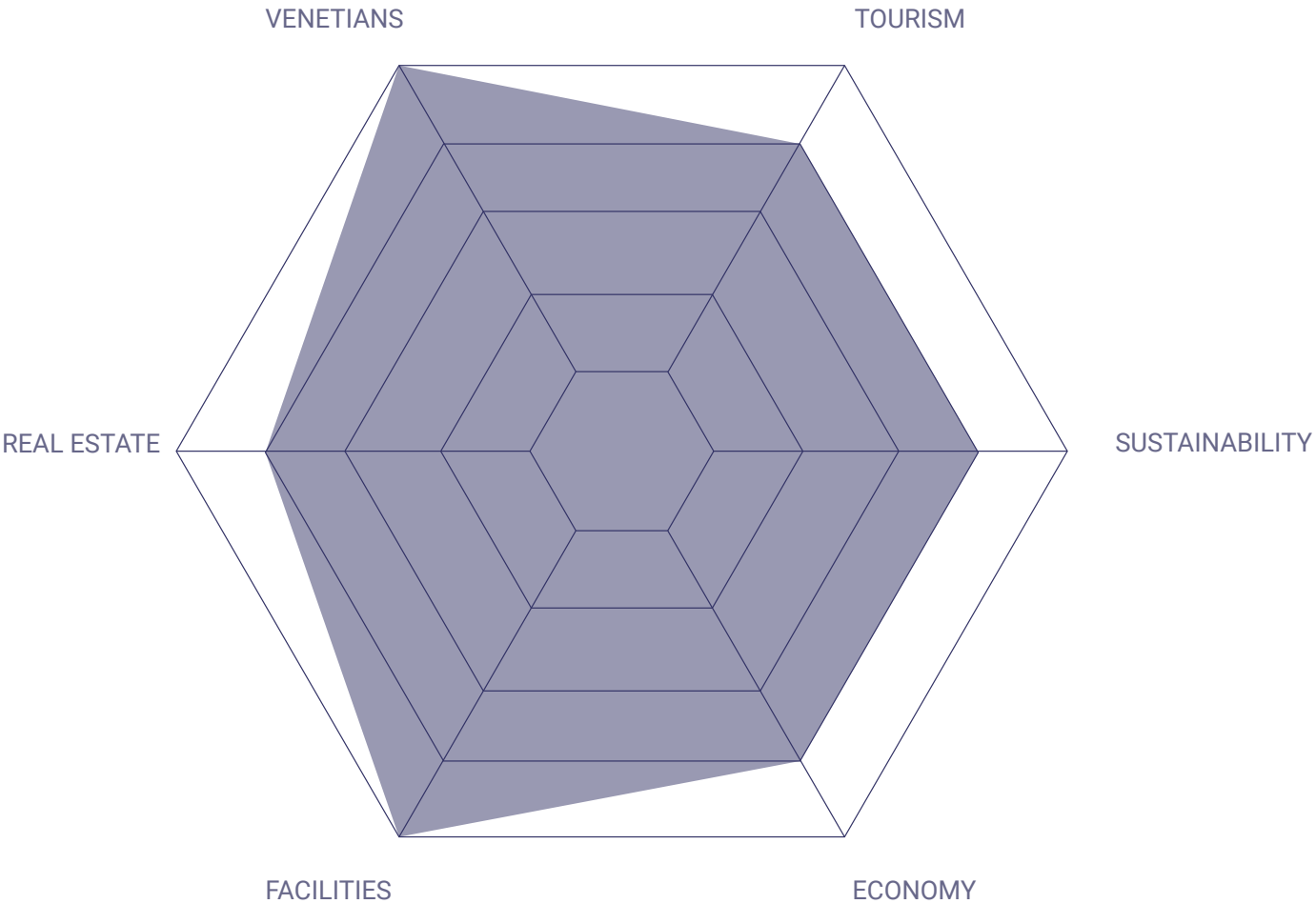
opportunities　　**threats**
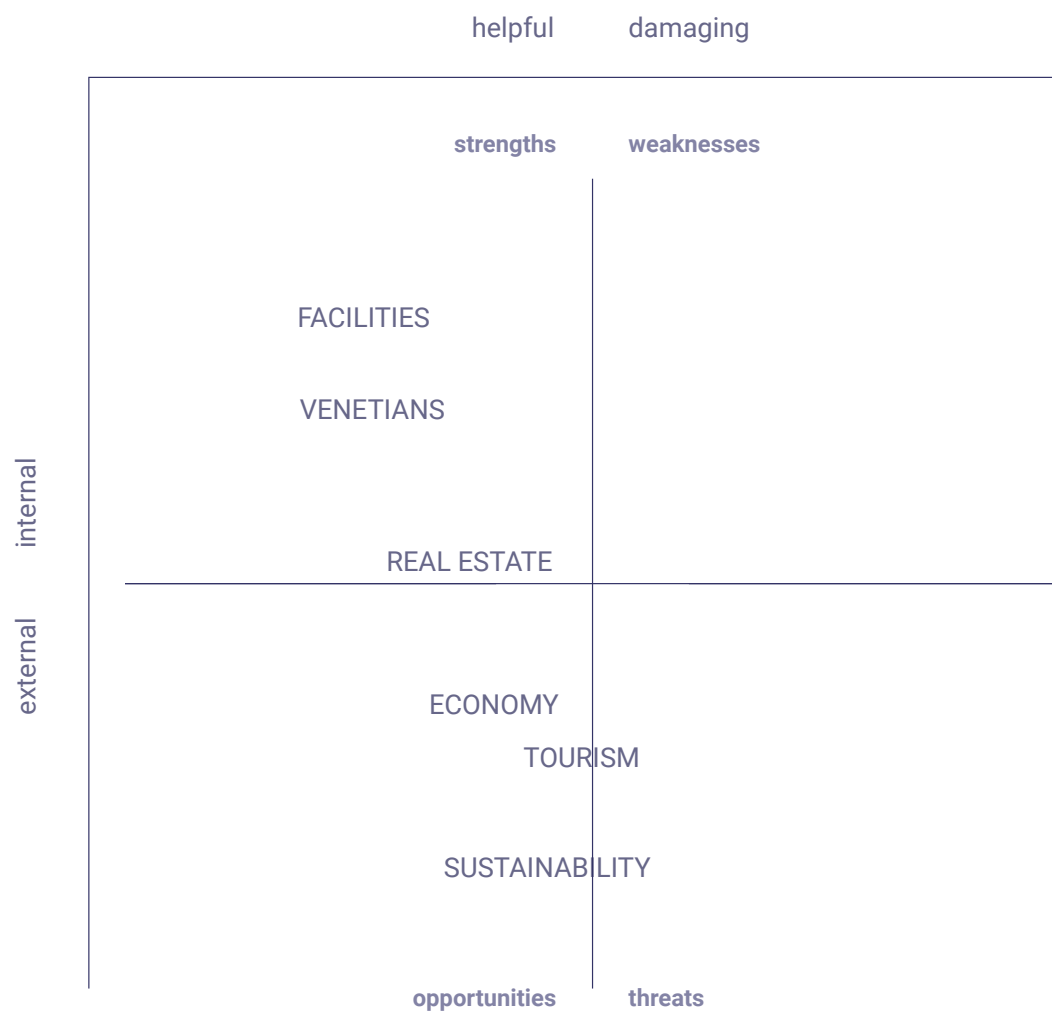
The different approaches show a clear difference between what the effect can be on the liveability of Venice. But one thing is sure: overtourism is the consequence of the current policy and governmental direction of the municipality of Venice.

Besides that, we have to consider the current situation; the Corona pandemic. The last year has clearly shown the city's dependence on tourism. Without tourism the economy is down. It shows how unsustainable the primarily focus on tourism can be.

Because of these two reasons, we can conclude that tourism is a problem, but also a source, and that as urban designers we should regulate the tourist flood.

Tourism is a problem **but also a** source

VI. TIME FOR A NEW STORY FOR LIVEABILITY

'We need a new movie for Venice, a new story'

The objective reality is that Venice is a stage, a scenography, without an urban life.

As urban designers we should take on the role as writers: the writers of a new story for Venice. With a new written story we can improve the liveability in regard to overtourism by regulating and turn the unsustainable approach into a sustainable approach. And within the story the balance between the past and future has the focus. But above all, the new story is all about improving the quality of living in Venice.
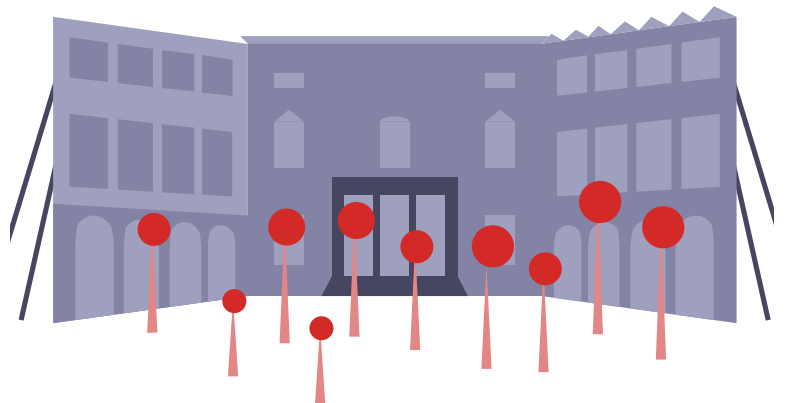
Add a new story to the scenography of Venice

focus from
tourism
to
liveability

But first we need to know what is meant with liveability. What are elements of a liveable city? [1]

The principles can be divided as well in spatial as in social elements. On the next pages, the elements of a liveable city per district in the municipality of Venice are scored.
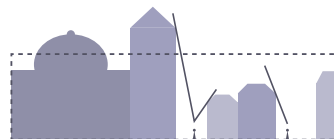
Order and variety
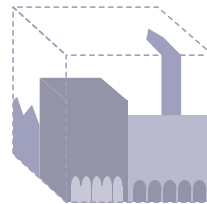
Compact

Orientation and mystery

Scale

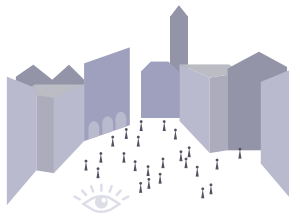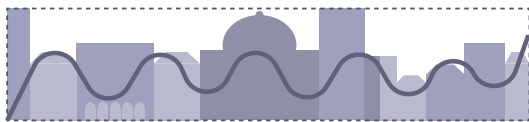Green and sustainability

1   Jan Gehl (2010). Liveable cities.

Visible life

Locality and facilities
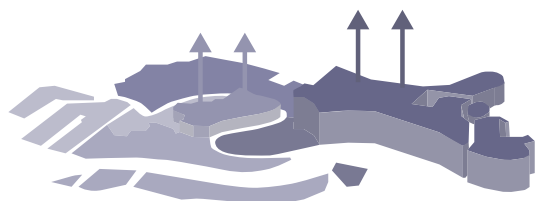

EDUCATION

LOCAL FOOD

CAFES

WORK

FACILITIES

Healhy economy

Affordable housing

€
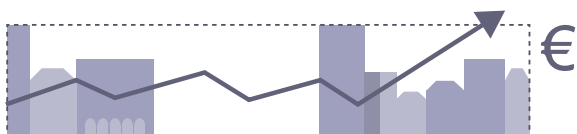
Valued communities

Order and variety

1 ✕ [━━━━━●━━━━━] ✓

Compact

✕ [━━━━━━━━●━] ✓

Orientation and mystery

2 ✕ [━━━━━━━━●━] ✓

Scale

3 ✕ [━━━━━━━━●━] ✓

Green and sustainability

4 ✕ [━━━━━●━━━━] ✓

Visible life

5 ✕ [━━●━━━━━━━] ✓

Locality and facilities

6 ✕ [━━●━━━━━━━] ✓

Healy economy

✕ [━●━━━━━━━━] ✓

Affordable housing

✕ [●━━━━━━━━━] ✓

Valued communities

✕ [━●━━━━━━━━] ✓

Centro Storico
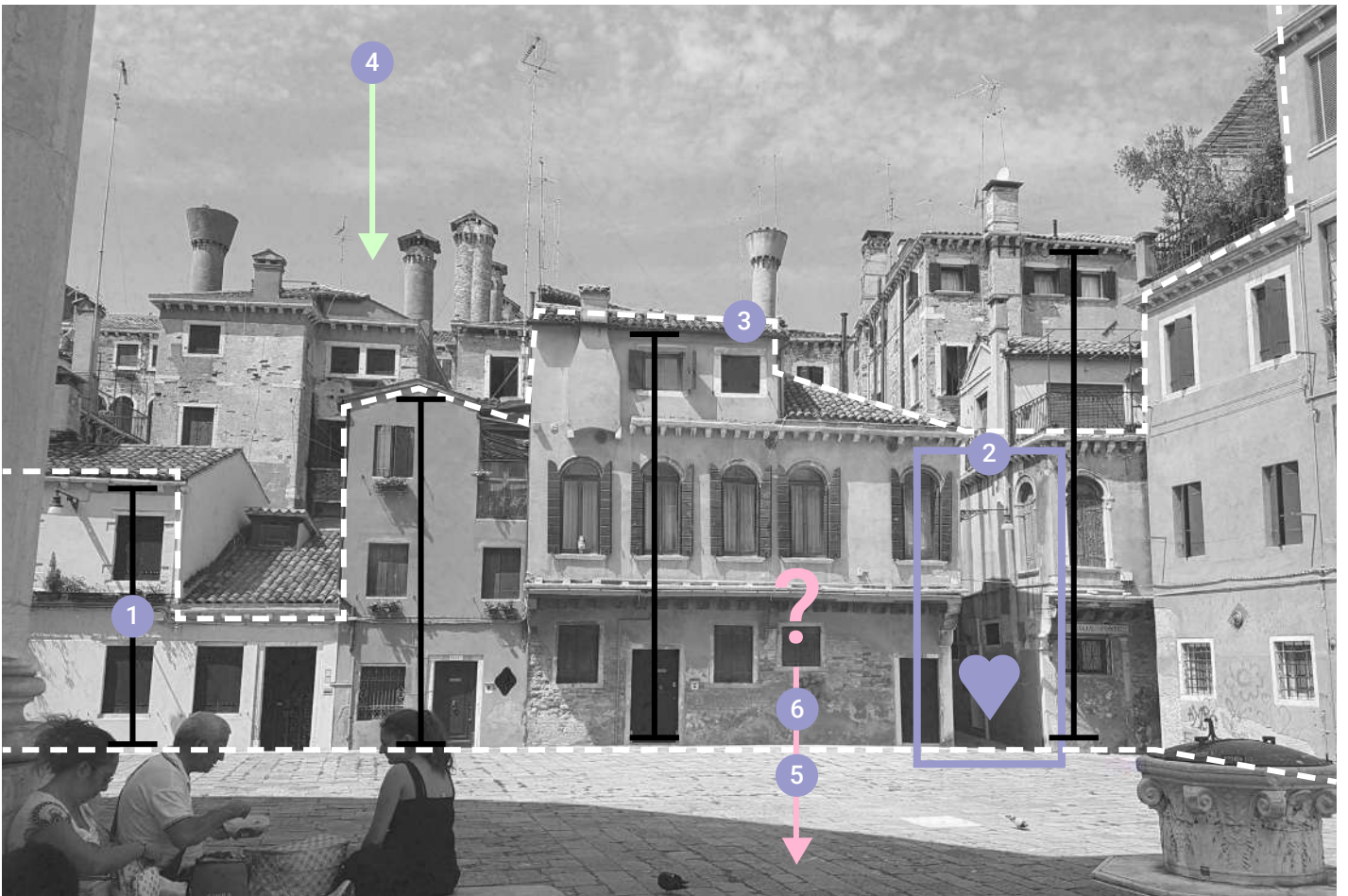
Elements of liveability
Centro Storico

Order and variety

1 ✕ [————●——] ✓

Compact

2 ✕ [———●———] ✓

Orientation and mystery

✕ [——●————] ✓

Scale

3 ✕ [——●————] ✓

Green and sustainability

4 ✕ [—————●—] ✓

Visible life

5 ✕ [————●——] ✓

Locality and facilities

6 ✕ [———●———] ✓

Healy economy

✕ [—●—————] ✓

Affordable housing

✕ [——●————] ✓

Valued communities

✕ [————●——] ✓

Estuario

Elements of liveability
Estuario

Order and variety

✕ [●———————————] ✓

Compact

✕ [——————●—————] ✓

Orientation and mystery

① ✕ [●———————————] ✓

Scale

② ✕ [——●———————————] ✓

Green and sustainability

③ ✕ [——————●—————] ✓

Visible life

④ ✕ [—————————●———] ✓

Locality and facilities

⑤ ✕ [———————————●—] ✓

Healy economy

✕ [———————●—————] ✓

Affordable housing

⑥ ✕ [———————————●—] ✓

Valued communities

✕ [—————●———————] ✓

Terraferma

Elements of liveability
Terraferma

By scoring the elements of liveability per district, we can see a big difference per district in the municipality of Venice. Therefore one of the goals of this project is to balance this difference. And in order to do so the focus of this project should be on the entire municipality and not only on the *centro storico*.

Centro storico

Spatial

✕ ●———————————— ✓

Social

✕ ————————————● ✓

Estuario

Spatial

✕ ——————————●— ✓

Social

✕ ——●———————— ✓

Terraferma

Spatial

✕ ———————●———— ✓

Social

✕ ——————●————— ✓

Favaro-Veneto

Tessera

Torcello

Burano

Mestre

Murano

Sant'Erasmo

Marghera

Centro Storico

Fusina

Lido

Santa Maria Del Mare

VII. CONCLUSION

The method of research and the elaboration on the dichotomy between the past and present, has shown that we can diagnose that there is a dichotomy between the liveable city of the past and the objective reality that shows that Venice struggles with overtourism.

There are certain elements that have emerged from the research:

- the fact that Venice has evolved from a prosperous city, attractive for merchants.
- to a city of main interest for aristocrats during the Grand Tour.
- and finally into a Museum City for the mass tourists.

- overtourism has consequences for the liveability of the city and that the population of the historic center in Venice is decreasing.

Yet, at the same time we also see opportunities for the future of Venice. Venice can use its strengths from the past for a new narrative in which the focus is on regulating tourism and improving the quality of life. We as urban planners should write the new narrative, built on characteristics from the past and with a focus on the municipality as a whole.

We should write a new story; a new strategy, policy and design that benefit the quality of life. If we urban planners take on this role, we can believe there is a future for Venice!

in need of
a story
for
liveability
for
Venice

VIII. LITERATURE

Bibliography

Assessorato al turismo (2019). Annuario del turismo dati 2019. Citta di Venezia (2019)

Bertocchi, D., & Visentin, F. (2019). "The overwhelmed city": Physical and social over-capacities of global tourism in Venice. Sustainability, 11(24), 6937

Bosworth, R. J. (2014). Italian Venice: a history. Yale University Press.

Fiorelli, A., Valeri, G. (2005). Metamorphoses of Venice. The methodological approach by Giuseppe Samona and Gianugo Polesello to urban design on the fringe of the lagoon city.

Foscari, G. (2014). Elements of Venice. Lars Müller.

Gehl, J (2010). Liveable cities.

Het Nieuwe Instituut (2020). Values for survival: the Venice exploratorium: cahier 2. Tides of tourism

Howard, D., Quill, S., & Moretti, L. (2002). The architectural history of Venice. Yale University Press.

O'Connell, G.C. "Venice, the lagoon and the Adriatic Sea: a historic struggle for survival" Central Connecticut State University. Master of Science in International Studies Thesis. August 2005.

Strappa, G., Amato, A. R. D., & Camporeale, A. (2016). City as organism. Rome: U+ D edition Rome, 482.

Sitography

Ud'Anet Associazone Aliusmodi Roma (2017).
Retrieved from http://www.venicethefuture.com

UNESCO World Heritage (2020). Retrieved from https://whc.
unesco.org/en/list/394/

Venice history. Retrieved from https://www.britannica.com/
place/Venice/History

Venice economy. Retrieved from https://www.zainoo.com/en/
italy/veneto/economy-veneto

'Is com'era dov'era still so important?'

To make the research as complete as possible, interviews were held with the locals. The interview guide is as follows.

Interview guide
Thank you for your participation in this online interview. My name is Kinke Nijland, and I am a graduate student in Urban Design at the Academy of Architecture in Amsterdam. My graduation and design project focuses on Venice and its region. I am interested in the liveability (quality of living) of the city in regard to mass tourism, work chances, climate change and other issues. The questions in this interview consider these issues and in overall the quality of life in the city and region.

Introduction
- Could you please introduce yourself? Who you are? Where you live? And what is your relation with Venice and the Lagoon?

Physical environment
- To which extent has the city and region changed in the last 20 years? (Note; not in regard of Covid)
- For example, what has changed in work occupation, crowd, and price? Could you give examples? (Note; not in regard of Covid)
- Do you see this as a positive or negative change?
- And to which extent had the city changed since the Covid pandemic?
- Do you see this as a positive or negative change?
- How does the smaller amount of tourists visiting the city influence the quality of living? (Examples)
- Do you see this as a positive or negative change?
- Do you think enough is being invested in improving the quality of life in Venice and the region? Positive or negative, could you give examples of this?
- Has there been any changes done in the city's urban fabric (new buildings, functions)? (Examples)
- Name something that is missing in Venice?

Economical environment

- To what extent has Venice and the region economically been developed in the last 10 years? Can you give examples of this? And do you think this is a positive or negative development?
- When you work, where do you work? Do you work in centro storico or in rest of the Lagoon?
- What type of work is missing in Venice?

Climate change

- The Mose seems to be working, what extra infrastructure Venice might need?
- How do you notice climate change in Venice? Is it raining more, is it warmer?
- Are you worried about climate change?

Emotional environment

- Do you feel at home in Venice / Mestre?
- Does your family / friends live close to you?
- Do you have a lot of contact with your neighbors?
- How would you describe this contact?
- Has the amount of contact with your neighbors changed during the last 10 years?

Imagining

- What is your opinion about the Italian saying: *com'era (as it was) dov'era (where it was)*?
- Do you think *com'era dov'era* should still be applicable in the built environment today?
- What is your opinion on the Biennale / Arsenal? Do you think it is a great event for Venice?
- If you could live in *centro storico*, where would you like to live?

- How do you see the future of Venice?
- What would you like to change in Venice? If anything was possible?

Thank you.

Guida all'intervista

Grazie per la tua partecipazione a questa intervista online. Mi chiamo Kinke Nijland e sono una studentessa laureata in Urban Design presso l'Accademia di architettura di Amsterdam. Il mio progetto di laurea si concentra su Venezia e la sua laguna. Sono interessata alla vivibilità (qualità della vita) della città per quanto riguarda il turismo di massa, le opportunità di lavoro, il cambiamento climatico e altre questioni. Le domande in questa intervista prendono in considerazione questi problemi e in generale la qualità della vita nella città e nella regione.

Introduzione

- Potresti per favore introdurre te stesso? Chi sei? Dove vivi? E qual è il tuo rapporto con Venezia e la Laguna?

Ambiente fisico

- In che misura la città e la regione sono cambiate negli ultimi 20 anni? (Nota; non per quanto riguarda Covid)
- Potresti fornire degli esempi? (Nota; non per quanto riguarda Covid)
- Lo vedi come un cambiamento positivo o negativo?
- Qualli aspetti della città sono cambiati dalla pandemia del Covid?
- Li vedi come un cambiamenti positivi o negativi?
- In che modo una minore quantità di turisti che visitano la città hanno influenzato la qualità della vita? (Esempi)
- Lo vedi come un cambiamento positivo o negativo?
- Pensi che si stia investendo abbastanza per migliorare la qualità della vita a Venezia e nella laguna? Positivo o negativo, potresti fornire esempi di questo?
- Sono stati effettuati cambiamenti nel tessuto urbano della città (nuovi edifici, funzioni)? (Esempi)
- Nomina una cosa che mance a Venezia?

Ambiente economico

- In che misura Venezia e la laguna si sono sviluppate economicamente negli ultimi 10 anni? Puoi fare esempi di questo? E pensi che questo sviluppo sia positivo o negativo?

- Se lavori, dove lavori? Lavori nel centro storico o nel resto della laguna?
- Che tipo di lavoro manca a Venezia?

Cambiamento climatico
- Il MOSE sembra funzionare, di quali infrastrutture extra potrebbe avere bisogno Venezia?
- Come noti il cambiamento climatico a Venezia? Piove di più, fa più caldo?
- Sei preoccupato per il cambiamento climatico?

Ambiente emotivo
- Ti senti a casa a Venezia?
- La tua famiglia / i tuoi amici vivono vicino a te?
- Hai molti contatti con i tuoi vicini di casa?
- Come descriveresti questo contatto?
- La quantità di contatti con i tuoi vicini di casa è cambiata negli ultimi 10 anni?

Immaginare
- Qual è la tua opinione sul detto Veneziano: com'era dov'era?
- Pensi che 'com'era dov'era' dovrebbe essere ancora applicabile nell'ambiente costruito oggi?
- Qual è la tua opinione sulla Biennale / Arsenale? Pensi che sia un evento positivo per Venezia?
- Se potessi vivere nel centro storico, dove ti piacerebbe vivere?

- Come vedi il futuro di Venezia?
- Cosa vorresti cambiare a Venezia? Se tutto fosse possibile?

Grazie.

Respondent 1

Local, 60+ y/o
Engineer

Respondent 2

Former local, 26 y/o
Student

Respondent 3

Local, 60+ y/o
Architect, professor

Respondent 4

Local, 30+ y/o
Craft man

Respondent 5

Local, 60+ y/o
Engineer

Respondent 6

Local, 60+ y/o
Artist

Respondent 7

Local , 32 y/o
Librarian

Respondent 8

Local, 60+ y/o
Architect

Respondent 9

Local, 40+ y/o
Film critic

Respondent 10

Local, 40+ y/o
Biologist

Respondent 11

Resident of Mestre, 25+ y/o
Fashion Designer

Respondent 12

Resident of Mestre, 30+ y/o
Fashion Designer

locals
want a change
in perspective

Floods are a danger for the liveability

Lack of services
for residents

The
decr

Commu

Lack of knowledge
companies

Com'era, dov'era
blocks progress

Lack

Life is too ex

Crowded and congested streets
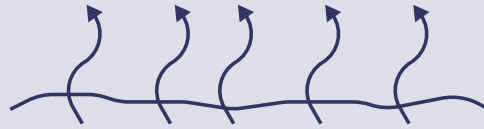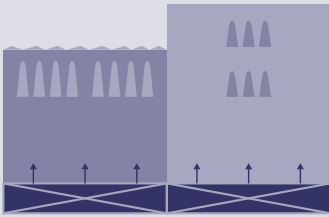
Climate awareness
is important

quality of life
eased

Quality of tourism is decreasing

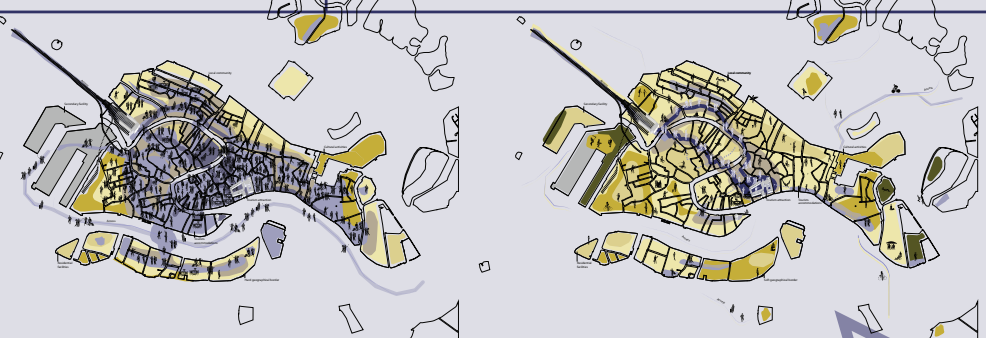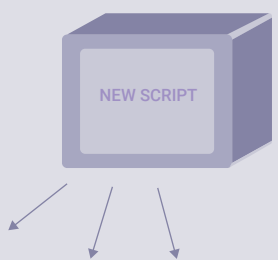unities divided

Too many tourists

of jobs outside tourism

pensive

Venice is a theatre for the world

IDEAL PAST:
VENICE HAS A VISIBLE IMAGINATIVE HISTORY, WHICH MAKES US FEEL ENCHANTED AND TAKES US BACK 100 OF YEARS

OBJECTIVE PRESENT:
NO! OBJECTIVELY, VENICE IS A UNSUSTAINBLE CITY, OVERWHELMED AND TORTURED BY OVERTOURISM

THERE IS A DICHOTOMY BETWEEN THE PAST AND THE PRESENT, BETWEEN OVERTOURISM AND LIVEABILITY

IN PRESENT DAYS VENICE IS A SCENOGRAPHY, A SET FOR TOURISTS !!!!

BUT VENETIANS WANT AND NEED A LIVEABLE CITY

A
FUTURE
AND
POSSIBILITIES!

TO RESTORE THE BALANCE, VENICE NEEDS TO BECOME A LIVEABLE CITY AGAIN

STOP LAISSER-FAIRE !!!
AND CHOOSE TO REGULATE !!!

NEW SCRIPT

AS URBAN DESIGNERS WE SHOULD WRITE A NEW SCRIPT FOR VENICE, WHERE THE TOURISTS AND THE VENETIANS TAKE UP THEIR ROLE! AND WITHIN THIS SCRIPT WE FOCUS ON **REGULATING TOURISM** AND **IMPROVING THE LIVEABILITY** OF VENICE
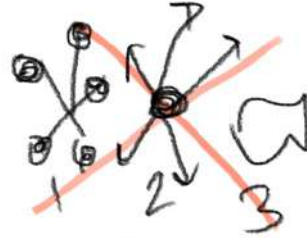
TO BE CONTINUED.....
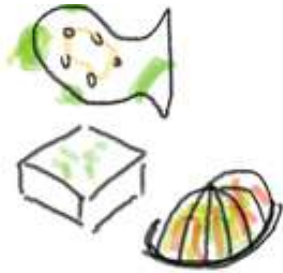
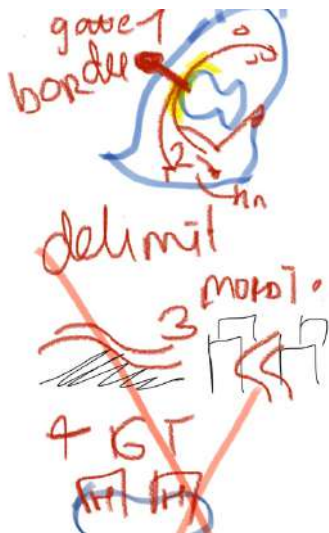Venezia
as workshop

Script 1
- take
Pressure
away
- cosmos

structure
& elements
urban.

- Grand Tours

Venezia
as safari

OVER -
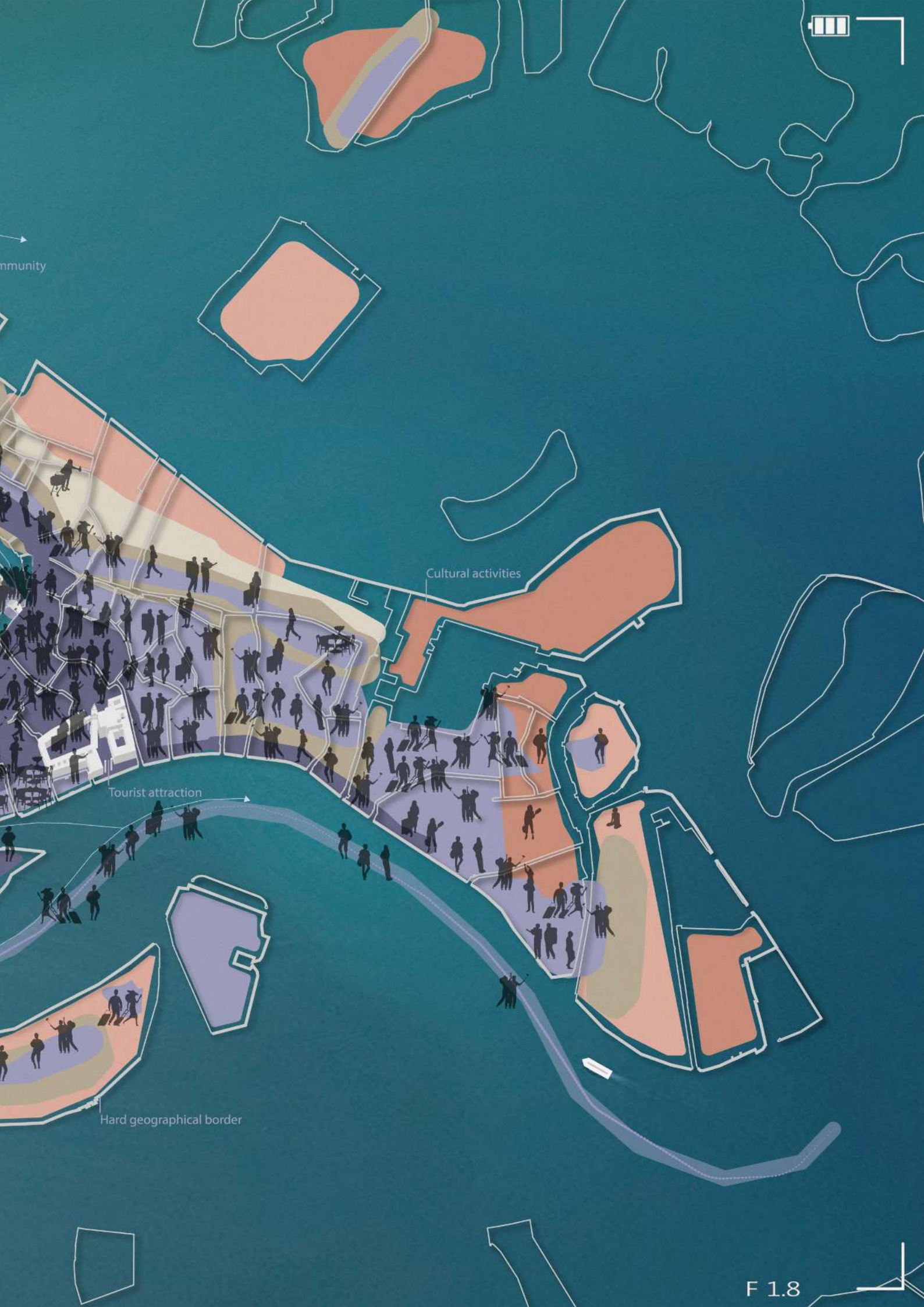TOURISM
is the

consequence
of the current
Policy

gate
border

delimit

moto7.

3

4 GT

take your
Role

scenography

islands

calli
water

Secondary facility

Access

Local co

Residential
facilities

Access

Tourist
accommodations

tourism   most crowded
tourism-related work / facilities
residents
non-tourism-related work / facilities
culture
industry / terminal / parking hub

0   50   100 150 200 m
1:5000

Community

Cultural activities

Tourist attraction

Hard geographical border

F 1.8

Secondar

Residential
facilities

THE ACT OF LIVING _ RESEARCH
master in urban design _ Kinke Nijland 2020.2021