

DWELLERS PERCEPTION ON TOURISM IN CITIES WITH CULTURAL AND  
HISTORICAL HERITAGE. THE CASE OF VENICE

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## Approval sheet of the Thesis

This is to certify that we have read this thesis entitled “**Tourism effects in cities with cultural and historic heritage/Case of Venice.**” and that in our opinion it is fully adequate, in scope and quality, as a thesis for the degree of Master of Science.

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# ABSTRACT

## DWELLERS PERCEPTION ON TOURISM IN CITIES WITH CULTURAL AND HISTORICAL HERITAGE. THE CASE OF VENICE

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A city is not a set of infrastructure regulated by a practical plan but an articulated, living organism that needs to always be in line with the needs and tastes of the inhabitants. At the center there is the human being and the best unit of measurement for the city will forever be the human scale. These indicators constitute of the relation between people and environment, people's way of life and social relationships. Let's place the people of Venice at the center of the plan. Venice for years has been a city of a great focus, in terms of its rare construction and urban development. By means of that, a massive number of tourists visit Venice every day, exploring its values and experiencing the city. Therefore, the focus of the research is intentionally based on the effects, contrasts, and the way how the people's life is influenced. Is there a need for new quantitative tools, giving people of Venice a taste of what would be there if the city and the space is primarily for them then for the tourists? Considering the situation, numerous site investigations are carried out, a questionnaire for the inhabitants is prepared and based on the results possible scenarios are proposed.

**Keywords:** *urban tourism, dwellers perception, overcrowded, safety, sustainability, lively, healthy city.*

# ABSTRAKT

## PERCEPTIMI I BANOREVE NE QYTETET ME TRASHEGIMI KULTURORE DHE HISTORIKE. RASTI I VENEZIAS

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Koncepti i qytetit nuk është thjesht një grup i infrastrukturës rregulluar nga një plan praktik, por një organizëm i artikuluar, i gjallë që duhet të jetë gjithmonë në përputhje me nevojat dhe shijet e banorëve. Në qendër është qenia njerëzore dhe njësia më e mirë e matjes për qytetin do të jetë përgjithmonë shkalla njerëzore. Këto tregues përbëjnë marrëdhënien midis njerëzve dhe mjedisit, mënyrën e jetesës së njerëzve dhe marrëdhëniet shoqërore. Le t'i vendosim njerëzit e Venecias në qendër të planit. Venecia për vite të tëra ka qenë një qytet me një fokus të madh, përse i përket ndërtimit të saj të rrallë dhe zhvillimit urban. Me anë të kësaj, një numër masiv turistësh vizitojnë Venecian çdo ditë, duke eksploruar vlerat e këtij qyteti dhe duke përjetuar qytetin. Prandaj, fokusi i hulumtimit bazohet qëllimisht në efektet, kontrastet dhe mënyrën se si ndikohet jeta e njerëzve. A ka nevojë për mjete të reja sasiore apo njësi të tjera matëse, duke u dhënë njerëzve të Venecias një shije se çfarë do të ndodhte nëse qyteti dhe hapësira është kryesisht për ta atëherë për turistët? Duke marrë parasysh situatën, janë kryer hetime të shumta të zonës, është përgatitur një pyetësor për banorët dhe në bazë të rezultateve janë propozuar skenare të mundshme për zgjidhje optimale të problemit.

*Fjalët kyçe: turizem urban, perceptimi i banorëve, mbipopullim, qytet i gjalle, qytet i qendrueshem, qytet i sigurve, qytet i shendetshem.*

*To my family*

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# CHAPTER 1

## INTRODUCTION

### 1.1 Problem Statement

Venice is one of the most famous and well-known cities in the world which represents a masterpiece of human creative genius. Dominator of the seas between the Mediterranean and the East, the city represents a historic-artistic, architectural and urbanistic heritage of a great value. Which is the most unique is, the city itself is built on so many islets, between narrow canals, lying in the homonymous lagoon of great environmental values. Venice is an example of a traditional human settlement which represents a culture, especially when it is endangered by potential changes. On the other hand, beside its iconic figure, the city itself represents one of the most emblematic cases of tourism overcrowd, where the impact and so, the problems of it are evident. The city remains nowadays a victim of its own value, working towards a ‘chaos’ created by its success. Over the last years, many studies were conducted while some others have concluded some new conceptualizations adopting subsequent terms of ‘tourismofobia’ and ‘overtourism’. These terms are related with the livability of a place, comfort of the residents and at all, authenticity and importance of the place itself.

What about the unknown results? Would the city look like a giant ‘open-expozitorium’ being a part of its livability and just fulfilling the needs of visitors?

### 1.2 Thesis Objective

This thesis is based on building a holistic frame about what has been done to answer the topic and on representation and its further situation.

- Investigating the problematic effects of tourism in Venice.

- Evaluating the importance of Venice city in terms of its historic, cultural values and as a touristic attraction
- Analyzing the two most important districts as representative part of the whole character of the city.
- Representing the urban potential elements as a model city layout.
- Investigating plans, projects, and research on the city.

### **1.3 Motivation**

Cities are the places where people meet to exchange ideas, trade, or simply relax and enjoy themselves. A city's public domain (streets, squares, parks) is the stage and the catalyst for these activities. The compact city –with development grouped around public transport, walking, and cycling to be widespread, a city must increase the quality and quantity of well-planned beautiful spaces that are human in scale, sustainable, healthy, safe and lively [1].

#### **i. A city at human scale, the case of Venice.**

Venice is a perfect example of a human scale city. Made by man, to accommodate man so it must be the city to adapt to men, not vice versa. What makes Venice a livable city are the elements which invite people to walk and stay in city spaces offering short walking distances, attractive public spaces. Like no other city there is no car, all the transport system takes place as 'green mobility' turning it out to be a sustainable city structure [1].

#### **ii. Tourism, an emblematic fact for Venice.**

Heritage cities have always attracted many visitors generating benefits and costs. Interventions become necessary because the pressure of tourism-with its economic power, modifies spaces, alter facilities and block infrastructures. All of those changes are reflected in the inhabitants themselves, who in turn change attitudes, habits and perceptions [2].

From a social point of view, tourists and residents grow increasingly annoyed with each other. Indeed, boundaries and practices have become more and more fluid. Tourists and residents share the same urban amenities and spaces. Divergence between tourists and residents' practices are especially visible in their lifestyles or in peculiar uses of daily places [3].

**iii. Case of Venice. Significant steps towards updating of values.**

The maintenance of resident population income is the primary goal of the preservation and repair of public assets, rather than purely enhancing tourism-related revenue. By luring new businesses and activities to the old city on the assumption that they will mesh with the requirement for architectural maintenance and restoration, Venice is being promoted as a center for culture.

**iv. The lagoon of research and creativity.**

The lagoon and historical settlements are being used as test sites for theoretical and practical study into environmental protection strategies and the preservation of cultural, natural, and landscape assets. There are more places for local, national, and worldwide research centers to engage as well as new employment prospects.

## **1.4 Past Research**

There is no doubt that Venice is one of the most important urban destinations in Italy and also in global tourism market. The historic center of the city attracts millions of tourists yearly due to its rich culture and special urban structure. Tourism, however, cannot only have positive impacts, but also a number of adverse effects [4].

In the case of Venice, already in the 1990 it was presented that the cost of tourism has exceeded considerably its benefits to the local community, and this was expected to become wider. By that time the historic center of the city has been in an urban crisis and tourism has been regarded to be responsible for that [5]. These demonstrations shed light on a number of tourism-related

negative impacts. There are varying views about the extent and the importance of tourism impacts. Ashworth and Page [6] claim that only a tiny part of the physical extend, services, facilities and host communities of destinations are influenced by tourism to any notable degree. This viewpoint, however, is not shared by other scholars. According to Garcia Hernandez [7], the positive tourism impact can influence the destination a whole, but the negative effects are inclined to be more focused on surrounded areas. The study of Fuller and Michel [8] about Berlin, Kreuzberg, gives evidence on how the new ‘urban tourism’ which is oriented towards an experience of the city beyond the officially stated tourist attractions, changed an inner-city locality that had not been regarded as an important tourist destination. Therefore, they suggest that the area on which tourism impact on urban areas and their citizens cannot be universally and explicitly stated.

There is an established line of research about the social impacts of tourism. The study of Deery [4] shows the literature on the topic and suggests two categories to consider, the first category includes those factors that affect resident’s perceptions of tourism impacts, and second category includes the impacts themselves. The social impacts of tourism can be divided into four main categories: economic, ecological, cultural, and social. A case study about the city of Donostria, San Sebastian, Spain shows a number of adverse economic effects, commercial homogenization and disappearance of traditional local traders, colonization by foreign brands, rise in unstable and uncertain employment in hospitality industry, threat to the neighborhood’s social and economic fabric due to the growth of tourist rental property business [7].

Probably the most tangible effects of tourism are the physical or ecological effects. According to Gilbert and Clark [9], however, urban contents are for more durable and able to absorb tourism impact on a physical/ecological level, than areas that are more rural, exotic or that were previously underdeveloped. Overcrowding and related problems (such as car parking difficulties, traffic) are among the major impacts on public spaces of city destinations [7].

As long as cultural impacts are concerned, it can be classified into two categories: impact on the physically existing cultural aspects (heritage buildings) and on the intangible cultural aspects (local customs, traditions). Both ‘things and activities, can be turned into commodities by tourism’ packaged and sold to tourists, resulting in a loss of authenticity [10].

As Greenwood [11] presents in one of his case studies there is a debate about culture and tourism. He presents how Alarde festival of Fuenterrabia, Spain, a traditional event for local people, was converted into a show for visitors from outside the community, thus losing its authenticity and becoming a cultural commodity. This process is often initiated by people from outside the local community, which might lead to exploitation of the cultural resources and the local people themselves.

The social impact of tourism is diverse and sometimes its boundaries with other impact types are vague. As Deery [4] presents, ‘increased urban development can be understood as a factor that reduces the quality of life of the residents and changes the character of the area. He makes a list of other crucial social aspects as alcohol related tourist conduct problems, drug related issues, unruly behavior as social impacts of tourism connected to ‘delinquent behavior’.

‘People are miseducated of they do things, which you should not be doing. Jumping in the water, leaving trash around, misbehaving, being rude and so on. People have a very different rhythm. When you are on a holiday or when you are living the city, do not have the same rhythm, and people are often not aware that it is a city. They behave in a way, which is not acceptable [12].

***Table 1.*** Scope of the past research on tourism topics.

Richards Mill, Anthony Morrison. 1985

Davydd Greenwood. 1989

Jan van der Borg. 1992

Geoffrey Wall. 1994

Greg Richards. 1996

David Gilbert, Mark Clark. 1997

Michel Bauer. 1997

M. Thea Sinclair, Mike Stabler. 1997

Jeffrey E. Popke. 2003

Stoma Cole. 2007

**Table 2.** Scope of the past research on tourism topic.



Soile Veiola, Anu Valtonen. 2007

David Harvey. 2008

Gregory Ashworth, Steven J. Page. 2011

Margaret Deery, Leo Jago, Liz Fredline. 2012

Caterina Faomo, Manuela Pivato. 2012

Sharon Zukin. 2012

Henning Fuler, Boris Michel. 2014

Salvatore Settis. 2014

Maria Garcia Hernandez, Manuel de la Calle-Vaquero, Claudia Yubero. 2017

Valeria Dufлот. 2018

## **1.5 Organization of the Thesis**

This thesis is divided in 7 chapters. The organization is done as follows:

Chapter 1 includes the introduction where the problem statement, thesis objective, motivation, past research, and organization of the thesis is presented. Chapter 2 includes the literature review where introduction, tourist gentrification, tourism development in heritage cities, sustainable heritage tourism, physical and social over-capacities of tourism in Venice and case studies are presented. Chapter 3 consists of the methodology followed in this study where overview, first phase, second phase and limitations are presented. Chapter 4 consists of Venice development through the years where historic background and Venice today, management plan, projects carried out, ongoing projects, the symbiosis between Mainland and Venice, access and mobility, historic zones and cultural potentials are presented. Chapter 5 consists of identity of the city where site analysis, site in San Polo district, site in San Marco district is presented. Chapter 6 includes the results and discussions where first results and discussions are presented. Chapter 7 includes the conclusion where conclusion and recommendation for further research are presented.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

In this chapter is presented a scope of information from the research of the past years touching some of the most important effects of tourism and anomalies that it gives to the city and the society. The scope varies from general information which tend to create a clear understanding of the main topic. Then, the theoretical information go specifically for the city of Venice which is the case study of this research. It starts with the concept of tourist gentrification accompanied with its forms and deep effects on the society. The path continues with the second topic which is more specific for the cities which carry historic and cultural values a basically how these cities are affected by tourism. The next basis is focused mostly on sustainable heritage tourism which is another step towards the case of this research. To be focused mostly is the last topic of this chapter which provides information about city of Venice and how the tourism has caused negative physical and social effects in this city. The selection of case studies as a part of literature review helps us understand the case and compare to other cities with other context where the effects are almost the same. To be mentioned is the fact that the strategy used for developing the individual study applied in this thesis is influenced and inspired by the methodology used in the case studies that are selected.

#### **2.2 Tourist gentrification**

Like other tourist centers, Venice is interested by increasing global mobility of people, beyond holidays or short business travel's spheres, and in constant conditions of move corresponding to chosen cosmopolitan lifestyles,

merging tourism gazing and residential practices. In fact, these mobilities have great influence upon the residential spatiality as well, giving value to specific elements, which they recognize and promote through authentication process [13].

As Said [14] said in his definition, still a sort of orientalism can be recognized as a general patronizing attitude of the cosmopolitan groups towards the societies of their transitional residences, which are seen as static and less developed. More than in other western tourist cities, the orientalist gaze seems to fit well in Venice, for the exotic charm of its landscape with no cars but wooden boats in waterways and a labyrinth of streets with buildings like in a medina.

New cosmopolitan identities are created, with new sense of place for Venice, but in reality, poor and low-middle classes of locals have no choice than move out of the city centre and possibly become daily commuters involved in servient economies [15].

Tourist gentrification is therefore, a force producing different outcomes: excluding working classes from the right to the city, delocalizing the daily commuter's mobility [16]. More and more, wealthy outsiders move into Venice where they say they can live peacefully and with their respect of privacy in a seducing urban context. As Zukin [17] cited, we imagine that also in the Venice landscape they let their own experiences being 'seduced by appearances'. Venice is no more a local city with old traditions and intimate character, but more and more a world city with cosmopolitan identity.

#### Rich gentrification

In front of the continuous Venetian exodus a new wave of people has arrived in Venice, to stay, love her and live her. They are themselves Venetians by right, these have arrived for their choice, are even more Venetians than those born in Venice [18].

Furthermore, there is expressed a divide between the new residents and 'the others', the original residents, in most cases from low and middle-classes, without even questioning the reasons behind an exodus that is caused by the lack of working options, insufficient residential services and high cost

of living. In contrast, one of the new ideal Venetians, is well-known designer Philippe Starck, whose aesthetic relation with the ideal landscape of the northern lagoon is represented by his lonely wanders using his private boat; or Michel Thoulouse, founder of Canal Plus and even the president of Biennale foundation [19].

#### Intellectual gentrification

Other evident presences in the city are those of artists, academics, intellectuals and other cultural elites who have moved into Venice to enjoy its active cultural and international environment, so peculiar for a small-sized city. Compared to the super rich, these groups show clearer, political interests and participate in collective projects for the city, with a new sense of community and responsibility over Venice [20]. Coalitions around specific claims, particularly against the sale off of buildings or islands from the public authorities to the private sector, make them quiet lively actors and position them closer to some progressive components of the city.

#### Reshaping Venice

Settis [21] describes Venice as a dying city. He recalls the needs to maintain a social and anthropological diversity and particularly its civic capital; rooted in long-term mechanisms of intergenerational transmission. It includes the notion of 'civic culture', a collective sense of values, rights and social memory having cultural, political, and economic dimensions. Moreover, the right to the city shall be linked to the social function of property and job right, strictly united by juridical, ethical, economic and functional links.

### **2.3 Tourism development in heritage destinations**

The very nature of tourism-its intensive use of the central space, its seasonal pattern, its transversality across industries can greatly affect sensitive urban areas. By pushing on the value of urban facilities and premises, it represents an incentive for citizens and firms to abandon central locations. In the era of increasing inter-regional competition, the dispersion of

human capital and economic resources is a major threat to the viability of local development [22]. This trend is exacerbated when dependency of the local economy from tourism is high. It is the typical case of the middle-sized heritage city with a poorly diversified economic base, which finds itself locked in by the sensitive and valuable nature of its building heritage. The reduction in the attractiveness of a destination in the later stage of its cycle of development, following a stage of take-off and one of maturity, is commonly stylized in the evolutionary model known as life cycle of tourism destinations [23].

Tourist attractions in heritage cities are to a great extent hardly reproducible and concentrated. The quality of the visitor's experience is deteriorated not only by congestion and stress, but also by a decline in the quality of the environmental context in which the act of consumption takes place, and in the quality of the auxiliary tourist facilities. These features, as well as the institutional context which is typical of these cities, where the administrative boundaries seldom corresponds to the economic or functional ones [24] make the life-cycle development of heritage cities a distinct one, where spatial-economic dynamics within the tourist region determine the extent of the catastrophic state foreseen by the general scheme.

At the end of seventies, the changes in the structure of the Italian economy and a renovated interest in urban planning brought about a wide-range reflection about the options at hand for the development of Venice. One result was the necessity to quantify the tolerance of the city with regard to tourism, as it seemed clear that the costs of tourism could become unsustainable and compromise the endure of the city's functionality and economic soundness.

Costa and Canestrelli [25] adopted a linear programming method to estimate the optimal level and composition of the tourist flow which is compatible with the full functionality of the different subsystems used by citizens and tourists alike: the socio-economic carrying capacity. This experiment indicates that Venice could absorb a total number of about 22500 visitors but only a maximum of 10700 of them should be excursionists. The various analyses about the use of the cultural institutions make it quite clear that a

link exists between visits to such institutions and the length of the trip [26]. When the access to city becomes problematic, the very interest for its cultural supply comes less, as well as the willingness to pay for it. Therefore, the capacity of the most central cultural institutions become a bottleneck to the whole network.

## **2.4 Sustainable heritage tourism**

Sustainability has become a central issue in much of tourism development. However, the application of the concept of sustainable tourism has largely been limited to non-urban or rural areas. Only recently has it been recognized that it can be applied to the urban environment as well [27].

As Wall [28] cited, tourism changes a local society and that sustainability is very much connected with such changes or, more precisely, with acceptable change. But not only does the local society continuously undergo changes, tourism in the destination itself tends to change over time. The development process of any destination may be represented cyclically. This 'life cycle theory' of destinations is an elaboration of the product life cycle used by marketers to describe the fluctuation in the sales volume of a product instead of the quality of products sold, the life cycle theory of tourism locations uses the number of visitor as the indicator.

As Mill and Morrison said [29] the life cycle theory of destinations tells one that in the absence of drastic external interventions, the number of visitor changes cyclically. Initially, the locality that stimulates tourism experiences as a very slow rise in the number of visitors. In the second stage, tourism is booming, while in the third stage growth stagnates and turns into decline.

As Wall [28] suggested, the concept of sustainability in terms of desirable or acceptable change and the life cycle of the destination are closely related if tourism development gets stuck in the initial stage, investments are unable to trigger the social and economic change desired. If there are too few visitors, then the opportunities that tourism offers are not fully used. Tourism

is costing the destination money. If growth in tourism demand is such that the quality and accessibility of attractions are compromised, the society and eventually even tourism suffer, and change is no longer acceptable. Tourism demand has become excessive and, instead of delivering growth, it threatens the society's continuity.

The preliminary decision whether to visit the city or not depends on the quantity and quality of its cultural and historical attractions. As tourist flows are growing everywhere, there is an increasing number of visitors that every year chooses certain city as their destination. Then, visitors must decide upon the accommodation. They can choose to stay in a central accommodation and visit the city as 'tourists', or to stay in a peripheral accommodation within the region and visit the city as 'day trippers'. The visitors who choose an accommodation in the centre are called tourists or central visitors (CV). Those who choose a peripheral accommodation are called excursionists (EV). To visit the city, they behave just like commuters, reaching the destination during the day and going back to their accommodation site at night. In choosing whether to visit the core as tourists or excursionists, visitors trade off the higher hotel prices in proximity to the resources, with the lower prices of the periphery, discounting also for the transport costs. In the end, they choose according to their budget. In fact, the tourist capacity of the historical core is limited by physical space. The possibility to enlarge the tourist function-building skyscrapers or recovering private houses into hotels, is scarce so that there is a maximum number of tourists that can be accommodated in the center. Often this maximum is regulated, in other cases it is left to the free market. This constraint on tourism outlets in the center determines a local monopoly or a highly imperfect market, for hotels and other facilities in the city center. In the periphery, capacity can be expanded without limits. Therefore, accommodation prices are higher in the center and decline with distance from it [30].

The later purchase decision regards the tourist's package itself. The package comprehends the primary product and secondary or accessory tourist goods. Like restaurants, sightseeing, transport, souvenirs, etc. the cultural



heritage is sold at cost and has constant quality. The tourist's goods are sold in the center in a monopolistic market. The monopolist, in addition to setting the price also decides upon the quality to be produced. The overall quality of the tourist experience, therefore, depends on the given quality of the heritage or cultural content of the visit and on a variable component that depends on the market strategy of the suppliers [31].

## **2.5 Physical and social over-capacities of tourism in Venice**

Recently, increasing numbers of tourists and the changing trends of the tourism sector are two of the most important characteristics that affect destinations. This is particularly true when looking at historical and heritage cities [32] the recent growth of tourist flows constitutes not only a threat to the conservation of heritage but also strongly influences the well-being of residents, who face physical, social, economic, and cultural challenges that undermine their quality of life. In some European cities, such as Amsterdam, Barcelona, or Venice the debate has been taken to the streets, and significant social mobilization is taking place against tourism. There are superficially associated with tourism phobia, especially by the media and politicians. Recently, new contributions regarding the different aspects of overtourism have emerged [33], underlining the impact on resident's communities and the aggravation of the consequences of uncontrolled tourism growth in urban and cultural destinations.

The tourism sector has strongly impacted the evolution of Venice and its historical city center, especially in last 15 years. The city has maintained its tourism attractiveness despite increasing overcrowding, however, its daily uses and intangible heritage have changed profoundly. This evolution has changed the city's urban and social structure and facilities for tourists have spread out over all six districts, also through the refurbishment of abandoned production areas. This has led to the reaching transformation of commercial and residential structures, which are more and more adopted to tourist demands, increasing possible friction and points of contact between visitors and residents. Results show an uncontrolled tourism growth and a

disbalanced city ecosystem [34], ( Cannaregio +746%, Castello +638%, Dorsoduro +596%, San Marco +227%, San Polo +1635%, Santa Croce +520% ) causing all the residents of the city to suffer from negative impact at tourism.

## **2.6 The criteria for qualitative urban space**

'Life between buildings' is a concept that encompasses all of the extremely varied activities people partake in when they use common city space, such as walking from one location to another for a specific reason, promenades, brief stops, extended stays, window shopping, conversation and meeting, exercise, dancing, recreation, street trading, children's play, begging, and street entertainment. The beginning, the starting point, is walking. Man was designed to be a walker, and as we walk among other people, all of life's events, big and small, take place. When we are walking, life in all its diversity unfolds before us.

The requirement for city living in vibrant, safe, sustainable, and healthy cities is strong walking options. The bigger picture, however, shows that by promoting life on foot, a wealth of beneficial social and recreational activities organically develops.

For many years, city life's abundance of complexities and chances was largely disregarded or neglected since pedestrian traffic was primarily viewed as a mode of transportation that belonged under the control of traffic planning. The terms "walking traffic," "pedestrian streams," "sidewalk capacity," and "safely crossing the street" were employed.

But in cities there is so much more to walking than walking! There is direct contrast between people and the surrounding community, fresh air, time outdoors, the free pleasures of life, experiences, and information. And at its core walking is a special form of communion between people who share public space as a platform and framework [1].

### **2.6.1 The lively city**

The vibrant, welcoming city can be a goal in and of itself, but it also serves as the foundation for a comprehensive approach to city planning that considers all of the important factors that contribute to a city's safety, sustainability, and health. The dead city, on the other hand, makes a more powerful statement about the emotional and practical aspects of life and activity in the urban commons.

An adequate amount of enticing city space combined with a sufficient number of users is what the bustling metropolis really requires. Numerous instances of densely populated areas with subpar urban environments that do not function at all can be found. New urban areas are frequently dense and completely developed, yet their city spaces are often too many, large, and destitute to entice people to go there.

The way a city's boundaries are managed, particularly the lower levels of buildings, has a significant impact on how people live in urban areas. When you are in town, you walk along this area, where you can view and experience the frontages up and personal. The intersection of indoor and outdoor life is where you enter and exit buildings. Here, the city and the building meet [1].

### **2.6.2 The safe city**

If we want people to embrace city space, making them feel safe is essential. The city is generally more hospitable and safer, both in terms of actual security and perceived security, due to life and the people who inhabit it.

More than 50 years have passed since cars began to significantly infiltrate urban areas, and both car traffic and the accident rate have steadily

climbed. The fear of traffic accidents has grown even more acutely, having a significant negative effect on walkers and cyclists as well as their enjoyment of moving about the city.

Both a broad and a more specific aspect of the safety topic exist. The overall goal is to uphold and promote the ideal of an open society in which members of all socioeconomic classes can interact and conduct daily activities side by side in the urban common space. Through careful thought in the design of the numerous specific solutions in the city, safety can also be fostered within the larger framework.

Soft edges are explored in the previous section along with their significance for city life. The importance of front yards, porches, and edge zones in enhancing public space vitality is highlighted. To distinguish clearly between what is private and what is public, these liminal spaces between the public and private spheres need to be thoroughly described.

Where entirely or semiprivate transition zones begin and stop in the public realm can be identified by changes in the pavement, landscaping, furniture, hedges, gates, and canopies. Height inequalities, steps, and staircases can also serve as transitional markers, providing a crucial precondition for the crucial role of soft edges as the connection between the inside and the outside and between the private and public realms. Only when boundaries are firmly defined can the private sphere provide the level of security that individuals require to interact with others and contribute to city life [1].

### **2.6.3 The sustainable city**

The energy use and emissions of buildings are just one aspect of the larger concept of sustainability as it relates to cities. The management of water, trash, and transportation are other important industries. Because it accounts for significant energy consumption, significant pollution, and

significant carbon emissions, transportation is a crucial component of the green accounting sheet.

More so than any other mode of transportation, bicycle and pedestrian traffic uses fewer resources and has a smaller environmental impact. This mode of transportation is inexpensive, almost silent, and pollution-free because users supply the energy.

Biking, walking, and driving a car use one, three, and sixty energy units, respectively, for a given distance. In other words, you can bike three times as far as you can walk while utilizing the same amount of energy. 20 times more energy is used by walking than by a bicycle, and 60 times more is used by a car.

City space is not congested by bicycle and pedestrian traffic. A pedestrian street that is 7 meters wide or two 3.5-meter-wide walkways may accommodate up to 20,000 people an hour, respectively. There are enough bike lanes for 10,000 riders per hour on two 2-meter-wide lanes. A two-lane, two-way street can accommodate 1000–2000 vehicles per hour.

The capacity of a typical bike route is therefore five times greater than that of a car lane. And in terms of parking, ten bicycles can fit comfortably in a regular parking space. Traffic from bicycles and pedestrians' conserves space and helps the environment by lowering carbon emissions and particle pollution [1].

#### **2.6.4 The healthy city**

New health policy concerns have emerged as a result of numerous societal developments in the economically developed globe. Simple chores like ascending stairs are rapidly being replaced by using escalators and elevators. Sedentary work has mostly replaced manual labor from the past. Poor eating practices, overeating, and consuming foods high in fat often make the issue worse.

While the situation in each state progressively gets worse, the issue has expanded from state-to-state year after year. These lifestyle-associated health issues have rapidly extended over the past ten years to other regions of the world with linked economies and populations. A lower quality of life, a sharp increase in medical expenses, and a shorter lifespan are all substantial costs of losing exercise as a regular component of one's routine of activities.

Physical difficulties and regular exercise, which are no longer essential components of daily life, must be sought by the individual in order to overcome these new challenges. Running was the most popular sport in Denmark in 2008, and in their free time, joggers' frequent parks and trails, greatly boosting the amount of activity in urban areas. Others choose for organized sports or fitness facilities to get their workout and improve their quality of life. Many others own their own exercise gear and bike, step, and run at home. Overall, this growth is sensible and appropriate for both individuals and society, but private and individual solutions also have their limitations.

One crucial component of overall health policy is accessible in the face of recent and historical problems. Why not extend a broad, thoughtful appeal to individuals to bicycle and walk as much as possible in connection with their everyday activities? Naturally, invitations must include physical infrastructure, such as excellent walking and biking routes, as well as a publicity campaign informing people of the benefits and opportunities that await them when they use their own personal energy source for transportation [1].

## **2.7 Case studies**

### **Case study of Barcelona, Spain**

Barcelona is the largest and the second most populated city in Spain. Different municipalities of Barcelona compose an extended urban space.

According to a study conducted at the University of Economics in Spain, the city of Barcelona is listed as the sixth most populous urban area in Europe after Paris, London, Madrid, the Ruhr area and Milan [35]. In the last few years, urban space has had many possibilities of responding to changes of tourism request and pattern adjustments within the city. With the profound transformations occurring in the tourism sector, it become necessary to search new alternatives, thus it seems easy to consider urban tourism as a primary source of positive economic development in the city, including the region as well.

A research group of the Statistics and Economic University in Spain Department of Economy, André Romero, and Manuel Artís Ortuño, conducted a study concerning the impacts of tourism and tourism demands in economic growth of the city.

The researchers listed a series of different features of urban tourist demand, such as different motivations, period of the visit, percentages of international tourists, less seasonality, higher daily consumption compared to other places of destinations and according to [36] generally tourists that mostly like to visit cities have the tendency to be scrupulous with the requirements and certainty of having satisfactory experiences is practically impossible.

In the 1980s, the city of Barcelona went through an expansion period, with the implementation of an important campaign and was incorporated in many international tours. Precisely, in the 1986 Barcelona was nominated to organize the XXV Olympic Games, and that served as an important incentive for the city to create a good identity through favorable propaganda, diversification of products offered to the tourists, new resources and economic development [35].

From the 1990 to 1995 the city of Barcelona experienced a valuable increase in number of tourists' staying more than one night in the city corresponding to hotels capacity. After the '90 the increase in tourism led to the expansion of the hotel capacity in order to satisfy this demand. However,

the percentage of hotel occupation fell, since the tourist demand was not high as to compensate the expansion of the hotel's capacity. The average duration of stay experienced a decline as well.

Possibly one of the most important reasons that encourages the people to travel is the motivation, being it for pleasure or for work. A noticeable decrease is noted in the percentages that correspond to people who had as main reason of traveling business trips, participation at fairs or congresses, as well as family visits, while in that period of time estimations show that vacation trips are at increase.

According to the study of [35], tourism growth in Barcelona could be used as a good model for other cities, since the development of tourism increased the number of visitors, during the last decade. Therefore, it results that the percentage of tourists returning in the city as visitors has increased from 1989 to 1996.

As reported by the researchers [35], the typologies of tourist demands are various, with particular characteristics and behaviors, that is why the process requires good and detailed planning by relevant professionals, since it may provide solutions to a sustainable tourism model.

The analysis and the methodology used in this study may be applied to analyze other tourist modalities in order to improve tourist demand, by also making other investigations such as evaluation and estimation of different corresponding to various tourist target groups.

### **Case study of Taormina, Sicily**

This study aims to explore residents' attitudes toward tourism and how these attitudes could be influenced by factors such as of one's subjective sense of well-being and personal satisfaction with life. The study's empirical geographical context is Taormina, a Sicilian community with high touristic frequency. Taormina is a popular resort town in Sicily with many interesting



sights and attractions. The town's historical heritage also encloses Sicily's history: Greeks, Romans, Byzantines, Arabs, Normans, Swabians, the French, and the Spanish all came to the island, saw, conquered, and left [37].

The phenomenon of tourism is a fundamental component in the economic development of those countries that are best prepared to welcome it. The set of primary infrastructures which best develop the economy in this context are transport, reception facilities, retail outlets, and these sectors considerably influence tourist travel choices [38]. The changes brought about upon the territory and its economic and social fabric acquire, of course, a positive value when this phenomenon is seen as a resource for the creation of professional opportunities and to improve the relevant infrastructures in the community [39] but have negative effects when, in fact, such a transformation is considered counter-productive or even damaging for the community at large [40].

Recent research has pointed out that residents' perception of the impact of tourism is influenced, indeed, by the satisfaction with life quotient, understood as a cognitive component [41]. The following assumptions are generated when these elements are combined: H1: Environmental factors, including social and economic ones, have a significant impact on the relationship between visitors and residents. H2: If locals are aware of the economic benefits, tourism has a greater favorable effect on attitudes. H3: Residents who are in better economic and social standing report higher levels of "life happiness". H4: The impression of tourism's influence is favorably connected with the general attitude of locals toward it. H5: The overall attitude toward tourism and the assessment of its influence are both partially mediated by the life satisfaction variable.

The four steps for evaluation in this research study are as follows: Using a questionnaire, 215 citizens of the town of Taormina participated in the sample and data collection procedure (100 male and 115 female). The tourism impact attitude scale, or TIAS, was used to gauge locals' attitudes toward tourist traffic. The satisfaction with life scale, often known as SWLS,

is used to gauge one's level of life satisfaction. The locals' affective and evaluative attitudes toward the tourism phenomena were measured using a semantic differential, which was used to assess both the affective and evaluative attitudes.

The study does not examine the interaction between tourists and locals; it has just identified how locals perceive the influence of tourism. In addition, because the research is merely a case study, it is challenging to extrapolate the results to other contexts. Research should also pay close attention to how citizens' opinions and attitudes toward tourism have changed through time in Taormina, as well as how changes in the flow of tourist, development policies, and the social and economic environment as a whole have affected these perceptions and attitudes. Research serves as the foundation for contemplation of potential future initiatives relating to the territory's promotion and sensitization, and as such may be a step toward deeper awareness of the business and, ultimately, stronger support for the advantages to a community [42].

### **Case study of Berlin, Germany**

This research study made by Johannes Novy and Sandra Huning is an analysis of the transformation process of the city of Berlin in the tourism sector, after the fall of Berlin Wall. Regardless the unstable condition of the city in that period, only less than a decade had to pass in order for the city to build a new identity; as stated also by the researchers of this study, Berlin is considered to be a city “in the making” [43].

Since 1989, Berlin had as a main goal the transformation of its identity into a new one. However, the course was very troubled; not for the tourism sector although it gained credibility into turning an important destination of urban tourism. Subsequently, the development of tourism helped the improvement in the industry sector; art; music; culture; science

research etc. With all this progress, also the urban structure changed its features, transforming the city and its neighborhood profoundly.

However, it is easily noted that the areas that lacked planning were the areas where traditional attractions were missing and were not listed as the city's touristic areas. Two of the most important of these zones were the working-class districts: Kreuzberg, located in the former West Berlin and Prenzlauer Berg, located in the former East Berlin [43].

What differentiates the city of Berlin from other cities that have urban tourism as the most important tool of developing the city's economy, is that areas of the capital of Germany that attract tourists seem to have a different primary function compared to other touristic zones in other countries. Berlin is commonly known as a dynamic, tolerant, multicultural, and youthful city. Having these particular features, the city mostly attracts young people, the ones that generally set the trends [44]. Places that are usually visited by young people have an easier transformation process of improvements and are easy to become attractive destinations – such as Berlin. According to Maitland and Newman, [44] approximately 50% of international people, as well as local visitors that visit Berlin are under the age of thirty-five. Resulting in a multicultural, tolerant and free-spirited space where everyone wants to be part of.

Different actors are important to be involved in the development of urban tourism, not only government is implicated but also the local actors and the residents of the city. In the case of Berlin, many local actors participated into creating the right conditions of having sustainable and small neighborhood tourism [43].

The city is now transformed and has a new identity, with a central area full of heritage attractions and a fringe with a very beautiful landscape, which promotes also 'tourism-scape'; making Berlin a complete package that pleases different tourist demands.

According to data published by [45] Berlin gained the first place on being the most visited city compared to other German cities and at the third place at European level, currently the city attracts nearly 140 million visitors per year. In the 2006, the number of visitors per day increased by 20% compared 2006 [43]. The motives of traveling are different, form work trips to leisure ones. What seems to promote mostly the city's tourism activities is business tourism, boosting not only the tourism sector but also the economic sector of the city.

**Table 3.** Scope of the past research used for literature review.

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## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 Overview**

The methodology used for this thesis consists of both the qualitative and quantitative approach. It is based on four main pillars which are divided into two structures. At the first structure, there are two main categories of research which consist of the selection of the zones and a series of studies considering the urban quality criteria of the urban spaces, provided by Jan Gehl. At the second structure the major part is based on a questionnaire for the inhabitants of selected zones, grouped from 20-60 years old. The reason behind selecting the residents of the zone is that this target group is directly related to the zone and is aware of all the dynamics.

#### **3.2 First Phase**

The previous research selected for the literature review play a primary role of having a clear understanding of the topic. From tourist gentrification to social and physical effects of overtourism there is a scope of how tourism sometimes becomes an uncontrolled phenomenon that tends to make deep effects on the society and its overall comfort. To be mentioned is the fact that cities have different image, different cultural and historical background. In this case, the focus is mostly on the cities with historic and cultural heritage, especially in Venice city, which is known for its diverse values. The selection of some of the main zones which carry these values is not random, though, it is important to have a clear image of how different features of the city could be part of tourism development. Besides that, a considerable part of the thesis is conducted of information about projects carried out and also the ongoing

projects which are part of the Management Plan of 2012-2018, maintained by UNESCO World Heritage Office in Venice. The investigation of already conducted projects is a contribution to understand the dynamics of the city, macro-emergencies and action plans as well as giving directions and tips to my study. Based on these information, the process continues with the selection of the zones in the city.

Venice is divided into six districts: Cannaregio district, Castello district, San Marco district, Santa Croce district, San Polo district and Dorsoduro district. The six districts are divided three by three by Grand Canal which is the most important transport lane of the city. In a general overview of the city, the two most important destinations are Santa Lucia access gate which is part of Cannaregio district and San Marco square which is part of San Marco district. The axis which connects these two main points is, in fact, most crowded by tourists.

There are three main ways to go from Santa Lucia to San Marco: using Grand Canal by means of vaporetto public transport; using pedestrian ways all along Cannaregio district, then to San Marco district; going through Santa Croce, then to San Polo, then by using Rialto Bridge getting to San Marco. The study zones are located respectively in San Polo and San Marco, connected by Rialto Bridge. The two neighbourhoods are classified as neutral zones in between two edges, which give the opportunity to study their character as a representative model of the whole city image.

There are three main reasons behind selecting these neighbourhoods: they contain Rialto Bridge in between them, which is considered one of the main tourist attractions and a connecting dot between two districts; we classify all of the two zones as a neutral part between Santa Lucia and San Marco, though, the zones contain all of the characteristics of the city; the Grand Canal as one of the most important elements for the city, which divides the zones.

The analysis is conducted in four different stages: activities and services, architecture elements, urban features, social and cultural dynamics,

based on urban criteria of urban spaces, by Jan Gehl, which are classified as sustainable, safe, livable, healthy city. Following up with a series of different maps of the current situation of Venice city, provided online by Municipality of Venice, the necessary information required to complete the analysis are conducted with the help of different computer applications, such as AutoCAD, Photoshop and Illustrator.

### **3.3 Second phase**

As long as second structure of the study is concerned, the key element is the questionnaire which functions at the same time as the sample and data collection procedure. This survey is more of a social experiment for the inhabitants of the zone. The target group is restricted, thus, only the local people would be part of the survey. They are directly related to the zone, understanding well its features, and experiencing more than anyone else the phenomenon of overtourism, which in this case is the central spine of a wide circle of city's problematics. Their responses and opinions provide fundamental information for the current study and enlighten us with a clear understanding of how the current situation of the society in Venice really is. The survey is completed in two forms: electronic survey form; physical printed version. All of the two surveys are conducted in English language, which then are translated in Italian language. The aim was to have a total of 100 participants, though, some of the stakeholders refused to participate or to give a single opinion at all. There is no gender classification, so all the participants are grouped at one. The conduction of the questionnaire is based on three main questions which are at the same time, part of the questionnaire itself. The three questions are as follows: How much does overcrowding affect your daily life? Have you ever thought of moving out of Venice? What are the possible reasons that pushed the residents out of Venice?

In total, there are 30 questions, which give an understanding of the reasons behind the friction between hosts and visitors. The study is then followed up by other two measurement tools that are TIAS (Tourism impact



attitude scale) and SWLS (Satisfaction with life scale). The results are shown in terms of charts, graphs and tables for each question, followed by comments and discussions of the results.

### **3.4 Limitations of the research**

One of the challenges of this study was the conduction of the questionnaire. Even though it is a questionnaire based on personal opinion, some of the stakeholders refused to respond. This questionnaire is limited to hotel owners, restaurant, and café workers, which are related to tourism directly or indirectly. As long as other surveys are conducted before on tourism chapter, there is a well-known fact that people involved in administration of the city, categorically refuse to respond or to give a single personal opinion about tourism. Another limitation for my study is the city itself. The selection of the zones which are more neutral, but represent the city image, gives a simpler way to proceed, though, in this case it is almost impossible to deal with other areas that are mostly overcrowded by visitors, such as San Marco square or Santa Lucia access gate. In addition, there is a limitation on generalizing my findings to other settings, so the research is only a case study.

## CHAPTER 4

# VENICE DEVELOPMENT THROUGH THE YEARS AND CITY POTENTIALS

### 4.1 Historic background and Venice today

#### 4.1.1 The origin

##### **The role of the Lombard invasion in the population of the Venice lagoon.**

The Lombard invasion of Italy is where Venice got its start. Due to the frequent Lombard raids, a significant portion of the Veneto's population began to dwell in the lagoon, which was formerly home exclusively to nomadic fishermen and salt workers, during this time (5th–7th century).



*Figure 2.* Venice and its lagoon—courtesy of the Municipality of Venice.

The various communities that settled in the lagoon formed a duchy.

Assimilation into the Byzantine political and cultural system was to take place as a group of politically allied communities, not a town, at first. In 584 A.D., these towns came together to form a duchy that joined the exarchate of Ravenna.

After Oderzo (641 AD), the last Byzantine bastion in the hinterland of Venice, was conquered by the Lombards, its inhabitants moved to small islands and lagoon cities like Eraclea, Altino, and Torcello, which became new Byzantine political centers. The dukes, who were the community's political leaders, were still chosen by the Byzantine authority.



*Figure 3.* Illustration of Charlemagne, king of the Franks.

**The Duchy of Venice is constituted as an autonomous political entity.**

Orso (elected in 727 AD) would have been the first to get some political recognition from the Byzantine side, but Paoluccio Anafesto (elected in 697 AD) appears to have been the first "doge" chosen by the Venetian community. In any case, the exarchate of Ravenna came to an end in 751, and it was then that the duchy of Venice became a distinct political entity.

### **Venice takes sides against the Byzantines.**

The Venetians were unable to come to an agreement on how to behave toward Byzantine control after years of internal political conflict. In the early half of the ninth century, the Doge Obelerio and his brother Beato, who together reigned, traveled with the bishop of Zara, and joined the Franks in the presence of Charlemagne. Prior to this, Venice had never officially supported the Byzantines.

### **The position of the Venetians between the two great empires (Byzantine and Frankish).**

The Venetians continued to look to Byzantium to secure their independence from the Charlemagne Empire as early as 814, although without recognizing any political dependence on the Byzantines. This was an unusual posture on the part of the recently independent little duchy given that the Venetians were aiming to establish themselves as political and commercial mediators between two massive empires (Byzantine and Frankish) [46].

#### **4.1.2 The story**

##### **The ruling class limited the power of the doge.**

The most significant families of the duchy actively participated in trade with the Venetian population from the early ages. In this fashion, a wealthy and diverse governing class was created, which was able to immediately significantly restrict the power of the doge.



*Figure 4.* Rialto Bridge, Venice. Getty images.

### **Venetian families develop a national awareness.**

The vitality of Venetian families was one of the elements that helped the city gradually develop its own national consciousness throughout its formative years. The doges began to be chosen by the Venetian families at the end of the ninth century, despite the numerous abuses that took place, notably during periods of increased social unrest.



*Figure 5.* Medieval covered market.

### **The relics of San Marco.**

The realtine islands, which include the modern-day Rialto, were utilized as a haven for the city of Venice to expand between the end of the ninth and the beginning of the 10 Century (civitas Rivoalti). The Basilica of San Marco would begin to take shape a few years later. Two traders bravely

led the artifacts of San Marco that they had taken from Alexandria to this place in the year 828. The local populace, known as the Duchy of Venice, will not start referring to the city as Venice until they do.

### **Why was the republic of Venice called the Serenissima?**

Various hypotheses have been made about the reason for this name:

Serenissimo was a name attributed to the Doges of Venice. The term then passed to the city.

Serenissimo was also the title of the regents of Byzantium on which Venice formally depended until 1453, the date on which Byzantium finally fell. Despite this, the title remained.

Finally, there are those who attribute this title to the solidity of the Republic which, thanks to prosperity, to the liberal and solid oligarchy that governed it, remained strong and "serene" until 1700 despite the Turkish expansion and the discovery of America [46].

### **4.1.3 The maximum expansion**

#### **The commercial interests of the Serenissima.**

The Republic of Venice found itself in the middle of several conflicts in both Italy and the Mediterranean at the beginning of the 14th century as a result of its extremely varied commercial and political interests. Invading what the Venetians considered to be their "Stato da Tera" or Dominion of the Mainland, the Republic joined forces with Padua, Florence, and Milan. As a result, the Scaligeri of Verona were unable to establish a lordship in the area around Chioggia.



*Figure 6.* Bridge of Sighs, Venice. Getty images.

### **The outpost of Venice: Treviso.**

On this occasion, Venice established its domination by setting up Treviso's region administratively (1339) and, straying from its typical sea mission, securing not just food supplies but also a defensive garrison on its land frontier.



*Figure 7.* Doge's Palace, Venice. Getty images.

### **The conflict with Genoa.**

The costly battle with Genoa on the Dalmatian front was frequently reignited until the Peace of Turin (1381), which authorized a first decrease in

Genoese influence on the eastern Mediterranean (with the exception of Cyprus and Famagusta) and left the realm of marine trade routes to Venice.

### **The Serenissima and the agreements with the Ottoman Empire.**

In order to achieve this result, the Serenissima had to act quickly in reaching agreements with the Ottoman Empire, a new and powerful force that was opposing the Adriatic. When Venice seized control of the patriarchate of Aquileia (1420), a hub of trade between Germany and Istria, as well as a sizeable area of present-day Veneto, Friuli-Venezia Giulia, and Istria, it was at the peak of its strength. [46].

#### **4.1.4 The sunset**

### **The State of Venice is struck by an interdict by Paul V.**

Following a jurisdictional disagreement, when an endemic debate on the temporal prerogatives of the State in the direction of the Curia it had intensified, Paul V (1552-1621), to the papal throne from 1605, was once compelled to promulgate an interdict that affected the whole State of Venice between 1605 and 1606.

### **Paolo Sarpi disputes the temporal power of the papacy.**

The theoretical underpinning for the defense of Venetian politics used to be supplied by using Servite member Paolo Sarpi I (1552–1623), who generally contested the temporal energy of the papacy in contrast to that of sovereign states besides doubting the legitimacy of the papacy.





*Figure 8.* Portrait of Paolo Sarpi.

### **The last challenge of the Serenissima to the Ottoman Empire.**

The Republic of Venice, now in decline and engaged in its final naval battle with the Ottoman Empire between 1645 and 1649 (the War of Candia), losing the island of Crete—its remaining huge possession in the Aegean Sea—for good. Dalmatia and several Greek possessions have been still current in Venice. Following the liberation of the Peloponnese from the Ottomans, the Serenissima used to be able to significantly expand by using allying with Austria. However, the rather unsuccessful Morea used to be given again to the Ottoman Empire in 1718. With the exception of a few flashes, Venetian activity in the Mediterranean used to be thus surely declining in response to Angelo Emo's provocative moves against Algerian and Tunisian pirates.

### **The last days of the Republic of Venice.**

Despite sporadic reform attempt, the Republic of Venice remained mostly isolated from the European Enlightenment enthusiasm throughout the final years of existence. The give up got here with Napoleon, who was once decided to topple the Venetian oligarchy. The final doge, Ludovico Manin, was once removed from office on May 12, 1797, after the isolated Republic of Venice was conquered [46].

#### **4.1.5 Venice today**

The Municipality of Venice has a total area of about 415 square kilometers and is divided into two distinct centers: Mestre, which is located in the hinterland, and Venice, which is located in the middle of the same-named lagoon. Mestre and Venice were both included in the UNESCO Site "Venice and its Lagoon" upon its registration in 1987. The municipality, which has six townships and borders the towns of Campagna Lupia, Cavallino-Treporti, Chioggia, Jesolo, Marcon, Martellago, Mira, Mogliano Veneto, Musile di Piave, Quarto d'Alzino, Scorzè, and Spinea, is home to about 264,919 people (Venezia-Murano-Burano, Lido-Pellestrina, Favaro Veneto, Mestre-Carpenedo, Chirignago-Zelarino and Marghera)

In 2007, after the Act of Understanding was signed, the Municipality of Venice became a member of the "Steering Committee" of the UNESCO Site "Venice and its Lagoon." The Committee has the following institutional authority over the preservation, enhancement, and management of the Site's assets: managing the areas, urban planning, conservation and requalification of buildings for residential use, for social and cultural activities, for production, craft, and trade - essential to the preservation of the socio-economic characteristics of the lagoon urban settlements - economic planning, construction of basic infrastructure works, and management of the Site's resources.

First in the Veneto region to obtain UNESCO recognition, in 1987, Venice, with its lagoon context, represents a masterpiece of human creative genius.

Venice, the ruler of the waters between the Mediterranean and the East, was built from the start as a commercial hub with lofty goals. It was formed in the fifth century by inhabitants from the mainland. The lavish palaces and the creation of works and art resulting from the collision of eastern and western civilizations are testament to the city's rich historical-

artistic, urbanistic, and architectural history. A remarkable example of a traditional human settlement and occupation of the territory that represents a culture, especially when it is threatened by irreversible changes, it is unique and constructed on numerous islets between constricting canals. It is located in the eponymous lagoon and is of great environmental value. It is also directly and materially linked to events and life traditions, with ideas, beliefs, artistic or literary works of exceptional universal value [47].

#### **4.1.6 San Marco district**

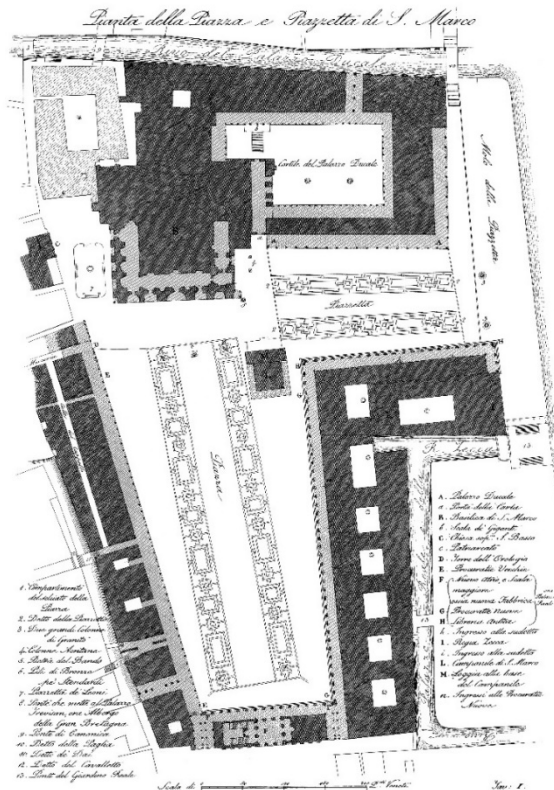
Venice has here its cultural and commercial centre. The Sestiere of St Mark area takes its name from the Basilica dating from the 9th century originally built to house the remains of Saint Mark the Evangelist. All the reasons that bring millions of tourists flocking to Venice every year are to be found in this vibrant area, swarming with life.

This Sestiere is the face of the city that the outside world most commonly associates with, a face of majesty and beauty. Here, in this location, a never-ending string of churches, stores, eateries, and majestic palazzi create a mosaic that shimmers with an air of eternity. Starting from the two columns, which were previously the only entrance to enter the city from the sea, St. Mark's Square leads on an unparalleled promenade that connects east and west, north and south, north and south-east, land and water—in other words, Venice.

One of the most picturesque towns, immortalized in innumerable works of art throughout the ages, faces us from the square: San Giorgio Maggiore, an island that has long served as a hub of religion and culture and is now the Giorgio Cini Foundation's headquarters. The bell tower and the church, which was designed by Palladio, resemble the square across the sea.

But let's return to St. Mark's quarter. The world sees Venice as a collection of postcards, all of which are portrayed here. St. Mark's Basilica,

the Doge's Palace, St. Mark's Campanile, and the ornate Clocktower, as well as the Procuratie Vecchie and Nuove and their porticos glistening with opulent stores, jewelers, and historic cafés like Café Florian, can all be found in Venice. The Bridge of Sighs, where condemned prisoners wistfully crossed to enter the prison, is also a popular attraction. The entire St. Mark's Square is deserving of a visit in and of itself.



**Figure 9.** Piazza San Marco. TRANCIK, Roger (1986). Finding Lost Space.

Theories of Urban Design.

A visit to the theater La Fenice, the temple of opera that lives up to its name (Fenice means phoenix by rising from the ashes and has been restored to its former splendor since 2004), is a must for art and culture lovers during their time in Venice [48].

### History of the Basilica of St. Mark

Originally, this structure was intended to be an addition to the Doge's Palace. However, in 828, work on the Basilica of St. Mark, which was

completed in 832, was started in order to hold the body of St. Mark the Apostle, whom the locals called guardian of the city. This was a crucial aspect for Venice to be established as a separate episcopal seat.

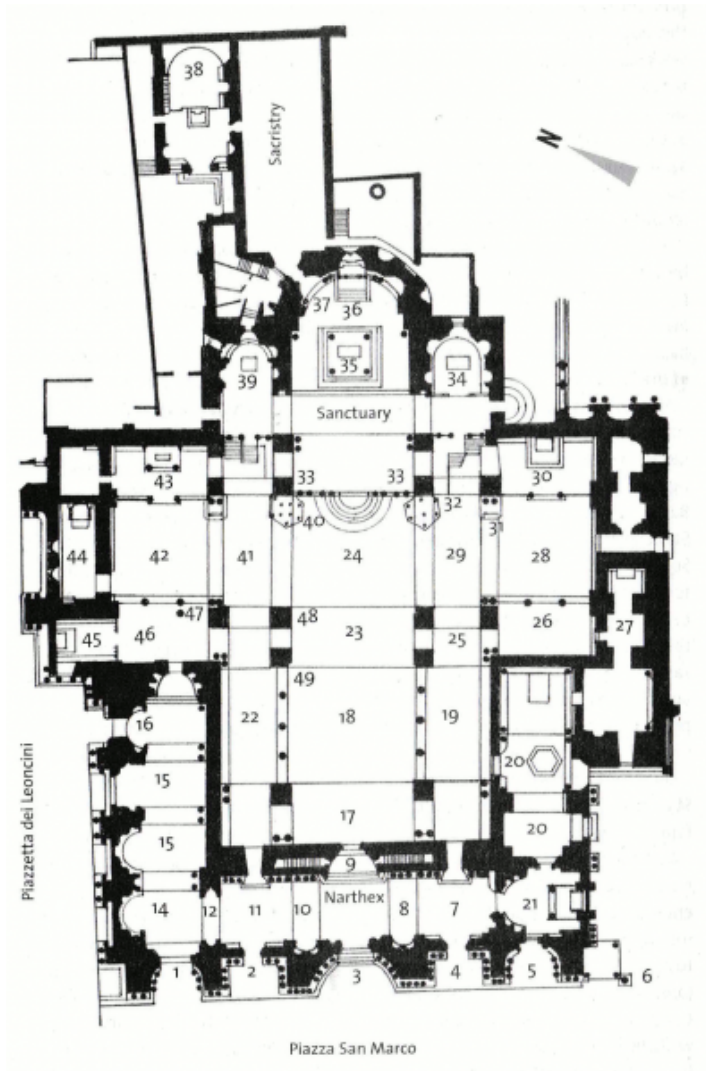


**Figure 10.** View of Piazza San Marco, a drawing by Giacomo Guardi.

In order to symbolize the strength of the thriving Venetian Republic, construction on the current basilica started in 1063 in the Byzantine style. This basilica was constructed in accordance with the blueprints of two basilicas from the old imperial city of Byzantium with a central plant in the shape of a Greek cross, five huge domes, and a specific combination of ancient and medieval architectural styles.

The Basilica underwent numerous changes over the years, particularly in terms of decoration, including pointed Gothic arches, the Sant'Alipio arch, sculptures and mosaics from the 17th and 18th centuries on the main façade, bas-reliefs depicting occupations and zodiac signs on the central gate, marbles from the East, Tetrarchs in porphyry figures, and St. Mark's horses. The end effect is an amazing and lovely fusion of styles.

Even though it was modified, the basilica as we now know it features a Greek cross base with five domes. In 1807, it was designated as the city's cathedral. It features more than 4,000 square meters of mosaics, many of which date from the 13th century, and 500 third-century columns [48].



*Figure 11.* Basilica San Marco. The Enciclopedia Britannica Company, (1910).

## **4.2 Management plan, projects carried out and ongoing projects**

### **4.2.1 Management plan**

The Management Plan 2012 - 2018 is the tool that, besides identifying and describing the conservation status of the cultural and natural properties of the Site, reports the actions and policies designed to protect and enhance them

for future generations, in harmony with the goal of achieving balanced and coordinated social and economic development. The organizations in charge of the Site have actually maintained close communication throughout the process of developing the Plan, cooperating in the Steering Committee in a cooperative, fruitful, and open-minded manner. The Management Plan for the "Venice and its Lagoon" Site for the years 2012 to 2018 does not represent a final, unchangeable document; rather, it marks the beginning of a process and a strategy for the preservation and improvement of the Site through integrated action policies approved by the various actors. The "Special measures of protection and fruition of Italian cultural, landscape, and environmental monuments, listed in the World Heritage List, placed under the protection of UNESCO" Law No. 77/2006" provides financial support for these initiatives [49].

#### **4.2.2 Projects carried out**

##### **The Venetian Works of Defense between 15th and 17th centuries.**

##### **Candidature to the UNESCO World Heritage List.**

The nomination relates to the defensive structure that the Republic of Venice constructed between the XV and XVII centuries. It is a serial transnational site that spans more than 1,000 km and is made up of nine parts (Bergamo, Peschiera del Garda, Palmanova and Venice, Zara, Sebenico, Curzola, Castelnuovo, and Cattaro), which are split between three states (Italy, Croatia, and Montenegro), all of which face the Adriatic Sea. The selection of these locations reflects the historical separation of the Venetian kingdoms into Land States (Italy) and Sea States (Croatia and Montenegro), which face the Adriatic Sea, formerly known as the "Gulf of Venice." The undertaking, begun in 2007, was added to the Tentative List in February 20.



**Figure 12.** Palmanova. City-courtesy of the Municipality of Palmanova.

The UNESCO criteria this candidature is based on are the following:

- (ii): be the result of a significant exchange of human values over time or in a particular cultural setting, or to be reflected in the advancement of technology or architecture, monumental art, urban planning, or landscaping;
- (iii): bring a unique or exceptional testimony of a cultural tradition or of a civilization which is still alive or has disappeared;
- (iv): be a superb example of a certain type of structure, a particular architectural or technological ensemble, or a particular landscape that vividly depicts one or more important turning points in human history [50].





**Figure 13.** Forte Sant'Andrea-courtesy of metropolitan services of Venice.

### **Diversified proposals for tours**

The project's goal is to identify the potential and opportunities for economic development that may be generated by raising the value of local landmarks, handicrafts, and distinctive local goods with the dual goals of enhancing the lagoon's coastal area's appeal and, at the same time, blocking the current tourist flows that revolve around the city of Venice and its coast.

The development of a statistical, educational, and geo-referential database assisted in organizing the linkages and potential in the research area through the use of a map overlay system. After processing, this data was used to create an atlas of territorial marketing strategy and its corresponding business plan, as well as a statistics atlas including specific information on each municipality. The outcomes of the meticulous and up-to-date collection of statistical data on a municipal level were openly discussed in meetings with local stakeholders (thematic tables held on October 16, 2013, and January 31, 2014), as well as with the collaborators on the European SUSTCULT project (workshop on best practices in integrated management of cultural heritage in Veszprém, Hungary, on October 30, 2013).

-With reference to the Action Plan "Sustainable Enjoyment," the project is added as a system project to the 2012-2018 Management Plan.

Theorema s.r.l., which undertook the study, released its findings along with the parties in charge of the Site and worked closely with the UNESCO Site Office of the Municipality of Venice [51].

### **Rehabilitation and enhancement of the lagoon landscape and culture**

The Management Plan supports and lays out this plan in order to restore and promote the culture and landscape of the lagoons. Participation and involvement of towns in the UNESCO Site. A network to improve resources, beginning with cultural and landscape resources, which are also a tool to promote traditional crafts and to strengthen the sense of identity among the locals who live around the lagoon.



**Figure 14.** Courtesy of UNESCO World Heritage office.

The recovery plan and enhancement of the landscape and culture of the lagoon is based on these pillars:

The determination, in collaboration with government agencies, of locations where viable initiatives with a focus on the recovery of cultural resources and urban landscape renovation are possible;

The implementation of training/work projects to support and promote employment associated with the lagoon, whether it be in trades linked to innovation or trades associated with tradition;

The implementation of training/work experience projects to promote employment in entrepreneurial business activities located in specific areas of the Site and associated with the lagoon, both traditional and innovative;

The identification and promotion of mooring locations by administrations as part of a network of lagoon slow tourism in order to strengthen a sense of civic identity. Institutions, businesses, groups, and local residents will all be involved in implementing the projects in their own regions. Confrontational times with the neighborhood are planned for this.

“Promotion of Lagoon Landscapes and Culture” is a specific project of the Management Plan 2012-2018 included in the “Sustainable use” Action Plan [52].

## **SIPLAN**

### **Information System for inter-operational sharing of data about the urban and territorial planning of the UNESCO Site “Venice and its Lagoon”**

SIPLAN is a Geoportal for the UNESCO Site's urban and territorial planning tools consultation. The information system was completely developed using open source software and is accessible online. It is based on interoperable procedures and standards for the tools' cognitive frameworks, tactical approaches, and technical standards. Its goal is to link various sources using communication protocols and ad hoc semantics, making it a valuable planning, management, and control tool for any interested administrations, professionals, and communities. Three things make up the database's primary parts: the project tables, the implementing rules, and a taxonomic lexicon of the planning/lagoon.



*Figure 15.* Courtesy of UNESCO World Heritage office.

In relation to the Site's macro-emergencies, SIPLAN supports the monitoring system of the 2012-2018 Management Plan. In particular, the site and its buffer zone's urban and territorial planning instruments were examined and can be freely consulted online at the following link: Corila. The consortium for the coordination of research on Venice's lagoon system, CORILA, the Municipalities of the Site, and the project partner were involved in the creation of the online platform. According to Law 77/2006, the Ministry for Cultural Heritage contributed to the project's completion [53].

### **Practical journals for the protection of Venice**

The "Practical journals for the active protection of Venice" aim to be operational aids for Organizations, private individuals, technicians, and companies operating on the territory and to give them a consistent and contextual guide to building.

The studies in this collection are based on a synthesis of opinions recently voiced by the Superintendence of Architectural and Landscape Heritage of Venice and its Lagoon\* regarding the findings of recent research and studies on the Lagoon's construction history as well as some outstanding restoration projects. By offering typical instances of the projects' assessments,

procedures, and set-ups, these practical journals aim to raise operators' and users' understanding of the unique features of Venetian characters.

A project of the 2012-2018 Management Plan, which is inserted within the framework of the Action Plan "Conservation and preservation of the patrimony," is the practical journals for the active protection of Venice.

The project was developed by the Superintendence of Architectural and Landscape Heritage of Venice and Lagoon with support from the Ministry of Cultural Heritage and Tourism, in accordance with Law 77/2006, "Special measures of protection and enjoyment of Italian sites of cultural, landscape, and environmental interest, inserted in the List of World Heritage and placed under the protection of the UNESCO," and with funding from the European SUSTCULT project [54].

### **WebGIS Platform**

A WebGIS Platform was developed in the context of the European SUSTCULT Project, which is led by the Municipality of Venice, to publish and share data from the site "Venice and its Lagoon" and data pertaining to the cultural heritage of the other partners, including The Vipava Valley (Slovenia), Corfu (Greece), Berat (Albania), Ohrid (Former Yugoslav Republic of Macedonia), Bacău (Romania), and the Monastery of Horezu (Romania) – in order to favor the constitution of an international network.

The Web GIS platform is a mechanism for communicating and promoting these areas in a cultural marketing perspective, which boosts the allure of each site, in addition to being a tool for cultural heritage management accessible to organizations and institutions. In fact, users may look up and plan itineraries, browse the relevant maps, learn about new sites, and interact with one another via social networks. The development of the Web GIS platform advances the larger objective of the SUSTCULT project, which is to safeguard the enormous intrinsic value of cultural heritage from an environmental and social standpoint in order to use it as a foundation for sustainable development.

The WebGis platform is a system project in the 2012-2018 Management Plan and is inserted in the Action Plan “Knowledge and sharing”.

The project was launched in 2011 and funded by the European SUSTCULT project. The platform is currently under maintenance [55].

## **Wear processes**

### **Analyses of the wear processes and important variables brought on by mass tourism in the city of Venice and its lagoon**

The project's goal is to identify the primary physical and perceptual wear-causing variables, the key aspects that are critically important to the UNESCO World Heritage Site, and the instruments required to quantify their impact on the historical and cultural heritage in the historical center of Venice.

The study, "Assessment of the wear processes and critical factors of the city of Venice and its lagoon and respective effect on the protection of the site in relation to the UNESCO Management Plan," was carried out by Prof. Paolo Gasparoli in collaboration with the Polytechnic University in Milan and the Superintendence of architectural and landscape heritage of Venice and Lagoon. It pays particular attention to the effects of the human pressure caused by tourism and makes an argument for its importance. Its goal is to find quantifiable indicators to track how the most important occurrences are being mitigated. The study has shown that the events that generate wear are intricate and, in some cases, challenging to measure because of their close connections. The research also addressed the problem of keeping an eye on risk variables and their reduction, in addition to describing how these phenomena present and develop.

A research study titled "Case study about the knowledge and restoration works of the external walls of the facades of Venetian buildings" was also prepared as part of the project and deals with the problem of

preserving the façade surfaces of historic Venetian structures. The research conducted by Angela Squassina in association with the Superintendence of Architectural and Landscape Heritage of Venice and Lagoon describes the restoration work carried out by artisans and businesses operating in the historical center of Venice and illustrates operational methods and techniques adopted during the restorations in order to define potential future lines of intervention to ensure the actual preservation of the buildings and their character.

A unique project of the 2012-2018 Management Plan is the "Assessment of the wear processes and critical factors of the city of Venice and its lagoon caused by mass tourism" which is inserted in the Action Plan "Protection and conservation of the patrimony".

The project, which began in 2012 with support from the Ministry of Cultural Heritage and Tourism and was mandated by Law 77/2006, "Special measures of protection and enjoyment of Italian sites of cultural, landscape, and environmental interest, included in the World Heritage List, and placed under the protection of the UNESCO," was completed in May 2015. The research's findings were compiled in the book "Fragile Venice. Wear processes of the urban system and potential mitigations," edited by Paolo Gasparoli and Francesco Trovo for Altralinea Edizioni in 2014 [56].

### **Internet platform**

#### **For communicating, promoting, and distributing details regarding the Site, the Management Plan, and its contents**

The new website for the UNESCO World Heritage Site "Venice and its Lagoon" serves as a tool for communication, disseminating information about the activities and projects associated with the site as well as its universal values and the information contained in the 2012-2018 Management Plan.



**Figure 16.** Courtesy of UNESCO World Heritage office.

The platform will emphasize the benefits of involving numerous institutions at various levels while also promoting the work of the Steering Committee and its roles and activities. It also encourages user involvement by putting out requests for projects or initiatives that are meant to improve and share the experiences that visitors have while on the site. The new platform specifically targets three groups of users: technical users, who predominately include the Steering Committee members and experts, scholars, and researchers who use the content of the site for their research activities; Italian and foreign tourists who want more information, inspiration, and suggestions to experience the UNESCO Site in the best possible way; and residents and businesses who want to stay informed about projects , events and the main news concerning the territory where they live and work.

The Internet platform is a system project included in the "Knowledge and sharing" Action Plan of the 2012-2018 Management Plan\*. WordPress is the technology platform used by the company EASYGOV to carry out the project. The internet platform is simple to use, adaptable, expandable, multilingual, and has had its aesthetic design thoroughly considered. According to Law 77/2006, "Special measures for the protection and enjoyment of Italian sites of cultural, landscape, and environmental interest, included in the World Heritage List and placed under the protection of the



UNESCO", the project was launched in March 2012 with the assistance of the Ministry for Cultural Heritage and Tourism [57].

### **Strategy for sustainable tourism in Venice and its Lagoon**

It is generally recognized that tourism poses a global challenge for those locations that are so outstanding and one-of-a-kind that they have achieved global fame and serve as an indispensable travel destination for millions of people.

The best illustration is Venice. However, in order to promote sustainable tourism, it is essential to advance ideas that give visitors a rewarding experience while also guaranteeing that cities, their residents, and territories have the freedom to express the specific relationships, experiences, and cultures that have become the indispensable hallmark of their identity over the years and give them a place in the world all their own.



**Figure 17.** Loving the world to death: The good, bad, and ugly of overtourism. Getty images.

The project consists of two actions:

- **Action 1** – The launch of the [veneziaunica.it](http://veneziaunica.it) website, which features content specifically connected to the UNESCO World Heritage Site "Venice

and its Lagoon" as part of the EnjoyRespectVenezia Campaign. The Exceptional Universal Value of "Venice and its Lagoon," which will soon be available on an interactive map with over 150 itineraries, events, typical products, and points of interest defined in collaboration with the municipalities affiliated with the Site, is highlighted in a section specifically devoted to the UNESCO site. The recent sanitary emergency served as the impetus for the choice to temporarily postpone the launch of the new website and the associated marketing campaign.

- **Action 2** – A study to identify the methods and standards for monitoring and regulating the causes of wear and tear, as well as potential mitigation measures. In the study, three defining concerns are examined: housing, building front maintenance, and public asphalt and landscaping. The research begins by critically updating the framework of reference, then attempts to identify the physical, sociocultural, technical, and regulatory dynamics, as well as the correlations and systemic interrelations, that determine, at various levels of intensity, the processes of physical and perceived wear and deterioration. Finally, it identifies the measurable parameters and critical issues underlying the effects of wear and deterioration on the three issues. The objective is to outline potential mitigation measures that could alleviate or at the very least decrease the [deteriorating] impact of wear and tear brought on by the reasons previously mentioned within the larger current framework of strategic management. A publication titled "Resilient Venice. Mitigation and monitoring measures to manage change" was released in November 2020 as the culmination of the research findings.

With investment from the Ministry of Heritage and Cultural Activities and Tourism in accordance with Law 77/2006 - "Special measures for the protection and enjoyment of Italian sites of cultural, landscape, and environmental interest, inscribed on the World Heritage List and placed under UNESCO protection" - the project was started in 2016 and finished in November 2020 [58].

**VELARIA**

## **VENICE and its LAGOON – Archive Information Network**

The VELARIA information network connects the archives of the public and private organizations that operate on the grounds of the UNESCO World Heritage Site "Venice and its Lagoon." By making cultural resources available for online consultation, the portal hopes to promote a greater understanding of the archive heritage of the UNESCO Site. It establishes connections to effectively share information, methodologies, experiences, professional skills, and services, cultivates cooperation between the archive's information systems, and creates services that enable users to search for and consult material. It also establishes international standards. The VELARIA information network connects the archives of the public and private organizations that operate on the grounds of the UNESCO World Heritage Site "Venice and its Lagoon." By making cultural resources available for online consultation, the portal hopes to promote a greater understanding of the archive heritage of the UNESCO Site. It establishes connections to effectively share information, methodologies, experiences, professional skills, and services, cultivates cooperation between the archive's information systems, and creates services that enable users to search for and consult material. It also establishes international standards.

VELARIA is a system project included in the "Knowledge and sharing" Action Plan's framework for the 2012-2018 Management Plan.

The UNESCO Site Office of the Municipality of Venice worked with the Municipalities of the Site and the Archival Superintendence of the Veneto Region to create the portal.

According to Law 77/2006, "Special measures for the protection and enjoyment of Italian sites of cultural, landscape, and environmental interest, included in the World Heritage List and placed under the protection of the UNESCO," the project was launched in 2012 with the assistance of the Ministry for Cultural Heritage and Tourism. With the launch of the portal in January 2015, it was finished [59].

## Exploring the Venice Lagoon

### Places and Values of the World Heritage Site Interactive Space

To assist the visitor in an immersive observation of the location and qualities of the UNESCO Site "Venice and its Lagoon," the attraction offers four thematic areas (Cultural Waterscapes, Waterways and boats, Hydraulic Artefacts, Sustainable Ecotourism). You can tour the areas included in the Site by retracing the ancient canals that go from Venice to the lagoon interior, including Campagna Lupia, Cavallino Treporti, Chioggia, Codevigo, Jesolo, Mira, Musile di Piave, and Quarto d'Altino.



**Figure 18.** Mussel collector in the lagoon at low tide (Cavallino Treporti), photo by M. Santin.

You can explore and appreciate the suggested routes thanks to this dynamic environment. The multisensory exhibit is a component of a larger initiative to create the Water Museum of Venice, a museum showcasing both the distinctive Water Civilizations of the Veneto area and the Venice Lagoon as well as those found globally.

As part of Venice's participation in Expo 2015, the installation, which was housed at the UNESCO Venice Office Regional Bureau for Science and

Cultural in Europe, Palazzo Zorzi - 4930 Castello, debuted on May 1 and was open until October 31, 2015. In the 160 days since it opened, the show has welcomed 5,000 wealthy guests [60].



*Figure 19.* Lova Draining plant (1890-1892). Courtesy of the Consorzio di Bonifica Acque Risorgive)

### **4.2.3 Ongoing projects**

#### **Promotion of tradition**

The project creates a map of the arts and crafts unique to Venetian culture in order to address the preservation and marketing of traditional handcrafted products. Through a number of topic tables, stakeholders and institutions will be actively involved in obtaining important data on needs and expectations in order to effectively develop protection measures to encourage excellence in workmanship and handcrafts. The initiative also undertakes legal research to address the issue of safeguarding locally produced goods and markets that are being destroyed and degraded by competition from cheap imports.



**Figure 20.** Murano glass making process. The magics of glass. Elissa Moretti.

In accordance with Law 77/2006, "Special measures for the protection and enjoyment of Italian sites of cultural, landscape, and environmental interest, inscribed in the World Heritage List, placed under the protection of UNESCO," the project was started in 2020 with the support of the Ministry of Heritage and Cultural Activities. It is still in progress [61].

### **Creation of an InfoPoint for the Site Venice and its Lagoon at Forte Marghera**

The project is to establish Forte Marghera InfoPoint for the purpose of disseminating information on the Outstanding Universal Value of the Site, which by virtue of its location serves as a natural intersection between the mainland and the historic city of Venice. To develop and carry out projects and theme routes/itineraries in Venice, the neighboring towns that make up the Site, and the Lagoon, it appears that the Forte Marghera complex is the best location. Both residents and visitors are the target of these programs, which seek to actively engage both groups in an activity that strengthens their feeling of community and piques their interest in heritage. To support raising awareness of the importance of the 2030 Agenda for Sustainable Development and the UNESCO designation for the site "Venice and its Lagoon," appropriate communication initiatives, such as storytelling, theme panels, movies, etc. may be employed. Current procedures in Italy and around Europe are examined in order to plan the InfoPoint. A further benefit is the work being done on these subjects by the UNESCO Regional Bureau for

Science and Culture, which is located in Venice. Making the InfoPoint a living area that fosters chances for gathering and participation, including educational initiatives in schools, is the aim in order to foster a sense of ownership and dedication to Heritage.



*Figure 21.* Forte Marghera: between nature and history a museum space is born.

The initiative, which was started in 2020 with the support of the Ministry of Heritage and Cultural Activities and was made possible by Law 77/2006 - "Special measures for the protection and enjoyment of Italian sites of cultural, landscape, and environmental interest, inscribed in the World Heritage List, placed under the protection of UNESCO," is still in progress [62].

### **4.3 The symbiosis between Mainland and Venice**

#### **4.3.1 What and where is Mestre?**

Mestre is the mainland town connected to Venice by rail and road bridges over the lagoon. We include a Google map of Mestre at the foot of this page. Some tourists stay there as a cheaper alternative to Venice, although we don't recommend this option (see our advice on where to stay). Mestre is everything Venice isn't modern, ugly, traffic-filled, ordinary. Administratively it is part of Venice, a kind of mainland suburb. However, it has a history as a separate town, and it has a very different character [63].

### **4.3.2 History**

The history of Mestre dates back to the Middle Ages, but Venice, its powerful neighbor, has long been its main rival. It didn't have a lagoon like Venice, so the defenses here were fought over, taken over, destroyed, and rebuilt during the centuries-long fighting and wrangling that raged throughout mainland Italy. The town was still vulnerable to sporadic attacks from Venice's adversaries even after Venice had control of it in the fourteenth century.

Mestre lost its distinct status as a town in the 1920s when it was incorporated into the Comune di Venezia. However, Mestre discovered itself becoming a center for migrants while losing administrative authority. In order to enhance the local economy, a sizable port and industrial complex was built at Porto Marghera throughout the 1920s and 1930s. Mestre, which is next door, expanded as employees from all over Italy arrived and needed a place to reside. As local Venetians chose to relocate across the sea, the 1960s and 1970s witnessed a fast expansion. There may not have been much planning oversight of the unsightly residential and industrial developments popping up all over Mestre because it was still run from Venice. Over 200,000 people now live there. In modern times, the town has sought to forge a stronger sense of its own identity, but to outsiders, it remains a cruel residential twin to the nearby Porto Marghera, the industrial port complex that so horrifies the newcomer to Venice.



These days, the population of this conurbation on the mainland is almost three times that of Venice, an island. In essence, Mestre offered and continues to offer the kind of life that many Italians desire. They can live in contemporary homes or apartments with room for their kids to play here. They can ride bicycles or drive vehicles. They left their gloomy, dark flats, which were under threat from increasing damp and high water, in their hundreds, and chose the brave new world of contemporary Mestre. Additionally, there were opportunities available at the crowded industrial docks. The flow is now reversed during the daytime, with many of Venice's employees including her gondoliers commuting daily from Mestre. If you are at Piazzale Roma in the early morning, you'll see them: a large number of native Venetians disembarking buses in the city of their ancestors and making their way along those annoying canals to work in hotels, gift shops, and restaurants: to support the rapidly growing tourism sector that has almost completely taken over Venice [63].

### **4.3.3 Mestre and Marghera**

Mestre and Marghera stand in for Venice's urban growth, which is currently constrained by the limitations imposed by the lagoon. They are a part of the lagoon town and its growth on dry ground from an administrative standpoint. Around 70.000 people live in the lagoon area of Venice, compared to around 200.000 in Mestre and Porto Marghera. The ancient lagoon center depends primarily on year-round tourism, although its dry land section (Mestre) has grown because of Marghera's industrial center. Today, Mestre and Marghera offer a viable alternative for the traveler who wants to see the area but doesn't want to spend a lot of money.

Mestre has long played the part of a "Cinderella" in contrast to the much more distinguished historical center, being a suburbs-town before the magnificence of the lagoon center. Mestre, however, contains several intriguing components as well: Ferretto Square was initially constructed as the tramway's terminus; later, it added commercial space and the Toniolo

Theatre. The St. Lorenzo Dome and the Palazzo da Re, beneath whose arcade the former grains market was held, are located on the square. Both dates back to the seventeenth century. The clock was added to the clock tower in the sixteenth century, which is located at the right end of the plaza and dates back to 1108. The square has been become pedestrian-only since 1998 and restored on a project of architect Guido Zordan. One of the best sculptors of the 20th century, Alberto Viviani (1906-1989), from Mestre, has created an ormolu work for the center of the large fountain that has been installed halfway across the square. The lagoon can be seen beautifully from the two main town parks, Saint Giuliano Park and Albanese Bissuola Park. The Austrians and the French planned and constructed the forts, which served as a representation of the old outposts used to defend Venice. Marghera was formerly a working-class neighborhood, but it is today a vibrant city with many green spaces [64].

#### **4.4 Accessibility and mobility**

##### **Traveling to Venice**

There are just a few entrances into Venice. The Piazzale Roma is the drop-off location for trains, vehicles, and buses that access the island across the Ponte della Libertia. Tourists who wish to come by water can do so by way of cruise ships, water taxis, or Alilaguna (a public boat line). The city of Venice is constructing a tramline into the city as a means of facilitating travel within the area and dispersing pedestrians. Santa Croce and Dorsoduro will each be served by three stops on this line. These areas are a key source of foot traffic for both visitors and locals. The Piazzale Roma and the island's parking decks are both located in Santa Croce. The new building at Piazzale Roma

The traffic in the areas where this tram will be built could be significantly impacted. Traffic in Santa Croce should significantly decrease; however, it might significantly increase in Dorsoduro. It is crucial to record

the amount of traffic around these tram stops today so that the Venice Mobility department can predict how the installation will affect the city in the future [65].

### **Public Boat System in Venice**

One aspect of Venice greatly separates it from many other cities. There are no cars in this city. Residents and visitors have just two options to traverse Venice, walking or traveling through the canals by boat. In this section, we will discuss the public boat system used by locals and tourists alike and in the next section discuss the components of the pedestrian system.

In 421 AD, fishermen from the Italian mainland who were fleeing invaders are thought to have created Venice. While most of the city's islands now are man-made, Venice's original design was built on a group of naturally occurring islands. In the beginning, these islands had canals carved into them to facilitate quick and simple movement between them. The Grand Canal, on the other hand, follows the course of a river that the city's expansion has obscured, just as Venice's original islands were built on top of earlier land masses. The public ACTV boat line that travels across the city depends on these canals. It is no longer accurate to describe navigation in these waterways with the image of a canal filled with a few brightly colored gondolas, and it downplays the importance of the canals [65].

### **Boat Schedules**

There are a lot of people at the drop-off areas for water transportation. The Venice ACTV-run water buses function much like a bus or subway line in other cities. To board, a ticket must be paid. Tickets can be purchased for as little as one passage (as little as 2€) or as much as one month's worth of travel (30€). In the city, 22 lines run continuously throughout the day. The frequency of water bus arrivals at pickup locations will vary depending on the length of the line. Periods of pedestrian congestion are occasionally caused by the influx of departing people on the streets leading away from the various piers. Somewhat recently, the ACTV also decided to offer a night service to

the public that runs from midnight until five o'clock in the morning. This service consists of three additional lines with consistent pick-up and drop-off times throughout the city [65].

### **Motorboats**

Since their introduction to the canals in the 1950s, motorboats have predominated among the types of boats that ply the waterways. These boats are used mostly for three things: people transportation, cargo shipping, and recreation. The main role is public transportation, which is carried out mostly by boats known as Vaporetti. Vaporetti are larger vehicles that serve the same purpose as a city bus on a daily basis. In addition to these bus-like vessels, docks offer the option of paying a water taxi to transport a passenger to a certain location. Gran Turismo are available for large parties that want to go through Venice together. They have a bus-like appearance. Cargo vessels make up the majority of canal traffic as well. The sizes of cargo boats vary generally, but they all serve the same purposes. Since vehicles and trailers cannot be driven on Venice's streets, these boats are in charge of moving cargo throughout the city. For the routine operation and maintenance of the city, other big boats are also required, like garbage boats and construction barges. Due to their size and immobility, these enormous ships have the potential to interrupt traffic. It is obvious that rules must be established to safeguard the safety of passengers and boat operators given the volume of traffic that traverses the canals. The key law is the imposition of speed limits. This regulation's enforcement is under the purview of the Provincial di Venezia Settore Mobilità e Trasporti. Boats that have scheduled stops, like bus boats, and boats without scheduled stops, such as taxis and chartered boats, are divided into two categories by this regulatory agency. Due to their typical smaller size, increased maneuverability, and reduced wake size, boats with planned stops have higher speed limitations than those without. Additional restrictions on boat movement include one-way canals, blocked canals, and canals that are undergoing construction. The Coast Guard and Venice police are in charge of enforcing these rules [65].

## **Pedestrian Systems in Venice**

Though built upon a series of islands, Venice is a pedestrian city where streets and bridges are the primary means of getting around. Although some people travel on the canals, the majority traverse the city on foot.

### **Streets**

2650 streets and occasionally rather small pathways make up the vast network that is Venice. When the city was first constructed, many of the buildings were situated close to the boundaries of the islands, leaving limited room for roads. The early roadways in Venice were unpaved and turned to mud after heavy downpours or floods. Venice didn't start paving its streets with more durable materials like brick and stone until the 13th century. The *fondamenta*, or streets that follow the canals and the city's outskirts, are the most well-known streets in Venice. The *fondamenta* were first unpaved. However, because they were near water, these roadways would erode and eventually fill the neighboring canals, necessitating dredging. To assist avoid erosion, several of these *fondamenta* had tree borders. The *fondamenta* eventually underwent reinforcement, giving them their current appearance. Some of Venice's canals were filled in to create new streets as the city's foot traffic grew. Some of these newly created walkways ended in dead ends because the canals weren't built in the same way as roadways, making the city even more difficult to navigate [65].

### **Bridges**

Surprisingly, bridges were Venice's final addition to the city's pedestrian infrastructure. To cross canals at initially, people simply placed planks on top of them; however, these temporary bridges were never a viable option. Permanent bridges were not built until the 13th century, much like paved streets, and by that time many roads and islands had been finished. Due to this latter construction, numerous bridges connected to the existing streets in strange places, further complicating intersections. It was particularly infamous to span the Grand Canal. The Grand Canal is up to ten times wider

than the smaller canals that branch out of it, measuring between 30 and 70 meters in width. A bridge was required because there was no other route for pedestrians to cross the water. A temporary pontoon bridge was first built over the canal, and it was later replaced by a longer-lasting timber bridge. But as time went on, the wooden bridge gave way, and the Ponte di Rialto, which is still in use today, took its place. There was only one bridge that allowed pedestrians to traverse the Grand Canal for a long time. There are currently four bridges that span that significant canal.

The city is built on a group of 118 small islands that are linked together by over 400 historic bridges creating a unique tourist experience. Venice makes sure that the city is still generally accessible to everyone in order to broaden this visitor experience to as many people as possible. Over 70% of the surface area of the old town is now accessible to those with disabilities thanks to changes made by the city administration to architectural impediments. The old city is now more accessible thanks to the development of barrier-free paths. In addition to this, Venice has modified its infrastructure and fares for public transportation to accommodate all tourists. The city has established special prices for those with disabilities and those who assist them, and it has made sure that all public transportation, including ferries, is completely accessible to everyone [65].

## **4.5 Historic zones and cultural potentials**

### **4.5.1 Historic zones**

#### **Historical casoni on land and lagoon**

Visitors can tour the nature center "Valle Millecampi" in the Codevigo city region and take in its iconic ancient casoni (cottages). The region is recognized as being of public importance on a national and

international level because of the natural resources it offers, its lagoon-like atmosphere, and its varied attractions. For a variety of bird species, some of which are uncommon, that spend the winter in the Millecampi Valley, this area offers the perfect home. The casoni, usually referred to as cottages, are evidence of the coexistence of rural custom and environment. The Province of Padova owns two of the remaining casoni, namely Casone delle Sacche and Casone Millecampi.

Near the lagoon's edge is the Casone delle Sacche. Since being renovated in 2005, the casone has served as an "Environmental Educational Center" with the aim of advancing environmental travel. Its cultural offerings include excursions for tasting local cuisine, animal trails, and guided tours.

Thanks to a sport club association that oversees the area, the Casone's attractions have grown since 2008. The club has built a shelter for canoes, kayaks, and typical lagoon rowing boats in order to promote sports practice, education, and enjoyment of the sights. Cycling enthusiasts can rent a bike or ride their own to the casone.



**Figure 22.** Casoni della Fogolana - courtesy of Municipality of Codevigo.

The remote Casone Millecampi is located deep within the lagoon. The casone is located on the "Motta," which is only accessible by boat. The boat shelter and pier have recently undergone recovery and restoration, with the

addition of a technological house for the upkeep of the structures. Education-related activities are planned for the casone to highlight the history of fish farming, the Millecampi Valley, and its unique economic and cultural pursuits linked to the regional agricultural and seafaring customs. Local rowing and nautical organizations have been given permission to make certain daily visits to the site (under permanent observation) in order to promote low impact and high sustainability tourism.

At the edge of the lagoon, you may see the remnants of the Casone della Boschettona. On the mainland, not far from the Casone delle Sacche, are the Casoni della Fogolana, new structures commemorating the past of these areas that are open to visitors. The municipally owned properties are utilized for social reasons [66].

### **The fortification of Cavallino Treporti**

Cavallino-Treporti, a municipality in the northeastern lagoon of Venice, is home to a number of historical, cultural, and architectural treasures, including forts, gun batteries, telemetric towers, barracks, and bunkers. The substantial number of structures created to safeguard Venice is what distinguishes this region. Due to its significance as a historical record of the Venetian lagoon, this patrimony, which has been abandoned from military usage for many years and is currently being retrieved, is one whose value is definitely worth boosting. You may learn about the fortifications that are scattered around the coastline by taking a bike ride. Vegetable gardens surround the structures, which today roughly date to the Austrian era and the two World Wars. Many are in an abandoned state, others are used as warehouses, and others still have been reconverted into homes or touristic facilities [67].





*Figure 23.* Aerial view of Forte Vecchio - courtesy of the Municipality of Cavallino Treporti.

### **National archeological museum of Altino**

One of the most significant archaeological sites in the Roman Cisalpine region, this one-of-a-kind site now has a space that can house the artifacts that have been the subject of decades of scientific study and collection. Inaugurated in December 2014, the Altino National Archaeological Museum's new location is still being built up. Three freshly built structures and two renovated rustic buildings make up the complex, which is located on a state-owned parcel in the borough of "La Fornace." It is the first archaeological museum in the Veneto region by extension, number, and caliber of services provided, a true cultural hub assisting the extensive research project intended to showcase and improve one of the best-preserved Roman cities in Italy. The project was created by the Regional Directorate for Cultural and Landscape Heritage of Veneto and is intended to guarantee the continuity of the museum narrative, to provide a clear differentiation of itineraries (visitors, museum staff, additional service providers), to increase the visibility of the archaeological findings, and to enable the organization of ancillary activities (exhibitions, theatre performances, concerts, installations). Visitors will have the opportunity to learn about the steps involved in turning archaeological finds into cultural artifacts that the public can enjoy as a vital

component of a highly significant scientific and educational process. This process begins with the discovery of the archaeological evidence and ends with its exhibition. The previous location, which hosted the museum for more than fifty years, has been refurbished and reclassified as an additional exhibition space for archaeological areas [68].



*Figure 24.* Courtesy of the Municipality of Quarto d'Altino.

#### **4.5.2 Cultural potentials**

##### **Adventurous route in Chioggia**

The village of Chioggia offers a journey where history and nature meet in the southern Venice Lagoon. Visitors can view the main town center sights from the Vigo bridge, which was built in Istrian stone in 1685, to the Santissima Trinità (Holy Trinity) church and Santa Maria Assunta Cathedral on the road, which is about 10 km long and perfect for bicycling and strolling. Along this journey, there are also substantial outdoor areas and a spectacular view of the Lusenzo lagoon [69].



**Figure 25.** Aerial view - courtesy of the Municipality of Chioggia.

### **The Civic Museum of the South Lagoon**

The Civic Museum of the South Lagoon is an archaeological and anthropological museum devoted to the lagoon environment, and it is located in the San Francesco fuori le mura monastery, which was founded in the fifteenth century. The exhibit is divided into three floors, with the first-floor housing the medieval, Renaissance, and modern collections while the first floor's Cristoforo Sabbadino hall serves as the town's historical archive. Roman and medieval items are kept on the ground floor. The exhibit on marine and shipbuilding operations from the seventeenth century to the present is housed in a hall on the second level that is dedicated to the hydraulic technology utilized in Roman times. The medieval water cistern of the monastery has been accessible for visits since 2014 [70].



**Figure 26** The civic museum of the South Lagoon- courtesy of the Municipality of Chioggia.

## The Torcello provincial museum

The Torcello Provincial Museum, which is situated in the northern lagoon of Venice, tells the story of an island that has undoubtedly been used as a landing spot and a commercial exchange hub between the sea and the inland since the first century AD and that was connected to eastern and northern Europe by the Roman city of Altino and the imperial road network, the Via Annia and Via Claudia Augusta. Torcello flourished after the advent of the Romano-barbarian kingdoms and reached its apex in the ninth century. Therefore, before giving this title to Venice and becoming one of that city's suburbs, Torcello was a prosperous commercial "city" of the lagoon. The museum covers the illustrious days of the Serenissima until the XIX century with its two exhibition rooms, Archaeological and Modern Medieval, and shows objects from the Serenissima, pre-Roman, Roman, Byzantine, and early medieval periods. Due to eminent and intellectual Venetian collectors, the museum was established in the late nineteenth century. The museum has recently expanded the range of services it offers by offering visitors access to virtual and interactive itineraries in a number of languages and by allowing them to take part in virtual educational activities [71].



**Figure 27.** The Torcello provincial museum. Courtesy of metropolitan services of Venice.

## CHAPTER 5

### CHARACTER OF THE CITY

#### 5.1 Site analysis

This chapter is conducted of an overview of different features of the city. The analysis is based on the principles of a livable, safe, sustainable, and healthy city, as an urban criterion for qualitative city space. Venice city is a testimony of different styles and periods reflected in existing buildings, in terms of materials used, façade elements, plan development. Basically, there are different structures belonging to Byzantine architecture, Islamic architecture, Secular and Religious Gothic architecture, Baroque architecture, Renaissance period of architecture as well as new structures of Modern architecture. Besides that, what makes Venice so special is its construction on small islands divided by canals and connected to each other by bridges. The construction of bridges is itself a long-lasting aspect which started when there was a need to interconnect the islands with each other for better circulation through the zones. What is existing today is actually a reflection of all these layers of the city, creating a rare panorama. In an overall view, the character of the city is unique in all of its parts. Being aware of this fact, there is no need to analyze the whole city. Thus, only a part of it is analyzed. The study starts with the selection of the zone, as a representative zone of the whole city image. There are three most crowded squares in the city, most used and where lots of activities happen. It starts with Santa Lucia access gate, which is the most important entrance of the city. Near Santa Lucia is also found the parking spot which is used by people who prefer to enter the city with their cars. There are found two parking lots; Tronchetto ramp and Santa Ciara ramp which are located in Santa Croce district. At the other hand, the train terminal is located in Cannaregio district where most of tourists, visitors, local people are found using this type of public transport. The second most

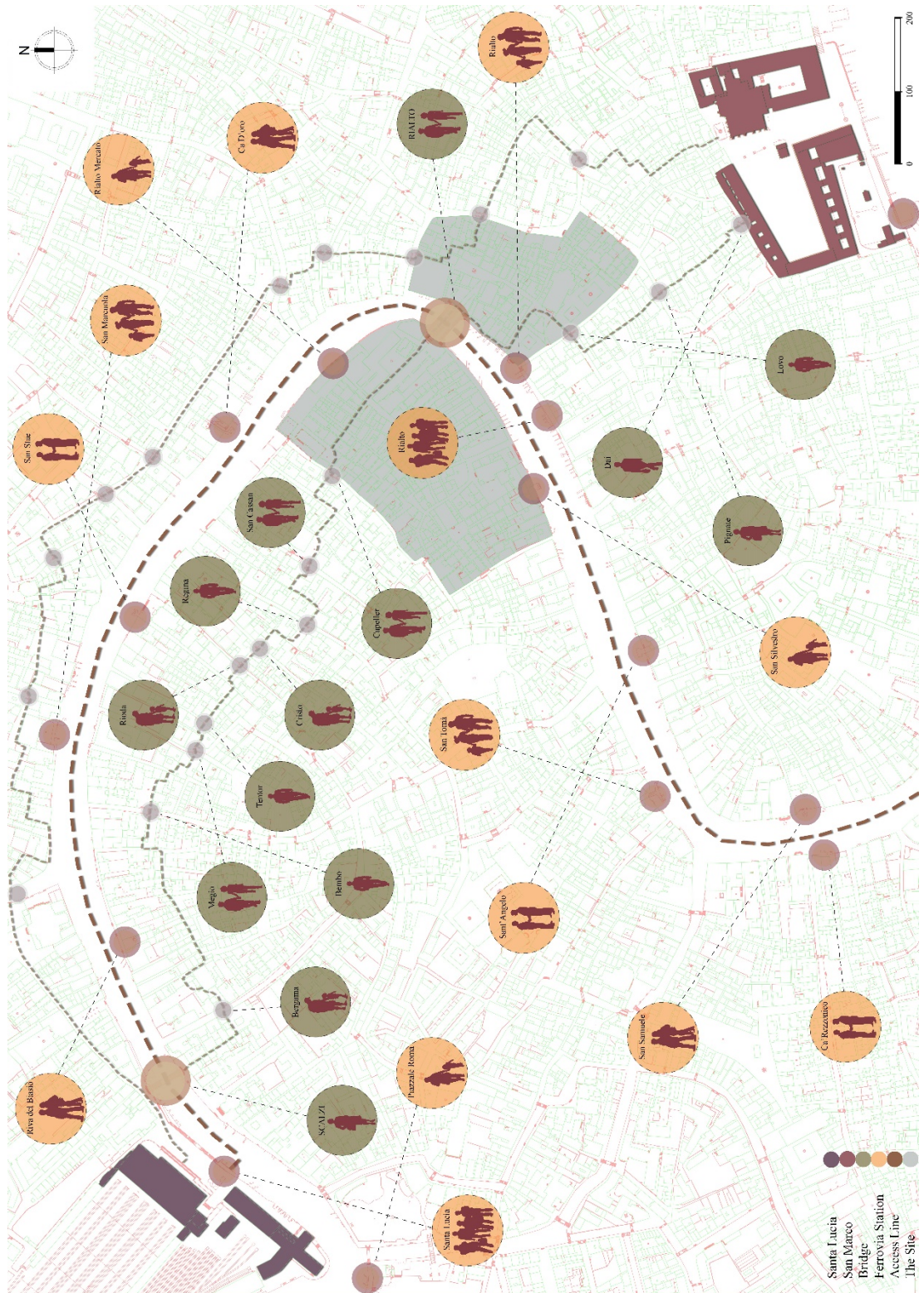
crowded zone is San Marco square which in fact, is the main tourist attraction and the most definitive space of the city. What makes it so special is the presence of Basilica San Marco, Doge's Palace, Bell Tower, and Museo Correr. There are three main ways to go from Santa Lucia to San Marco; by using motorboat stations, walking from Santa Croce to San Polo, then by using Rialto Bridge to San Marco district and then reaching San Marco square, walking from Cannaregio to Castello, Canareggio then to San Marco district then reaching San Marco square.

In between San Polo and San Marco district is located Rialto Bridge. This zone is classified as a midpoint, a neutral zone between two most important squares. The site selection starts from this point, considering this zone a representative image of the city. The selected site is also crowded by visitors by the presence of Rialto Bridge which gives to the zone important values and quality. At the same time, it makes the zone fragile to deal with. The first neighbourhood or the first site belongs to San Polo district. The site boundary is Rio dei Meloni canal. Whereas the other neighbourhood belongs to San Marco district. The boundary of this site is known as Rio della Fava canal. It continues with first site analyses which are classified mostly as physical studies of the existing elements. Series of maps are generated showing different layers of the zone and making it possible to understand the potentials that this city has. While exploring the zones there is present a feeling like the old times are present. This happens especially when analyzing the ways of transportation, accepting the fact that the only two ways of circulating throughout the city is by using motorboat stations or going by foot throughout the districts. The atmosphere created is sometimes like a gap between reality and the old times. The bridges, which typically are name after different important personalities of the city, some of them just after a characteristic of the zone they belong to or after a story related to them. As long as transportation is concerned, the most distinguishing element of the city is the usage of gondola boats, a typical, historic, romantic form of transportation. The presence of gondolas, besides being a unique element is, at the same time, a gap between society. The gondoliere, or the gondola guiders are almost stuck in the sector of serving people, especially visitors.

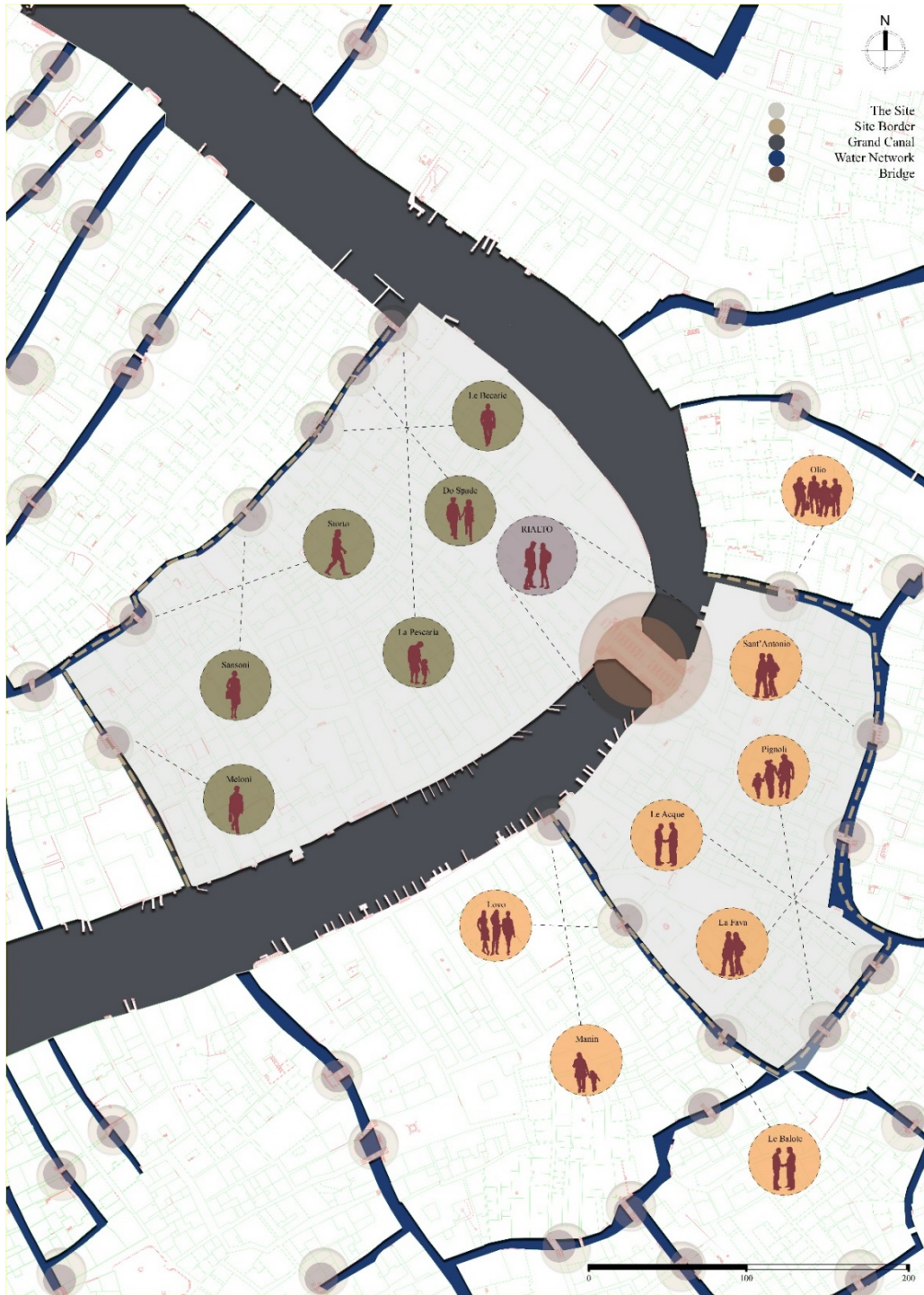
This is a form of gentrification. The same phenomenon happens in service sector such as bar, café, restaurant. The waiters seem to be stuck in this type of lifestyle. The only job they have to do is to serve to tourists and visitors. This nature is, in fact, multilayered. It has its pros, as long as tourism is the one and the only sector of the economy of the city. It has its cons, as long as tourism at the same time is harming the identity of the city, is disturbing the wellbeing of local society.

The maps below are a representation of the main urban elements of the sites. It starts with a representation of the three most used ways to reach San Marco from Santa Lucia. Along the way are shown some of the main activities at specific points which in this case are classified as bridges when walking or motorboat station when using the forms of public transport. All the pathways are represented in relation to the selected two sites. It continues with natural water elements study as well as the bridges found in the sites. Its importance is related to natural and organic form of water elements, how this network is related to the site and to the Grand Canal. Preliminary analyses of building forms, road network typology, greenery and building functions serves as a helpful element to go further with the application of four categories.





**Figure 28.** Ways of access from Santa Lucia to San Marco, map elaborated by the author.



**Figure 29.** Distribution of canal and bridges, map elaborated by the author.

There are six bridges which connect the site in San Polo with the other part of the district. Whereas for the other site, located in San Marco district, there are eight bridges. The two sites are connected by Rialto Bridge. In total, there are 433 bridges, 182 canals and 2650 alleys throughout the whole city.



**Figure 30.** Distribution of buildings in the site, map elaborated by the author.

In this map is represented building layer for all of the two sites. The most common type is row housing. Inner courtyards are present in different parts of the neighbourhood. What is obvious from this layer is the fact that the buildings and their relations with streets, canals and open spaces are all of human scale



**Figure 31.** Distribution of pedestrian streets in the site, map elaborated by the author.

This map contains a representation of circulation network throughout the site. They are called calle which is the definition of narrow streets. Throughout the streets are found different types of services, making it possible for the people to fulfil their needs. Open squares are present, being so a gathering spot for people.



**Figure 32.** Distribution of gathering spaces and greenery in the site, map elaborated by the author.

There are only some minor parts of the city composed of greenery. Greenery is found mostly in inner courtyards. Whereas open squares are generally formed by intersection of the streets. Most of the gathering zones are located near Grand Canal. These spaces are used for different functions as marketing, playing, relaxing.



**Figure 33.** Representation of the main building functions found in the zone; map elaborated by the author.

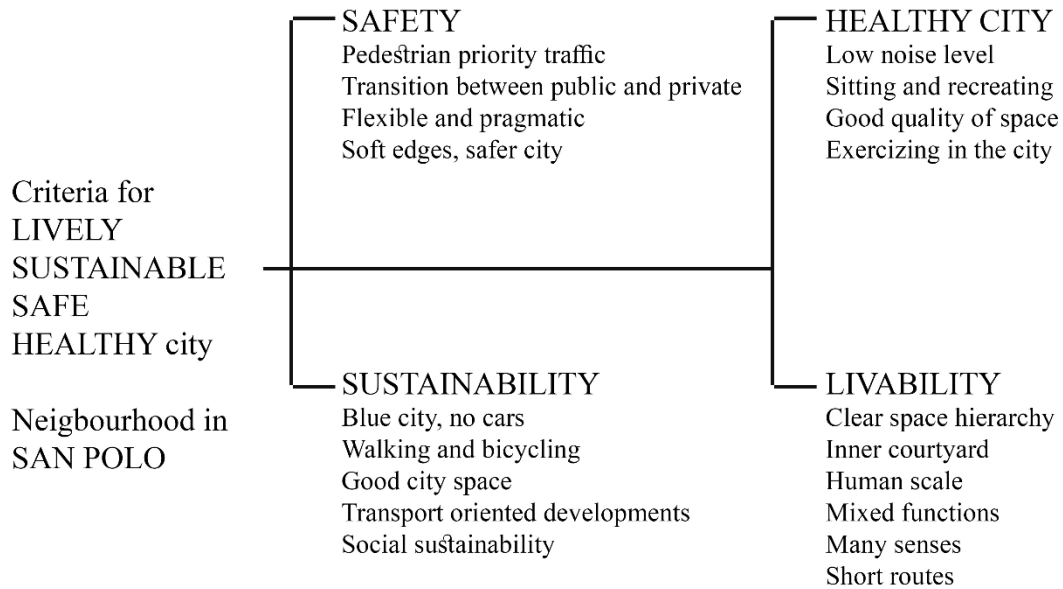
All of the two sites have great potential and a high diversity of functions of the ground floor, where so many activities happen. This fact makes the city vivid and safe at the same time. Basically, in a short radius of

50 meter there could be found services like hotel, restaurant, shop, bar, and cafeteria.

An important point to be considered is social sustainability, which is somehow out of order. This term is directly related to tourism. The situation is out of control, how massive number of tourists visit Venice every day, causing an imbalance between wins and losses. Is it worth to push the residents away? Should this situation continue the same for so long till no one would prefer to live in Venice anymore? These are some question marks for the future of the city. The following study shows a clear image of the potentials of the city in terms of livability, safety, sustainability, and health. All these categories are related to the society, to their wellbeing and also related to tourism demands. This analysis is like a sample test. The categories of urban criteria are tested and applied in different zones as they are demonstrated in the upcoming section.

## **5.2 Site in San Polo district**

San Polo district is the smallest and the most centered district of Venice city. This district is the oldest one known for its churches and open spaces that served as marketplaces for the residents throughout the years. This district is a transitional space between the entrance of the city and the Rialto Bridge as well as the Piazza San Marco in a larger scale. It is important to mention this fact because the district collects a massive number of tourists and visitors, letting them to the most famous bridge. The district is named after San Polo church which is the oldest church. The site is known for its regular building modules and linear circulating paths. To be mentioned is also the presence of small open piazzas as well as inner courtyards which are a key element for the zone. Throughout the zone are found a great number of hotels, restaurants, expensive shops, and bars as long as Rialto Bridge is near the zone. Besides that, the biggest gondola stations are located throughout the sides of the site. The same phenomenon of prices happens here as of the site located in San Marco district. Still the zone remains most frequented.



**Figure 34.** Criteria for LIVELY, SUSTAINABLE, SAFE, HEALTHY city.

In this section is represented a schematic representation of the four main elements for high quality city spaces. It consists of four main elements such as lively, sustainability, safety, and healthy city, which are subdivided in different specific criteria for each of them. The scheme is prepared for the site in San Polo district. Each criterion is highlighted, and a specific zone is selected in the site, which represents better the criteria itself. For each spot there are represented the common atmosphere and activity happening, which makes it easily understandable.

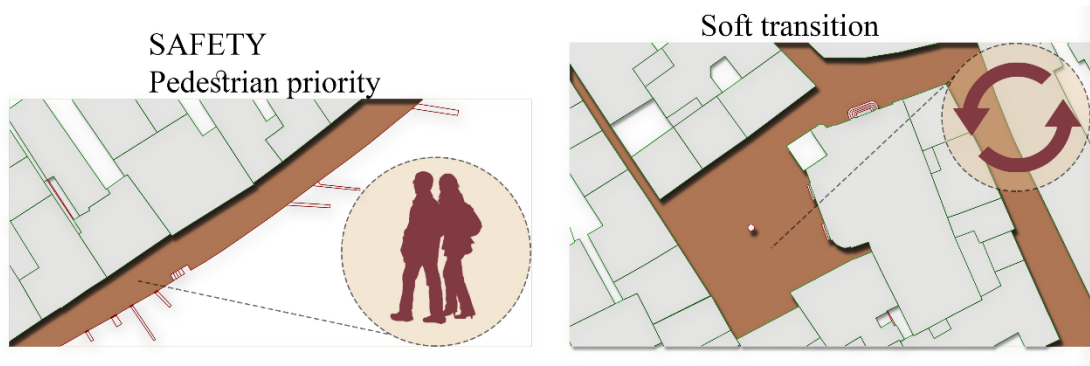
As it is shown below from the main map, the zone is highlighted showing the most essential urban elements and the relationship to the surrounding.



THE SITE IN SAN POLO  
Buildings and road network distribution

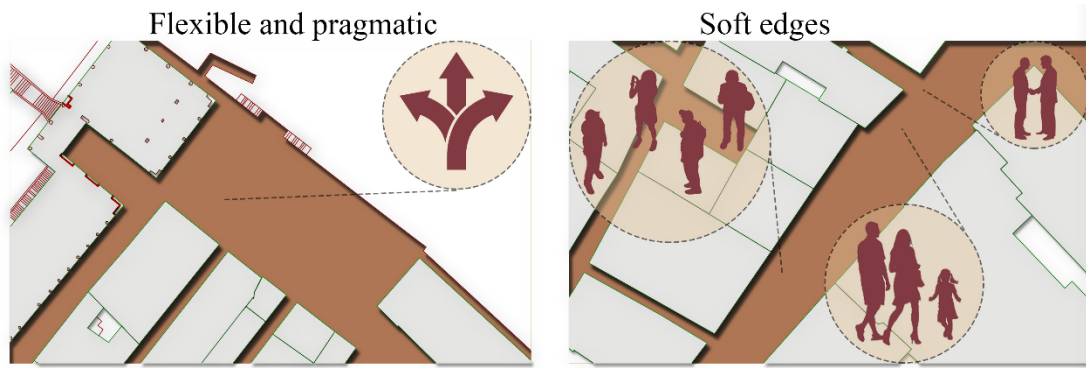


*Figure 35.* Representation of buildings and streets in San Polo site, map elaborated by the author.



**Figure 36.** Criteria for safety. Pedestrian priority traffic; soft transition between public and private space.

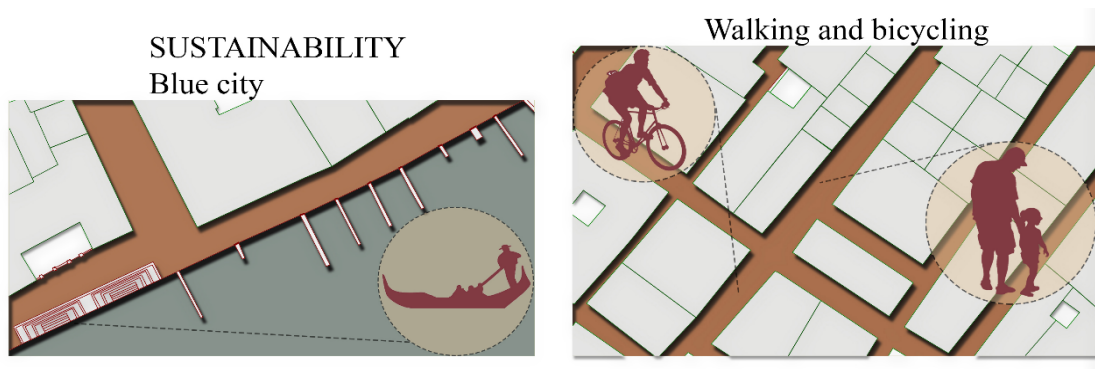
As long as safety is concerned, Venice can be classified a true city for people. When prioritizing city quality, is hard to beat. There is a soft transition between public and private space which makes the city feel safe. Basically, walking through the streets is noticed the presence of stairs, steps and change in height which marks the transition between public, semipublic to private spaces.



**Figure 37.** Flexible and pragmatic space; soft edges, safer city.

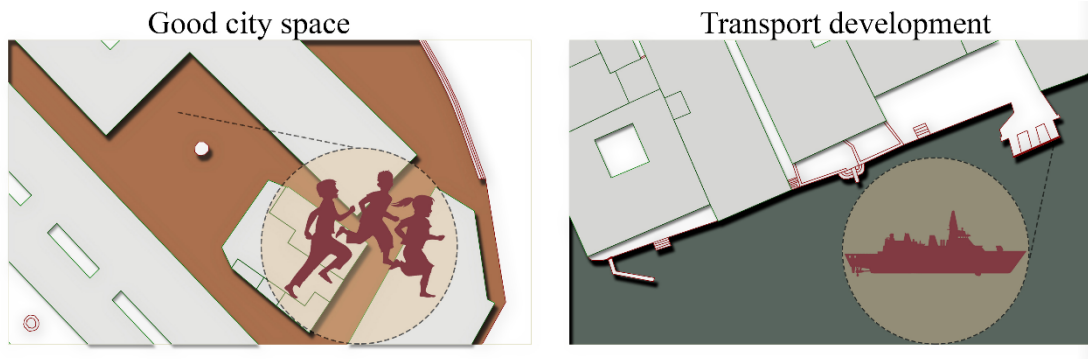
The term of flexibility is introducing as one of the most important elements for a safe city. In this case, the space selected as flexible is an open space for different temporary activities, mostly market space. It can be used for different other purposes according to inhabitants' needs. While the other criteria consist of soft edges, which in our case consists of a diversity of functions, verticality of openings, transparency of activities happening in

ground floor, texture and details as well as scale and rhythm. All of these elements make the city safer.



**Figure 38.** Criteria for sustainability. Concept of blue city; walking and bicycling.

One of the issues related to the city of Venice is lack of green spaces. There are some small spots but still there is need for more greenery especially in city scale. In this case, instead of green city, blue city is introduced as long as one of the greatest potentials the city has is its water elements present throughout the whole city. There is no car at all, which gives priority to pedestrians and motorboat type of public transport. Besides that, there are other kinds of intermediate transportation form such as gondola or taxi boats. The second criteria proposed for a sustainable city is walking and bicycling. The city of Venice is the perfect example as long as there is no car at all. Bicycling is a new term that would be introduced for the city, by providing specific lanes only for bicyclists. Till now it remains just a hobby-related activity so the people who are passionate of bicycling can go only in specific streets as long as a considerable number of them are narrow and do not allow that type of circulation.



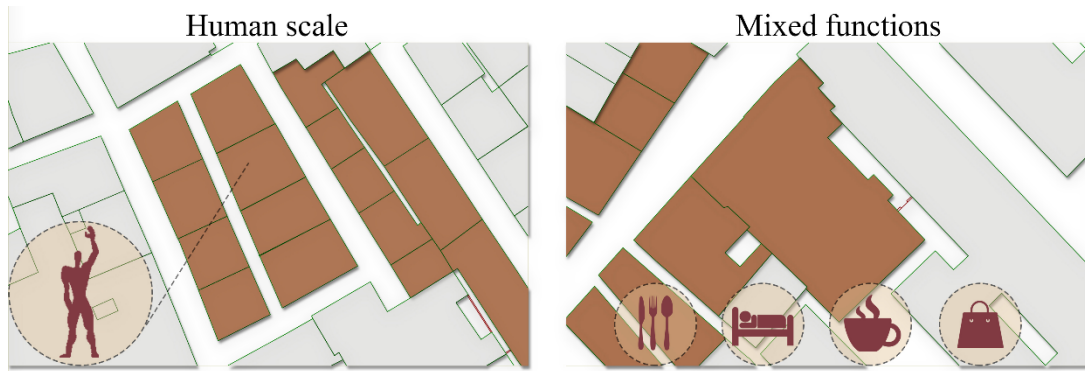
**Figure 39.** Good city space; transport-oriented development.

Good city spaces are considered small open squares, which are present generally at the intersection of the streets or adjacent to specific buildings such as cathedral or palaces. There are spaces appropriate for children to play, gathering zones as well as recreational areas for sitting and relaxing. An important criterion for a city to be sustainable is the strategy which is oriented towards transport development. The introduction of motorboats and the presence of short-distance stations throughout the Grand Canal is an example of this criteria. The people can go easily from one place to their destination in a couple of minutes. For faster circulation there are also taxi boats which cooperate in the city. As long as other types of transport are concerned, there is a question mark for the city. To be mentioned is the transportation of foods, materials of construction, collection of rubbish causing a disbalance in terms of prices. As a consequence, the costs of living are high which make the city inconvenient.



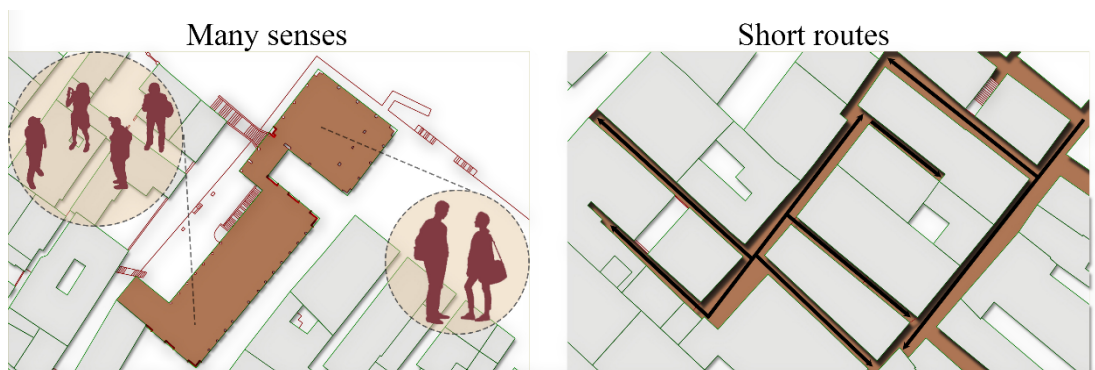
**Figure 40.** Criteria for livability. Clear space hierarchy; inner courtyards.

As for the third criteria of qualitative urban spaces, the city should have a clear space hierarchy as well as the presence of inner courtyards in order for it to be more livable. The buildings are organized clearly with short, linear streets in between them which provide a good circulation and a simple way of access for people. These linear axes are intersected in specific places forming bigger gathering points as well as open squares. There are also buildings of a large scale where a well distinguished element is the presence of inner courtyard, a means for people to congregate, sit and relax in these zones. Generally, there are also green areas present in the courtyards, completing in this way, good qualitative spaces for the city.



**Figure 41.** Human scale buildings and spaces; mixed functions of the ground floor.

The most present element in Venice is its human scale in terms of buildings, streets, canals and gathering spaces. Basically, every element of the city is in perfect relationship to the people. In this section is represented a spot of San Polo district which shows the layout of the buildings and its relation to the surroundings. Building units are in a row, with a variety in height and façade representation and still in a good relationship with each other. Each of the units has its own function as it is represented in the second spot. In a short distance there are found hotel, restaurant, shop, and cafeteria giving diversity to the space. All of the services are easily accessible by everyone at any time. It is exactly at these spots where corners of the city are defined and from there, they take meaning. This term is also related to soft edges as mentioned before as well as soft transition between a public to a more private space.



**Figure 42.** Many senses in a single space; short routes for a better circulation.

The other two criteria for a livable city are represented as the presence of short routes and many senses in a single space. The reason why it is so easy to circulate in Venice is by the presence of short routes. Instead of going throughout the neighbourhood there are intermediary streets, which are called calle, that let the people to their wanted destination. While the last criterion for a livable city is related to spaces that offer many senses to people. At the same time people take different services and perceive in different ways the same space, so that the space itself provides more than one sense.



**Figure 43.** Criteria for healthy city. Low noise level; sitting and recreational spaces.  
Source by Shkelzen Subashi, 2022.

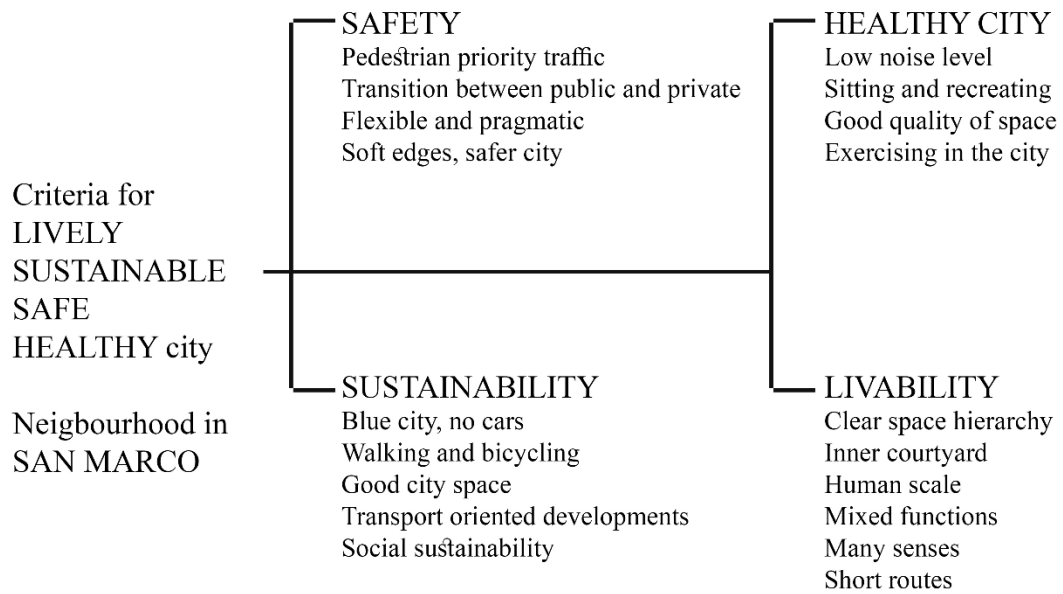
In this section is represented a set of photos related to the criteria for a healthy city. Main categories are low noise level and the presence of sitting and recreational spaces which provide good quality city spaces. As long as noise level is concerned, Venice is an example of a quiet place, no cars at all which are the main reason of acoustical and air pollution. What is mostly heard as a background sound is the noise of the waves and gondolas going through the canals throughout the neighbourhood. Whereas the area through the Grand Canal is of a different character. Beside the wave sound there are

also present the noises of motorboats and taxi boats passing through the canal. The second part is about sitting and recreational zones. To be mentioned are the cafeteria spaces especially near the Grand Canal as well as throughout the streets, especially where they intersect and form squares. People prefer to sit and enjoy the view, seeing the activities happening in front of them especially near water sources as shown from the photos. The Municipality of Venice banned the action of sitting as long as it blocks the traffic and makes it difficult to circulate. Even though, there are many people who prefer to sit and relax almost everywhere there is a nice vista.

### **5.3 Site in San Marco district**

San Marco district is considered to be the most frequented district by the fact that the main tourist and visitor attraction, which is Piazza San Marco, is found in this district. Compared to the other site, located in San Polo this is more irregular in terms of streets and their relationship to the buildings. This site is a high importance because it collects the people coming from Rialto Bridge and orients them to the other destination. The site itself functions as a transitional area between Rialto and Piazza San Marco. It is crowded by massive number of people, leading them to other parts of district. A high number of services is found in this zone consisting of hotels, bar and restaurants, shops, and cafeterias. The fact that the zone is near the most famous bridge of the city has led to a utopic price disbalance. Although, there are still high number of people who prefer to frequent the zone in comparison to other zones. The district itself is named after the basilica with the same name located in its most famous square which is Piazza San Marco.





**Figure 44.** Criteria for LIVELY, SUSTAINABLE, SAFE, HEALTHY city.

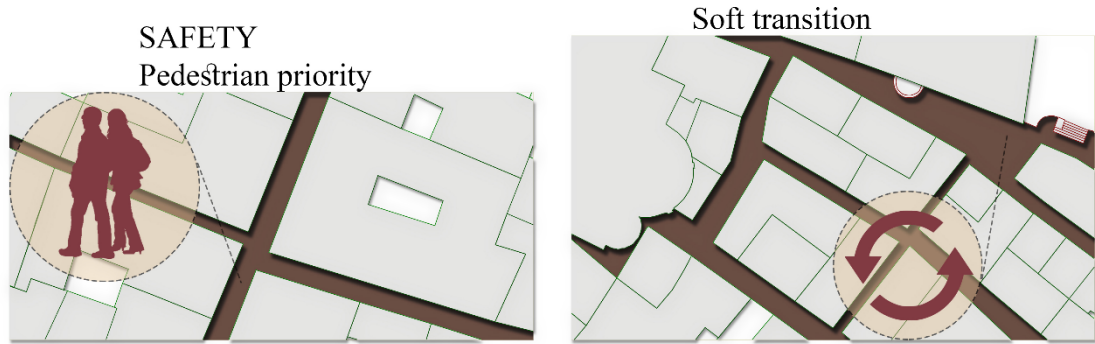
In this section is represented a schematic representation of the four main elements for high quality city spaces. It consists of four main elements such as lively, sustainability, safety, and healthy city, which are subdivided in different specific criteria for each of them. The scheme is prepared for the site in San Marco district. Each criterion is highlighted and a specific zone is selected in the site, which represents better the criteria itself. For each spot there are represented the common atmosphere and activity happening, which makes it easily understandable.

As it is shown below from the main map, the zone is highlighted showing the most essential urban elements and the relationship to the surrounding.

THE SITE IN SAN MARCO  
Buildings and road network distribution

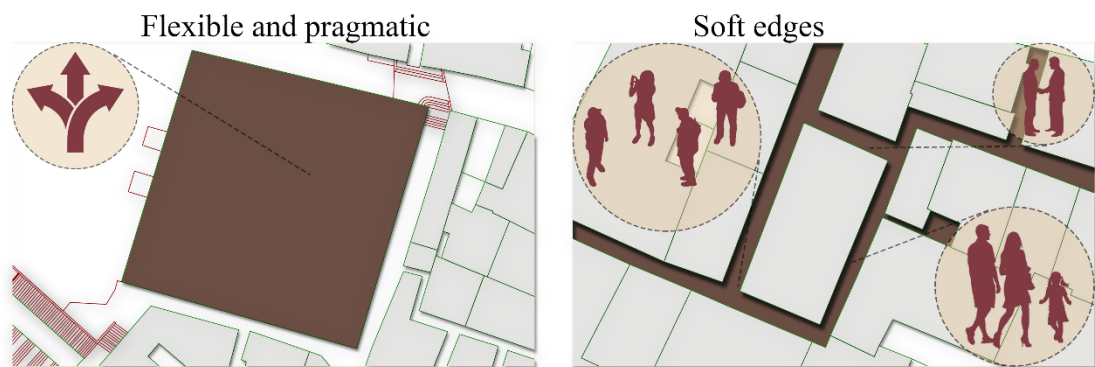


**Figure 45.** Representation of buildings and streets in San Marco site, map elaborated by the author.



**Figure 46.** Criteria for safety. Pedestrian priority traffic; soft transition between public and private space.

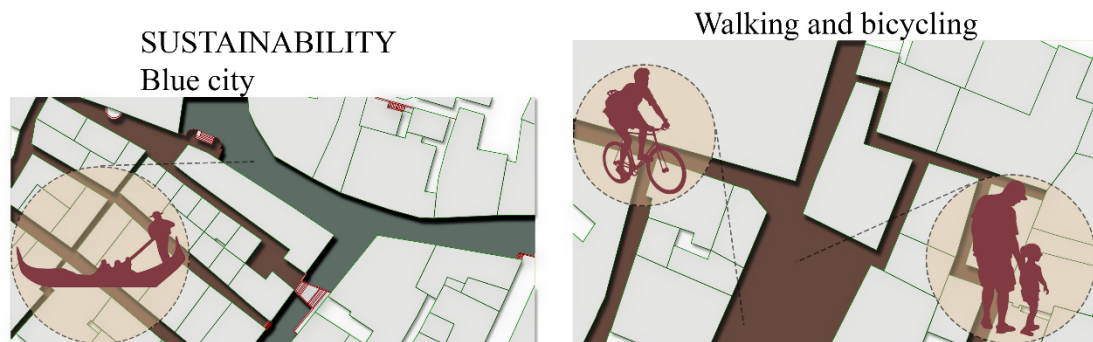
The first section consists of safety element as well as the criteria that make the city safer. As the first criteria it comes pedestrian priority traffic. It stands everywhere in the city as long as the most common circulation form is walking. It is characterized by narrow streets which create open squares when they intersect. Here is demonstrated also the soft transition from public spaces, which in our case is a bridge, to more private spaces which consist of more narrow streets letting people to their house entrance.



**Figure 47.** Flexible and pragmatic space; soft edges, safer city.

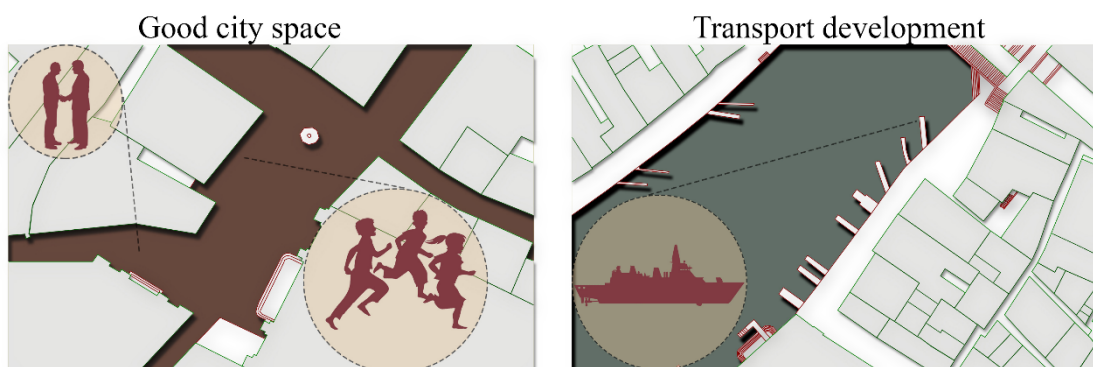
The city should consist of flexible spaces which are open to different functions depending on people's needs. In this case it is selected a building called Fondachi dei Tedeschi (Warehouse of the Germans) located in San Marco site. This building represents a complexity of functions, so there is room to restaurants, shops, and cafeterias. Whereas the fourth criteria for a safe city is classified as soft edges. This criterion is related to the present

functions as well as to the verticality of the openings, texture and details allowing people to feel safer and at the same time to fulfill their needs by taking the services from their location.



**Figure 48.** Criteria for sustainability. Concept of blue city; walking and bicycling.

The second element for qualitative city spaces is sustainability which itself consists of four criteria. It starts with the concept of green city which in our case is defined as blue city as long as the most distinguishing element of the city of Venice is its water elements. Not only as water sources, the canals contribute also to the circulation of the people creating so a blue network. It gives the city a rare value and thus creates an image that cannot be found in other cities. As the second criteria it comes walking and bicycling also found around the whole city. There are open spaces at street intersection in this site which makes it possible beside walking, also bicycling.



**Figure 49.** Good city space; transport-oriented development.

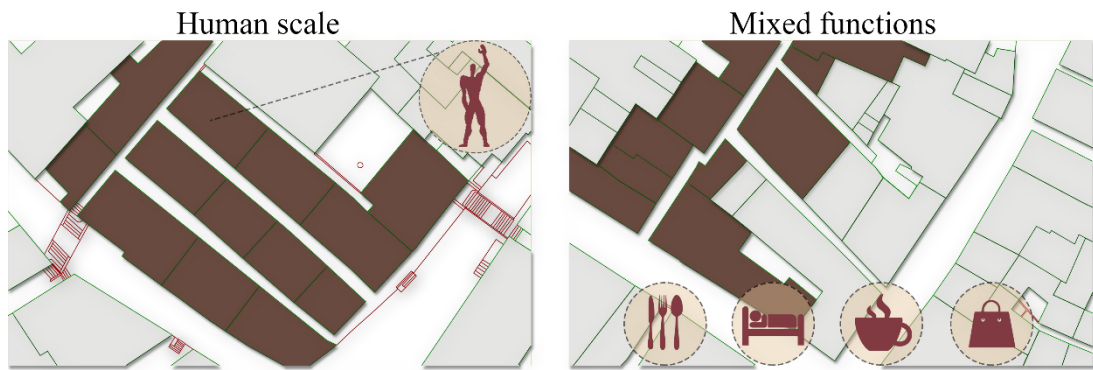
In order for a city to be sustainable it has to contain good spaces and strategies that are oriented towards transport development. In this section are represented these two criteria. There are present spaces that offer the possibility to walk and play, sit, and relax. At the same time these spaces are a meeting place for different purposes, becoming so a landmark for the city. To be mentioned is the fact that everything can become a landmark in Venice. In San Marco site are located some of the biggest gondola stations as well as two of the most important motorboat stations. Besides that, there are found also other types of public transportations which would be an optimal solution for people depending on their cases.



**Figure 50.** Criteria for livability. Clear space hierarchy; inner courtyards.

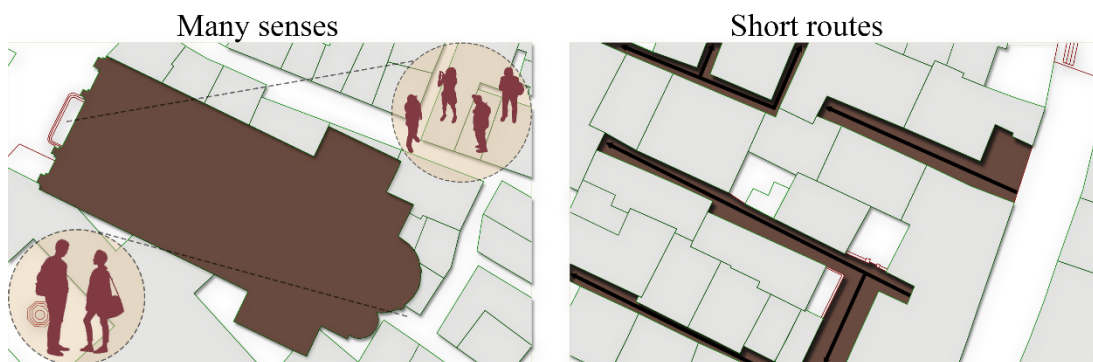
As long as livability is concerned, it has to contain criteria that are related to clear space hierarchy as well as the presence of inner courtyards. The first criteria is obvious in specific parts of the site. It is shown the relation of the building modules and the streets, creating so simple circulating linear lines according to a clear hierarchy. Inner courtyards are present especially in large module buildings as long as it is important to have that

inner intervention in the middle of the modules for getting natural light and natural ventilation as well as qualitative space for sitting and recreation. It also becomes a means for planting a tree or some greenery spots as they are present.



**Figure 51.** Human scale buildings and spaces; mixed functions of the ground floor.

Building modules are related with the surrounding elements in a total human scale way. Not only top view of the buildings makes these criteria clear but also the buildings height and the usage of materials. The path starts with the bridge, letting to narrow streets surrounded by two, three or four floor buildings. To be mentioned is also the building functions, together with its diversity. In a small spot there are found a restaurant, a shop, hotel rooms as well as cafeteria. All of these elements make the city dynamic and diverse in its own way.



**Figure 52.** Many senses in a single space; short routes for a better circulation.

The last two criteria for a lively city are the presence of many senses in a single space and also the presence of short routes for simple circulation. All of these criteria are found and expressed in different places of the site. Short routes are spread throughout the site and in a larger scale throughout the city. They are useful for letting people faster to their destination, sending them from a public space to a more private one.

Whereas the other criteria of many senses have to do with the possibility of having different senses and activities in a single space. It is related to the way of perception of people as well as the contribution that the space gives to people. If it consists of soft edges, there would be experience zone, staying zone, exchanging zone or just a meeting place for people.



**Figure 53.** Criteria for healthy city. Low noise level; sitting and recreational spaces.  
Source by Shkelzen Subashi, 2022.

The healthy city is considered as the fourth element for better quality city spaces. In this the two criteria for a healthy city are classified as low noise level and presence of sitting and recreating spots. San Marco district is the best example and at the same time the worst one in a city scale

considering the fourth element. This district has some of the best sitting and recreational areas but at the same time, as a contradiction, it has the highest noise level. The reason is because there are always massive groups of people, so called tourists or visitors present at every part of the district. As long as the site is concerned it is quiet during the morning as well as during the evening. There is a rise in noise level near Rialto Bridge and Canal Grande as long as these two spots are always overcrowded. The more it gets far from these two locations the quieter it gets, hearing just the wave sounds in the canal and the noise of the boats passing through them. As for sitting and recreation, most of the people prefer to enjoy the spots with a view to Grand Canal. Meanwhile, there are cafeteria and other public spaces for accommodating people mostly alongside Grand Canal, as well as at the street intersections, where there are bigger spaces and open squares.



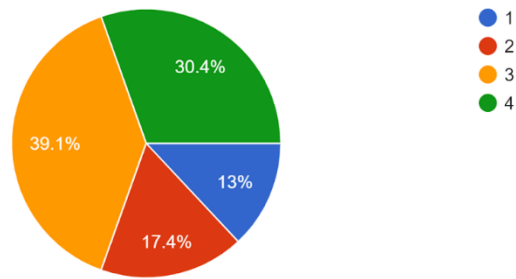
## **CHAPTER 6**

### **RESULTS AND DISCUSSIONS**

#### **6.1 First results**

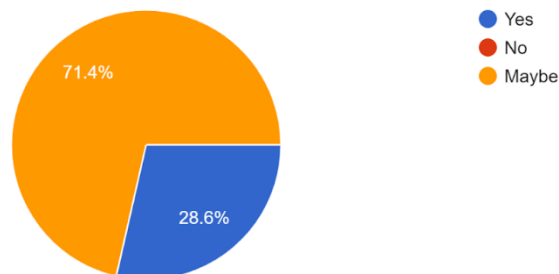
An important part of this study is also the questionnaire prepared for the local residents of the two neighbourhoods, with the aim of collecting their opinion on tourism aspect. The selection of the target group, which are people aged 20 to 60 years old helps us understand the situation of overall society of the city. Their responses, considering the fact that they are residents in the city, thus, they know and experience every day the problematic issues related to tourism; are considered as a contribution of the final scientific output. To be mentioned is the fact that limitations took place in the selection of the target group. Hotel, restaurant, and bar owners are not allowed to be part of the questionnaire, though, their responses would not be neutral as long as tourism is the most important source of their income. Besides that, people involved in the administration of the municipality refuse themselves to give a single opinion on tourism, causing a lack of information about tourism phenomenon.

The questionnaire itself consists of 30 questions, where most of them are multiple choice questions and a considerable part of 8 questions are about writing a general opinion about a specific topic. The results of the questionnaire are shown in charts and graphs as they are taken from the online format. Most of the responses are represented in terms of percentage for each choice. For every question it is added a short comment explaining the overall idea behind the question itself. The results of the questionnaire are demonstrated below.



**Figure 54.** How much does overcrowding affect your daily life? Choose from 1 to 4. (1-not at all, 4-very much)

The first question is a direct opening to the main topic as well as one of the three most important questions at all. More than just the effects of overcrowding, the opinion of local people also shows the dissatisfaction with the situation. In total, most of the answers were about the third choice, the resident's life is affected at an average of level three in a scale of one to four.

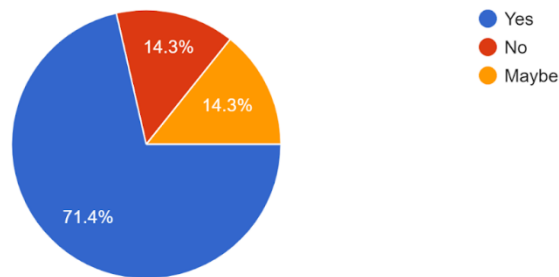


**Figure 55.** Have you ever thought of moving out of Venice?

Second most important question is about the local people thoughts about going out of the city. In a general overview most of the residents are not sure if they would go or stay. At the end there is no resident that completed this questionnaire who has not thought about moving out of Venice.

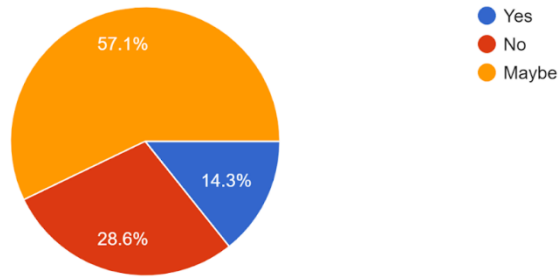
**Figure 56.** What are the possible reasons that pushed the residents out of Venice city?

In this section is represented a chart with the possible reasons behind of why the residents have left. Most of them answered first three questions. The possible reasons which would be the answer for this question continue as following; Is there a lack of services? Are there too many tourists? Has life become too expensive? Is the city itself inconvenient? Is there a lack of jobs? Possibility to rent their house if they move(?) Any other personal reason? The answers show a relation between the existing fact and the reasons behind. This part of questionnaire can be considered a starting point for a more detailed study and strategic proposals for managing the situation and creating spaces that would accommodate again the residents in an appropriate way in their city.



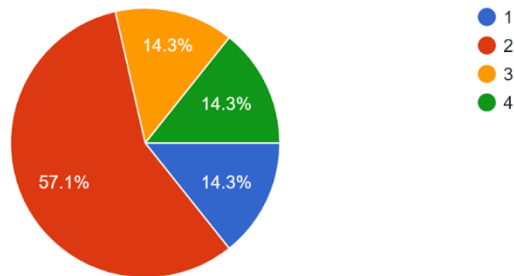
**Figure 57.** Do you think that Venice is being sold away to the tourists?

This section is conducted of questions that are related to a very personal single opinion generally for the future of the city. Sold away to tourists behind its original meaning goes further explaining how the importance is towards visitors, not towards local residents. The phrase 'I am your slave' which is an original Venetian phrase mostly used in services and in general, helps us understand the relations between two facts. Approximately 70% of the residents that answered think that Venice is being sold away to its tourists.



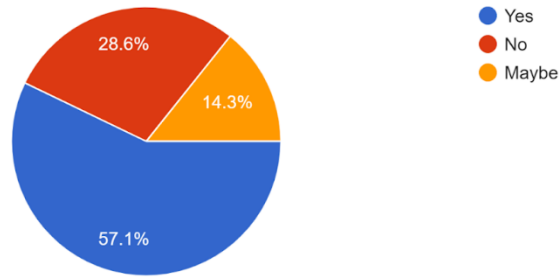
**Figure 58.** Do you think that Venice is your future city?

A major part of the stakeholders are not sure about their answers, they are sceptic whether the city is anymore their city or not. Only a small part of 14% of overall stakeholders gave a positive reaction, seeing the future of the city with a positive eye. The other part of 86% of stakeholders are about the negative opinion.



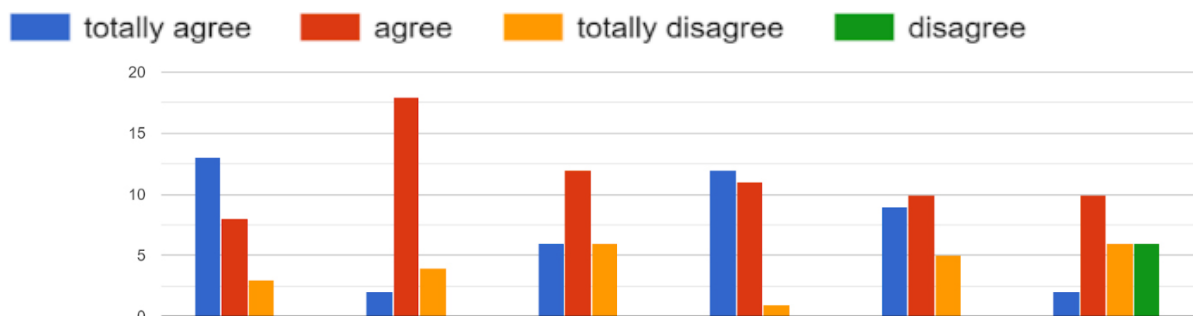
**Figure 59.** In what extend do you think the shops, food centers, cafeterias are compatible with city heritage? Choose from 1 to 4. (1-not at all, 4-very much)

This question is related to gentrification phenomenon. Many activities are carried out at the ground floor of the city. The most common types are services like hotels for tourist accommodation, restaurants, bars, and cafeterias and also variety of shops. The question mark is how all of these activities that at the end are good for the society, are compatible and respect the historic and cultural identity of the city. The most common answer of 57% of the overall stakeholders was about at an average of level two in a scale of one to four.



**Figure 60.** Have you ever had any reason to complain regarding tourists' behavior?

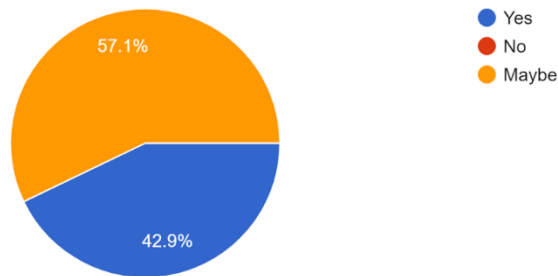
As long as tourists' behavior is concerned, all the residents experience this fact in different ways. Everywhere there is tourism there are misbehaving. This is considered to be a phenomenon itself for the city. Most of misbehaving consist of throwing away rubbish in the water or in the streets, throwing the leftovers of their foods. This phenomenon expands till the extreme of going into the water naked. Considering this fact, these are brutal behaving that could happen at any time in the city, being aware of the presence of children, other visitors, grown residents etc.



**Figure 61.** List of statements of Venice city as a destination. To what extend do you agree with them?

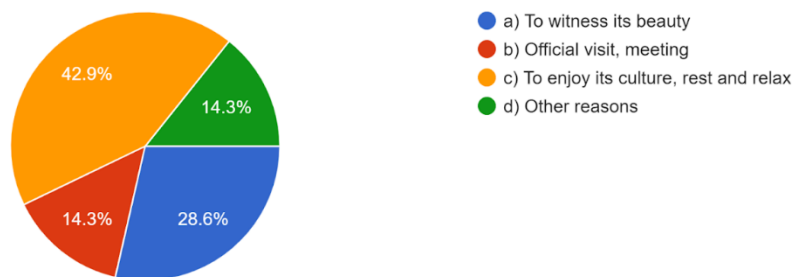
This question is part of the questionnaire to understand what the residents think about Venice city destination and to what extend they agree with them. The questions are as below; This tourist destination has a unique image. The local people are friendly towards guests. Most people have a positive opinion about tourist destination. This tourist destination is popular. The destination has more than sufficient tourism development. This tourist

destination respects the natural environment. Most of the answers were about the second statement and the common extend of agreement was: I agree.



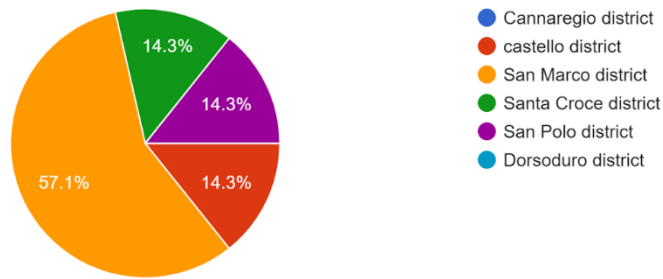
**Figure 62.** If you were out of Venice, would you prefer to visit it?

An open-ended short question where the results were almost 100% positive. Everyone who has completed the questionnaire answered yes, they would visit Venice if they were out and maybe which actually was the most common answer of 57% of overall responses.



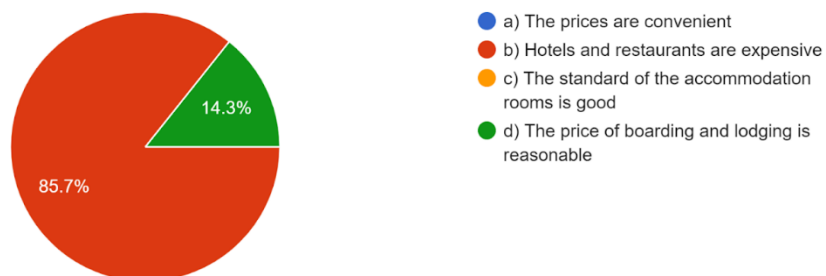
**Figure 63.** What do you think is the reason behind the tourists visiting the city of Venice?

The all four choices are a type of tourism in Venice. The residents were all aware of all mentioned types. Their common answer, however, was about the third choice, to enjoy its culture, resting by accommodating in one of the hotels of the zone and relax by seeing the peasant image this city provides. The second most answered question was about the first choice, to witnesses its beauty, to testimony its values.



**Figure 64.** What district do you think is more preferred by tourists to visit?

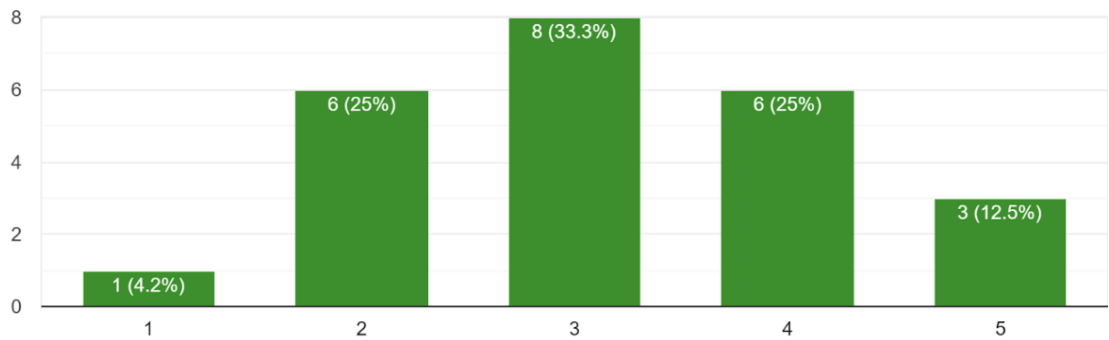
Even though the tourists are spread all over the city, there is still one destination which is mostly visited. The main tourist attraction of the city is San Marco square. As a consequence of that, most of the residents, 57% of them all, selected the third choice which is San Marco district and where San Marco square is located. Not only from Santa Lucia gate, but a great number of tourists also enter the city from other motorboat stations. In this case, to be mentioned is the fact that there are itineraries directly reaching San Marco Square, where tourists coming from outside the lagoon prefer to enter.



**Figure 65.** This question is about accommodation and expenses connected with it. Please link the appropriate choice for you.

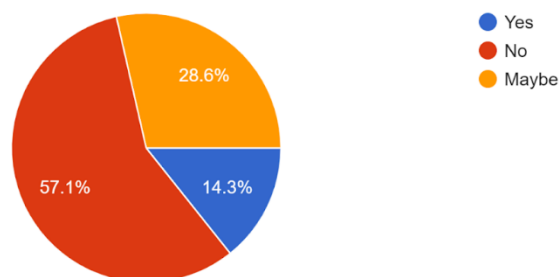
As it is mentioned at the first questions of the questionnaire, one of the main reasons that pushed away the residents are the prices and costs of products. This is generally expressed in accommodation sector, restaurants, and café shops. Basically, everywhere there are services related to tourism, the owners try to maximize at its limits their income, turning it out to be a

utopic price list of the products. In relation to that, there are the local residents of the zone. Should they have to pay the same as tourists do or there is no other choice, beside leaving forever the city? Most of the answers were about the second choice. In their opinion the hotel and restaurant prices are expensive.



**Figure 66.** What is your general satisfaction rating about tourists during their visit to this tourist destination?

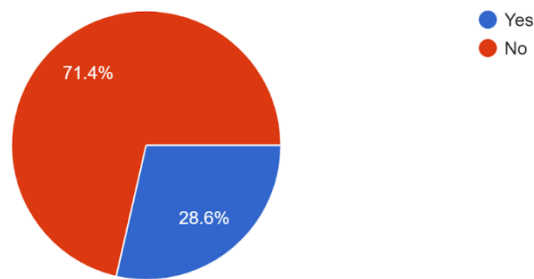
The satisfaction rate varies from 1 so the residents are so satisfied with tourists during their visit, to 5 so the residents are totally unsatisfied with tourists' behaviors. In general, all the residents had a bad experience or had faced a situation with tourists, being it a kind of disturbance or misbehavior. At all, most of the residents gave the answer that stays at level three of satisfaction in a scale of one to five. This question is also a contribution to TIAS instrument as well as to the evaluative and affective attitude of the residents towards the tourism phenomenon.





**Figure 67.** Do you think that prices for tourists should not be the same as for the local people?

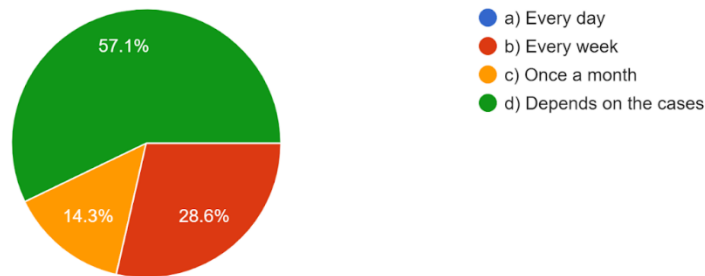
This question stands mostly as a possible proposal for price issues in the city. The reason of having this question a part of questionnaire is to see the reaction of the residents. Only a minor part of the answers was about the first choice, which means that only a few numbers of residents think there should be price difference. At the other hand, a major part of 86% think that the prices should be the same for everyone. The required action is a review of the prices in order for them to be reasonable and acceptable for all the categories of the society.



**Figure 68.** Is there a lack of foods and products as long as the island is divided from the mainland?

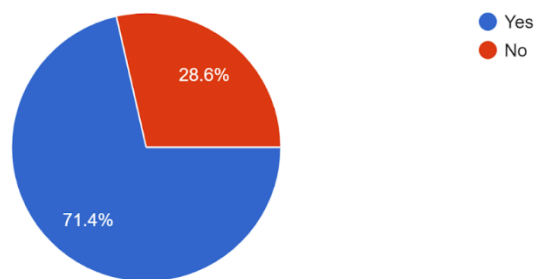
When taking into consideration the fact that Venice city is an island which is connected by only one bridge with the mainland makes it difficult to manage the issues of every day's life. Adding also the input that the city itself is being divided into smaller islands and water canals places the difficulty of managing the life at another higher level. An example is tourists' luggage boarding from Santa Lucia to the hotel destination. Another example is the transportation of materials, foods, and stuff to their destination in the city. Imagine if there is a project carried out in the city, the level of difficulty of carrying the materials is high, so is the price. Everything is costly in Venice. This question tries to explore if there is a lack of materials, foods, and stuff of every day's life in the city. In general, the elements are provided and most of the answers, a total of 71%, were about the first choice, meaning that there is

no lack of foods and products. In contrary, everyone is free to go out of the city by themselves to provide products and stuff they need.



**Figure 69.** How often do you go out of the city?

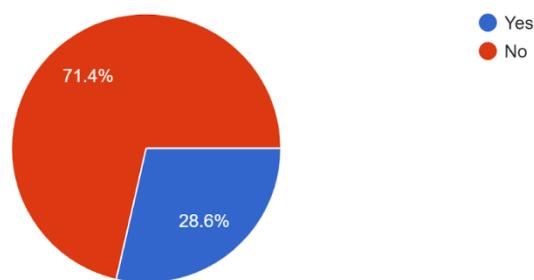
This question is so related to the previous one. In general, the local residents go out of the city depending on the different cases. One of the cases is providing personal stuff they need by the time that they cannot find in the city. A total percentage of 57% go out of the city depending on their personal cases, by using cars, train, or other forms of public transport like bus and taxi. Another considerable part of stakeholders, a total percentage of 28% were about to go out of the city once a week. No one of them was about to choose the first answer whether they go everyday out of the city, except the people who work, study, or have their every day's meetings out of Venice.



**Figure 70.** Are you aware of tourism plan provided for the city of Venice?

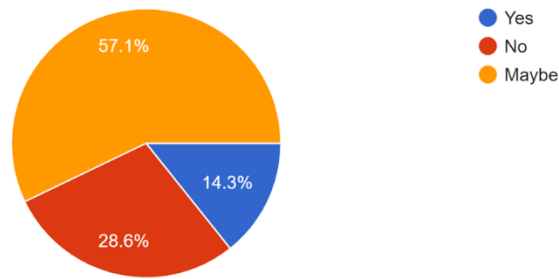
A total percentage of 71% were aware of the plan provided for tourism specifically and Management Plan in general. The idea behind the question was to investigate the level of awareness of the local people about

the strategies applied for the city in order to have a better management and a control of the problematic issues. The major part was aware of the plan whereas the other minor part of 28% were not aware. Some of the stakeholders that I had the possibility to interview in person also explained the elements of the management plan, projects carried out in tourism sector and the new projects going on the city. The other opinions are not shown in this section as long as the aim was to collect or clarify the percentage of people being aware not the level of awareness about the tourism and management plan.



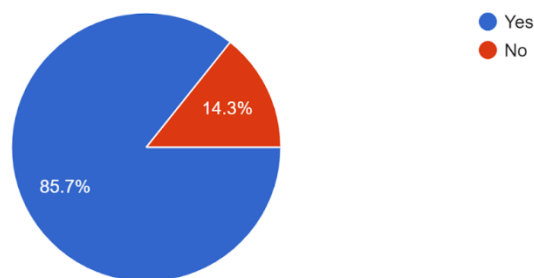
**Figure 71.** Is the tourism promotional strategy effective?

This question is the second phase of the previous one. In this section the personal opinion of the residents is required whether they think that the strategy followed for the management of tourism is effective or not. The results are obvious that a total percentage of 71% gave the sharp negative response. They think the strategy is neither effective nor appropriate for their city. The situation is the same as before. Massive flows of people are present every day and during all day and there is no minor or major changes in this aspect. The other part of the residents see some minor changes and gave a positive reflection on the effectiveness of the tourism promotional strategy.



**Figure 72.** Do you think that there is a continuous action regarding the tourism plan?

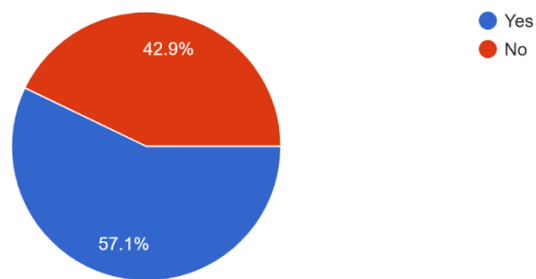
The scope continues with the third question regarding the actions provided by responsible institutions for tourism in Venice. An important fact to be considered for this question is the COVID-19 impact, as long as the tourism sector which is the one and the only one sector of the economy of the city had the deepest effects compared to other sectors. After the lockdown, new strategies are applied and monitored in different period of time especially in hotels, restaurants, and café shops. Together with its cons, the period of quarantine is perhaps, the period which we can evaluate the tourism and its effects as a full package. Turning to the question, a major part of approximately 86% of the residents gave a negative opinion, selecting the second and third choice. The minor part of 14% still believe that there is an effectively continuous action plan regarding the tourism.



**Figure 73.** Do you think that there is any improvement on the area?

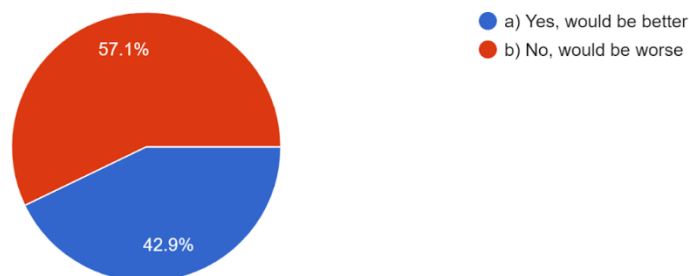
The situation is pretty much the same according to a total percentage of 86% of the overall local residents' opinion who completed the

questionnaire. In their opinion there is no changes. The reason is that tourism itself is always unpredictable and has diverse dynamics. A tourist is always a tourist, free to experience the city in his own manner. All of that is a multilayered composition which unfortunately cannot be controlled one by one. There are actions and plans which categorize the problems and according to that provide the solution. The point is that there is always room for new diversity which cannot be stopped before they happen.



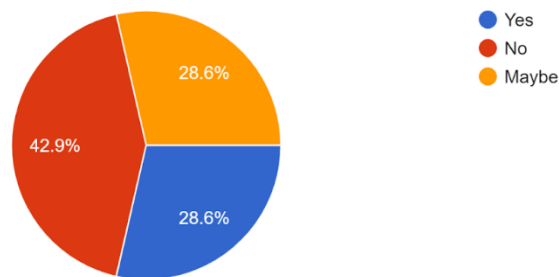
**Figure 74.** Does the government provide enough information regarding the tourism plan?

The responses for the last question regarding the tourism management plan is about the information provided by the municipality and other administrative offices responsible for the management of the city. Most of the answers that were about a total percentage of 57% think that the information they are provided with are not sufficient. Whereas the other group of 43% gave a positive opinion believing that the information are provided by the authorities and they are enough for them as residents.



**Figure 75.** What do you think would happen if there is no more tourism in Venice? Would it be better or worse? (Yes, would be better. No, would be worse)

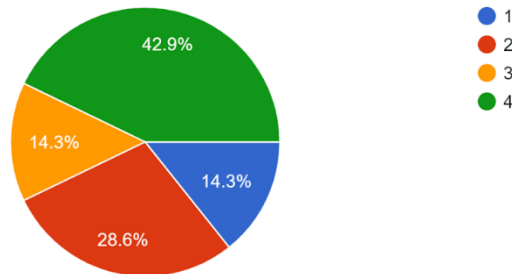
This section contains two questions which are more of a futuristic question. ‘What if there is no more tourism’ type of question puts into contradiction the main character of the city. There is tourism which is providing income to the residents. At the other hand it is harming city, causing social and physical phenomena till that point that is pushing the residents out forever, letting everything behind them. Would it be worth it if there is no more tourism? The answers were about a total percentage of 43% which responded positively and thought that it would be better if there is no more tourism. The other group of 57% were sceptic and their answer was about the second choice as long as they thought it would be worse because there is no more economy for the city.



**Figure 76.** Would you prefer Venice as a living place for your children?

This question goes personal and is somehow a kind of a deep reflection of the residents that answered. It shows at the same time how much they love their city; how much they are concerned for the city and for the society and whether they prefer the city itself for living there or for moving out. The results are obvious that the major part would prefer to leave the city and live somewhere else out of it as would they prefer for their children. Expressing in numbers, a total average of 28% would prefer Venice as a living place for their children. Another group of 28% of the overall stakeholders were sceptic and the major part of 43% were about to give a

negative opinion, so they would not prefer Venice a living place for them and for their children.



**Figure 77.** How much are you concerned for lost values, culture, and the immense history of the city? (1-not at all, 4-very much)

This is the last question of the questionnaire which conducts the first step of the second phase of the individual study. After all the series of questions aiming to investigate the general overview of the residents of Venice city, this question is a type of self-reflection and how they are being part of the phenomenon. Neither giving an opinion on tourism, nor on action plans or strategies provided from responsible authorities, this question tries to collect the residents' opinions on themselves, trying to find the level of their concern for the lost values, history, and culture. As a result, from all the stakeholders only a group of 43% say that they are concerned at the maximum level in a scale of one to four for the lost values of the city. At the other hand, a total percentage of 14% was at the lowest level of concern in a scale of one to four. Whereas the other group of residents who completed the questionnaire say that they are in between level two and three of concern in a scale of one to four.

## 6.2 TIAS (Tourism impact attitude scale)

The instrument is divided into six sub scales: "tourism development", "personal benefits" and "infrastructures" which are integrated into factors, "economy and infrastructure", "crowding", "pollution" and "discrimination", that, in turn, are related to "concern for the environment" [72]. The scale

consists of 1 item, which provide an indication of the response to the 5-point Likert reference scale, from 1 (“strongly disagree”) to 5 (“strongly agree”), 6 items which consist of residents’ thoughts and general opinions about the city and tourism as well as other 23 items which are multiple choice questions. In the table below are shown only the mean value results which in fact are the optimized results of the questionnaire. Whereas the alpha’s cronbach and standard deviation results are not shown as long as the format of the questionnaire was not based on 5-point Likerst scale questions, thus, it is impossible to calculate them.

**Table 4.** Representation of statistics of TIAS instrument.

TIAS factor	Aggregated subscale	Mea n	Standard deviation	Alpha’s Cronbach
	Tourism development	3.6	-	-
Economy and Infrastructure	Personal economic benefits	4.3	-	-
	Infrastructure	4.1	-	-
	Crowding	5	-	-
Environmental Concern	Pollution	2.2	-	-
	Discrimination	3.2	-	-

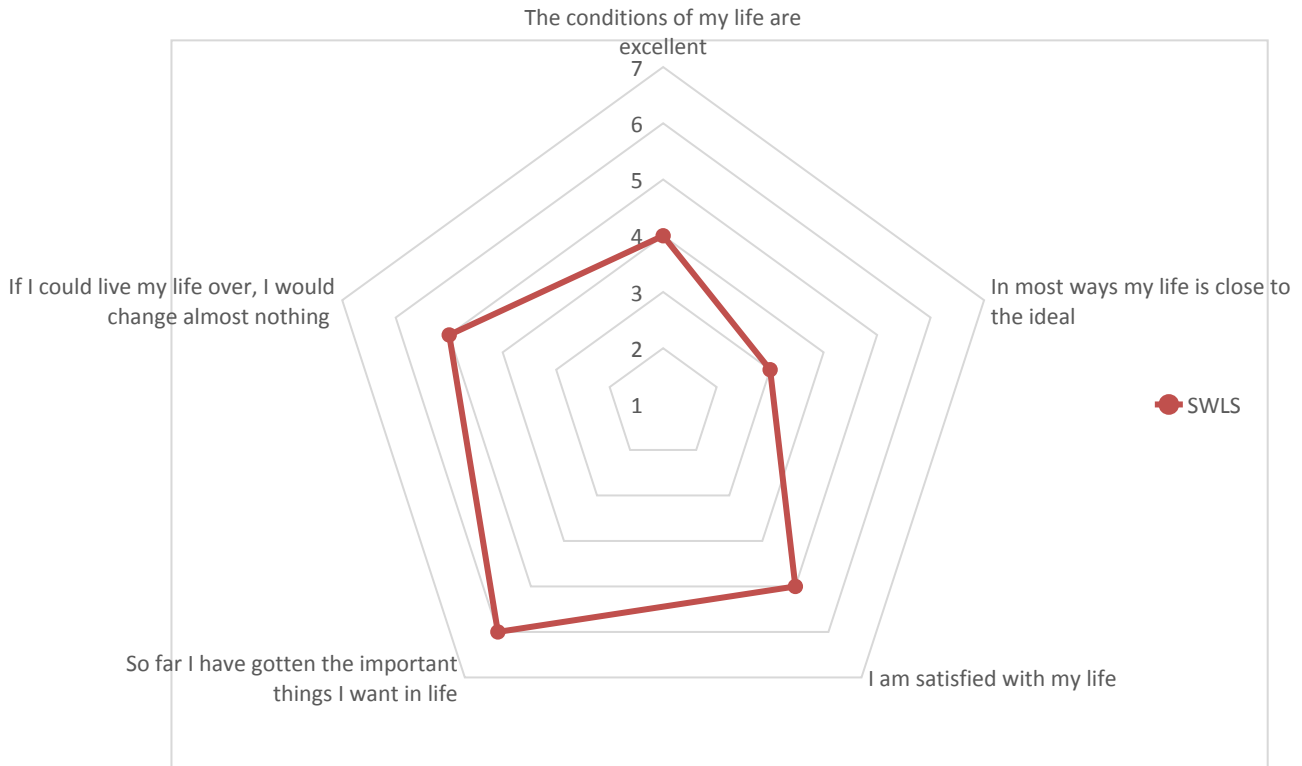
### **6.3 SWLS (Satisfaction with life scale)**

The satisfaction with life scale was developed as a measure of the judgmental component of subjective well-being (SWB). The judgmental component was also conceptualized as life satisfaction. Evidence for the reliability and predictive validity of the SWLS is presented, and its performance is compared to other related scales. In addition, the high convergence of self and peer-reported measures of subjective well-being and life satisfaction provide strong evidence that subjective well-being is a relatively global and stable phenomenon [73]. It is an instrument that consists of 5 items to which it is necessary to indicate one’s level of



disagreement/agreement on a Likert 7-point scale, from 1 (“strongly disagree”) to 7 (“strongly agree”).

**Table 5.** Means value SWLS scale.



## 6.2 Discussions

Considering the fact that Venice city consists most of the elements for qualitative city spaces that are treated in chapter five and also the fact that the residents are moving out of it because of external effects as they are represented in chapter six; some elements should be improved by taking a series of plans and actions. According to the Management Plan of 2012-2018 all the micro emergencies and macro emergencies as well as the projects for the city are well defined. Part of that are the action plans and strategies to go with. The question is: is it really any improvement for the city? This element should be seen in different aspects where the most important one is to put the local people at the center of every plan. This can be done in a series of questions as they are introduced in this study in a form of questionnaire. The

responsible authorities together with Steering Committee, beside taking administrative actions, have to list precisely what local people want, how they perceive the negative effects and disbalances as a consequence of that. The actions should be taken starting from this point of view, which leads to a satisfaction of the residents and then fulfillment of their needs. To be mentioned are some of the questions of the questionnaire where the local people of the two zones had to write down a short opinion about the topic mentioned. One of the questions was about listing the demands towards administration council about the things to be changed or provided for the city. One of the most common answers that the residents gave was about prices. They are so high that the city is inconvenient for them. In their opinion this is the present emergency that needs to be highlighted. Otherwise, the results would be predictably bad for the residents as well as for the city itself. In most of their opinion, life has become so expensive that it turns out to be inconvenient. Another group think that the administration council should consider the improvement of transportation. They should provide more sustainable tools for transport which at the same time have less effects on the pollution of the air. They also introduce bicycling as a new form of circulation and think that the administration should promote this new form of circulation too as long as there are no lanes for bicycling. As long as tourism is concerned, the inhabitants give the idea of having harsh limitations that are in correlation with carrying capacities of the city not passing the limits as the only possible way of control of tourism flows. About question number eight, how long do you think Venice city can resist to over tourism? More than just numbers, the final response can be summarized in this way; the city itself can resist for so long, but the case are the residents that are leaving. In a short period of time there would be no more local Venetians if the situation goes the same way. In another section the residents were asked to list some of the elements they consider strong as well as other elements they consider weak for the city. This question should be of a primary importance as long as it represents the already existing problematic issues to be changed or to take plans for changing them. As one of the strongest elements, most of the residents mention tourism as long as it creates work opportunity for local

people, it benefits money for the local owners of hotels, restaurants, shops, and bars. At the same time, it is the most harmful element causing numerous negative effects for the city. In another opinion is said that; a strong opportunity is the way of offering work that the city provides to citizens with the work-from-anywhere phenomenon. As far as a weak point of this city is concerned, it is the lack of dynamism in the field of research. The last question that the residents were asked to answer was about their possible contribution that would help the city protect its own identity. A major part think that they have to participate in specialized groups for the protection of cultural values, providing important information regarding the organization of the city. Another optimized response of some of the residents was about cash incentives to protect its identity through the construction of new museums, libraries, public spaces. While the other residents were focused generally on the optimized five responses saying that they would certainly invest in the following points: Wi-Fi everywhere and free for everyone, more urban greenery, stop land use, separate waste collection and proper waste management, proper management of tourism.

## **CHAPTER 7**

### **CONCLUSION**

#### **7.1 Conclusion**

The most common term during all this research is urban tourism. This term became so popular in the post 90's not only for Venice but also for other Italian cities such as Rome and Florence which are considered to be the three cities mostly frequented by tourists. Starting from this point, Venice gained popularity all over the world causing massive flows of people to come, visit and testimony the beauty of this city. The best part of it is that tourism played a very important role for the economy of the city, providing good amounts of yearly income. At the other hands it continued in such a way that became uncontrollable and unmanageable. Not only the tourism brings income to the city but it also brings different cultures which in a way has the tendency to implement it to the local people. Here takes place the phenomenon of gentrification. By surpassing the possible social and physical capacities tourism became unsustainable. Hotel, restaurant, and bar owners started raising prices which maximized their income. As a consequence, the prices affected also the local residents, which are now obligated to pay more and more for every product. This phenomenon generates the question; is Venice a victim of its own success? Yes, it is a victim of its own success in that extend that day by day there are residents who are leaving the city because it became inconvenient. The rest of the residents are occupied in tourism services as the one and the only working opportunity.

The methodology used in this thesis starts with a clear definition of the topic provided by the selection of appropriate past research and also the case studies which are related to the city case. The analysis continues with the selection of the zones, which are classified as neutral zones between the most crowded squares of the city. The two sites represent the overall image of the

city so the analysis of these modules is in fact the analysis for the whole city. The study is carried out by implementing four elements of good qualitative city spaces such as livability, safety, sustainability and healthy city, provided by Jan Gehl.

This part of the study is carried out to identify the potentials that this city has. The measuring tools are criteria for all of the four elements of qualitative city space. The reason behind this study is to identify specific spaces which in fact give the values and quality to the overall space, making people feel comfortable and enjoying the space. Besides that, these spaces are the primary element which gives tourists immense experience and high level of enjoyment. By conducting the analysis for all of the two zones the second step takes place. The most important element for the second step is a questionnaire prepared for the residents of Venice, specifically the ones who live in the selected zones. The completion of the questionnaire which is conducted of 30 questions leads us to an original understanding of the effects tourism has and also the actual situation the Venice society is. As a whole image it is obvious that the local people are disturbed by tourists, they are not contented with the city life, prices for them are inconveniently high. A solution for them is to leave the city forever.

What is interesting about this study is the contrast of the overall story. At one hand there is a city which carries tremendously important historic and cultural values as well as potentially good qualitative space. At the other hands the local people who are the owners of the city do not want any more to live in their city. The results of the questionnaire as well as the strategy of taking the original opinion from the local people can be a potential starting point of a new strategic plan for the city. It is this layer where the changes should begin and the information should be generated from, from every single individual. One of the most influential opinions by the residents was that the local people should be directly engaged in the administration of the city as well as to be provided with all the necessary information about what happens in the city.

There are limitations especially when conducting the second phase of the study which is the questionnaire. It should be completed only by local residents of the selected two zones. Hotel, restaurant, expensive shop and cafeteria owners of the zones are not allowed to answer the questions as long as their responses would not be neutral and fair. The people engaged to administration do not accept the invitation of fulfilling the questionnaire as well as giving a single opinion on tourism topic.

## **7.2 Recommendation for further research**

This study is a representation of the potentials of the city which are a key element for the enjoyment and comfort of the people and also the tourists. It is limited to only two zones as a representative zone for the whole city image. The study would go further studying the other districts using the four elements for a good qualitative city space. The continuity to this study would represent a full layout of different spaces which in fact are the biggest potentials of the city. As long as questionnaire is concerned, the study would continue with more specific target groups. Other input can be added such as gender, age, profession, background in order to have more specific and deep opinion on tourism related topic. The questionnaire method and adequate strategies based on the collected opinion would provide optimal solutions for the phenomenon and would prevent its negative effects on the society.

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# APPENDIX

## A1. THE SITE IN SAN POLO DISTRICT

**Criteria for LIVELY SUSTAINABLE SAFE HEALTHY city**

**Neighbourhood in SAN POLO**

**SAFETY**  
Pedestrian priority traffic  
Transition between public and private  
Flexible and pragmatic  
Soft edges, safer city

**HEALTHY CITY**  
Low noise level  
Sitting and recreating  
Good quality of space  
Exercising in the city

**SUSTAINABILITY**  
Blue city, no cars  
Walking and bicycling  
Good city space  
Transport oriented developments  
Social sustainability

**LIVABILITY**  
Clear space hierarchy  
Inner courtyard  
Human scale  
Mixed functions  
Many senses  
Short routes

**THE SITE IN SAN POLO**  
Buildings and road network distribution



**SAFETY**  
Pedestrian priority



Soft transition



Flexible and pragmatic



Soft edges



**HEALTHY CITY**  
Low noise level



Sitting and recreating




**SUSTAINABILITY**  
Blue city



Walking and bicycling



Good city space



Transport development



Human scale



Mixed functions



Many senses



Short routes



**LIVABILITY**  
Clear space hierarchy



Inner courtyards



## A2. THE SITE IN SAN MARCO DISTRICT



## A3. QUESTIONNAIRE



This questionnaire is part of a study focusing on tourism and its effects in the city of Venice. It will be used as a sample and data collection method from the residents of the city of Venice. The input of this questionnaire will be an important contribution to this study as long as the target group is directly related to the topic and is experiencing every day's effects of tourism.

Only two sites are taken into study process and only the residents of the two sites are pleased to fulfill the questionnaire.

All of your given information will not go further this study or for any other purpose rather than this one. Therefore, you are invited to answer the questions below.

Thank you in advance!

Name:

Age:

Gender:

Residence/Address:

Profession:

Signature:



How much does overcrowding affect your daily life? Choose from 1 to 4.

- a) 1
  - b) 2
  - c) 3
  - Have you ever thought about moving out of Venice?
    - a) Yes, I have
    - b) No, I have not
  - What are the possible reasons that pushed you out of Venice if you thought about moving out? What are the main motivations? You can choose more than one answer.
    - a) Lack of services
    - b) Too many tourists
    - c) Life has become too expensive
    - d) The city itself is inconvenient
    - e) Lack of jobs
    - f) Possibility to rent their house
    - g) Personal reasons
  - Do you think that Venice is being sold away to the tourists?
    - a) Yes, I think so
    - b) No, I do not think so
  - What are your demands towards administration council about the things to be changed or provided for the city?
- 

- Do you think that Venice is your future city?
- 

- In what extend do you think the shops, food centers, cafeterias are compatible with city heritage? Choose from 1 to 4.
    - a) 1
    - b) 2
    - c) 3
    - d) 4
  - How long do you think Venice city can resist to over tourism? Express in numbers.
- 

- Have you ever had any reason to complain regarding tourist's behavior?
  - a) Yes, I had
  - b) No, I had not

- Below are listed some statements of Venice city as a destination. Please indicate to what extent you agree with them.
- a) This tourist destination has a unique image
- b) The local people are friendly towards guests
- c) Most people have a positive opinion about tourist destination
- d) This tourist destination is popular
- e) This destination has more than sufficient tourism development
- f) This tourist destination respects the natural environment

	Totally agree	Agree	Disagree	Totally disagree
a				
b				
c				
d				
e				
f				

- If you were out of Venice, would you refer to visit it?
  - a) Yes, I would
  - b) No, I would not
- What do you think is the reason behind the tourist visiting city of Venice?
  - a) To witness its beauty
  - b) Official visit, meeting
  - c) To enjoy its culture, rest and relax
  - d) Other reasons
- What district do you think is more preferred by tourists to visit?
  - a) Cannaregio district
  - b) Castello district
  - c) San Marco district
  - d) Santa Croce district
  - e) San Polo district
  - f) Dorsoduro district
- The next questions are about accommodation and expenses connected with it. Please link the appropriate choice for you.
  - a) The prices are convenient
  - b) Hotels and restaurants are expensive
  - c) The standard of the accommodation rooms is good
  - d) The price of boarding and lodging is reasonable

- Please complete your rating about the overall satisfaction with the tourist behavior in this destination. What is your general satisfaction rating about tourist during their visit to this tourist destination?
  - a) Completely satisfied
  - b) Completely dissatisfied

Explain the reason why?

- Do you think that prices for tourists should not be the same as for the local people? If yes, classify some products and show the price difference.
  - a) Yes, the prices should not be the same
  - b) No, the prices should be the same

If yes, classify some products and show the price difference

Product	Price

- Is there a lack of foods and products as long as the island is divided from the mainland?
  - a) Yes, there is a lack of products
  - b) No, there is not
- How often do you go out of the city?
  - a) Every day
  - b) Every week
  - c) Once a month
  - d) Depends on the cases
- Are you aware of the tourism plan provided for the city of Venice?
  - a) Yes, I am
  - b) No, I am not

If yes, do you think this plan is a factor on the satisfaction of the tourists?

- Is the tourism promotional strategy effective?
  - a) Yes, it is
  - b) No, it is not
- Do you think that there is a continuous action regarding the tourism plan?
  - a) Yes, there is
  - b) No, there is not
- Do you think that there is any improvement on the area?
  - a) Yes, there is
  - b) No, there is not
- Does the government provide enough information regarding the tourism plan?
  - a) Yes, it provides enough information
  - b) No, it does not provide enough information
- Can you indicate approximately how much do you spend in a month? How much is your monthly income?

Monthly income	Monthly expenses

- In your opinion what would be the primary element to be mentioned in order to bring back to Venice the residents who left during the past years?

- What do you think would happen if there is no more tourism in Venice?  
According to you, would it be better or worse?
  - a) Yes, would be better
  - b) No, would be worse
- Would you prefer Venice as a living place for your children?
  - a) Yes, I would
  - b) No, I would not
- List some of the elements that you consider strong and weak opportunity for locals?

Strong	Weak

- How much are you concerned for lost values, culture and immense history of the city? Choose from 1 to 4. (1-not at all, 4-very much)
    - a) 1
    - b) 2
    - c) 3
    - d) 4
  - As a resident, what can you do to help the city protect its identity?
- 

THANK YOU VERY MUCH!

Subashi, Shkelzen

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2022