Overtourism. Impacts and policies. The case of Venice.

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Overtourism in Venice, impacts and policies, decline of Venice, sustainable tourism
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>List of Abbreviations</td>
<td>III</td>
</tr>
<tr>
<td>List of Figures</td>
<td>IV</td>
</tr>
<tr>
<td>Abstract</td>
<td>V</td>
</tr>
<tr>
<td>1 Introduction</td>
<td>1</td>
</tr>
<tr>
<td>2 Basics and explanation of terms</td>
<td>2</td>
</tr>
<tr>
<td>2.1 Definition of tourism</td>
<td>2</td>
</tr>
<tr>
<td>2.2 Definition of urban tourism</td>
<td>2</td>
</tr>
<tr>
<td>2.3 Definition of overtourism</td>
<td>2</td>
</tr>
<tr>
<td>2.4 Definition of sustainability</td>
<td>3</td>
</tr>
<tr>
<td>3 The emergence of Venice as a tourist magnet</td>
<td>4</td>
</tr>
<tr>
<td>3.1 Venice before overtourism</td>
<td>4</td>
</tr>
<tr>
<td>3.2 Venice and overtourism today</td>
<td>5</td>
</tr>
<tr>
<td>3.3 Reasons that favour the development of overtourism</td>
<td>7</td>
</tr>
<tr>
<td>4 Impacts on Venice through overtourism</td>
<td>9</td>
</tr>
<tr>
<td>4.1 Economic impacts</td>
<td>10</td>
</tr>
<tr>
<td>4.1.1 Positive impacts</td>
<td>10</td>
</tr>
<tr>
<td>4.1.2 Negative impacts</td>
<td>10</td>
</tr>
<tr>
<td>4.2 Ecological impacts</td>
<td>10</td>
</tr>
<tr>
<td>4.2.1 Positive impacts</td>
<td>10</td>
</tr>
<tr>
<td>4.2.2 Negative impacts</td>
<td>10</td>
</tr>
<tr>
<td>4.3 Social impacts</td>
<td>12</td>
</tr>
<tr>
<td>4.3.1 Positive impacts</td>
<td>12</td>
</tr>
<tr>
<td>4.3.2 Negative impacts</td>
<td>12</td>
</tr>
<tr>
<td>5 The importance of sustainability in tourism</td>
<td>13</td>
</tr>
<tr>
<td>5.1 Economic sustainability in tourism</td>
<td>14</td>
</tr>
<tr>
<td>5.2 Ecological sustainability in tourism</td>
<td>14</td>
</tr>
<tr>
<td>5.3 Social sustainability in tourism</td>
<td>14</td>
</tr>
<tr>
<td>5.4 Principles for sustainable tourism development</td>
<td>15</td>
</tr>
<tr>
<td>6 Existing policies to create a sustainable Venice</td>
<td>16</td>
</tr>
<tr>
<td>7 Benchmark analysis with European cities</td>
<td>18</td>
</tr>
<tr>
<td>7.1 Barcelona</td>
<td>18</td>
</tr>
<tr>
<td>7.2 Amsterdam</td>
<td>19</td>
</tr>
<tr>
<td>7.3 Milan</td>
<td>20</td>
</tr>
<tr>
<td>7.4 Dubrovnik</td>
<td>20</td>
</tr>
<tr>
<td>8 Derived Suggestions for improvement</td>
<td>21</td>
</tr>
<tr>
<td>9 Conclusion</td>
<td>23</td>
</tr>
<tr>
<td>Bibliography</td>
<td>24</td>
</tr>
<tr>
<td>Appendix</td>
<td>30</td>
</tr>
</tbody>
</table>
### LIST OF ABBREVIATIONS

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>TIES</td>
<td>The International Ecotourism Society</td>
</tr>
<tr>
<td>UNEP</td>
<td>United Nations Environment Programme</td>
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<tr>
<td>UNESCO</td>
<td>United Nations Educational, Scientific and Cultural Organization</td>
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<tr>
<td>UNWTO (short: WTO)</td>
<td>United Nations World Tourism Organization</td>
</tr>
<tr>
<td>WTTC</td>
<td>World Travel &amp; Tourism Council</td>
</tr>
</tbody>
</table>
LIST OF FIGURES

Figure 1: Top Tourist Regions in the EU, 2017 (Eurostat Statistics Explained, 2019) ........................................................................................................ 3
Figure 2: Three-pillar Model of Sustainability (Chokshi, 2017) ..................... 3
Figure 3: Tourism numbers of Venice: Annual movement by month - Year 2019 (Regione del Veneto, 2020) ............................................................... 5
Figure 4: Overnight stays in the city of Venice (City of Venice - Tourism Department processing of APT data, 2015) ........................................... 6
Figure 5: Number of cruise ships 2017 (The Association of Mediterranean Cruise Ports, 2019) ........................................................................ 6
Figure 6: Dying City - Venice’s population has shrunk to less than one third its 1950s level (Municipality of Venice, 2019) ......................................... 7
Figure 7: Influencing Factors for the Growth of Tourism (own illustration according to Freyer, 2015) ................................................................. 9
Figure 8: How Cruise Ship Pollution Compares To Cars (McCarthy, 2019) ..... 12
Figure 9: Supply of residential tourism properties in Venice (according to Inside Airbnb, 2017) ............................................................................. 13
Figure 10: Relationship between the aims and the pillars of sustainability (UNEP and WTO, 2005) ................................................................. 15
Figure 11: Number of tourists in hotels in Barcelona (Statista, 2020) .......... 19
Figure 12: Number of passengers Amsterdam Airport (Flughafen Schiphol, 2020) ......................................................................................... 19
Figure 13: The 5D Myth (own illustration according to Milano, 2018) ......... 21
ABSTRACT

This study deals with the complex phenomenon of overtourism in Venice. The aim of this work is to discuss the influences of overtourism on its environment and its inhabitants and to identify management approaches or policies that already exist or could be introduced in the future to limit and contain the impacts. Using an online survey, interviewing mainly local Venice residents, including students, tourist guides and workers, and people who frequently spend time in Venice, indicators of overtourism will be identified and discussed. The study concludes that the city’s existing approaches are not sufficient to avoid far-reaching consequences of overtourism today and in the future. Due to the complex causes and effects of overtourism, including positive and negative ones, new regulations must be found in Venice, as well as in other European cities affected by overtourism. The prevention of overtourism requires a tailor-made policy, involving cooperation between destination stakeholders and policy makers, with a common goal in mind.
1 INTRODUCTION

“As I see the world, there’s one element that’s even more corrosive than missionaries: tourists. It’s not that I feel above them in any way, but that the very places they patronize are destroyed by their affection.”

by Tahir Shah (2013)

Worldwide tourism is booming: growing prosperity and new middle classes in the emerging economies are ensuring ever increasing numbers of tourists (Statista, 2019).

Tourist demand, i.e. the willingness of tourists to purchase or use different quantities of certain tourist products, is constantly increasing. The subjective benefit for the tourist is the focus of attention (Armstrong et al., 2001).

In many attractive destinations, especially cities, the high global growth in demand for holiday travel has resulted in an overconcentration of tourist flows, which is discussed under the term overtourism. In many cases, the population of these holiday destinations suffers as a result, confronted with rising rents, loss of the local lifestyle, disruptions in everyday life and environmental pollution (Fritz and Maier, 2019).

The unequal distribution of tourism leads to an enormous burden on some areas and entire ecosystems (Statista, 2019).

Especially the destination Venice suffers from the phenomenon of overtourism along with cities like Barcelona, Amsterdam and Palma de Mallorca. Mass tourism is increasingly crushing Venice, as the millions of tourists every year bring not only money but also problems that the city can hardly cope with. With its historical buildings, canals, architecture, art and festivals, the lagoon city of Venice attracts people from all over the world (Springer SE, 2018).

This phenomenon is also reflected in the survey carried out, as 96% of those questioned are not satisfied with the current tourism situation in Venice, while only 4% think that the situation is acceptable. Although the interviewees see some advantages for themselves and the city of Venice, the disadvantages outweigh them (appendix 1).

The first cities and regions are already enacting regulations and bans to prevent the negative consequences - but are still dependent on the arrival of tourists (Statista, 2019).

Policy responses will focus on regulation, pricing instruments, investment and new information technologies, which will ultimately require a rethink of the often unconditional growth orientation (Fritz and Maier, 2019).

This shows that it is becoming increasingly important to find regulations and policies in tourism to ensure that it benefits all stakeholders. This means that the economic, ecological and social components should be in harmony and treated equally (appendix 1).
2 BASICS AND EXPLANATION OF TERMS

2.1 Definition of tourism
The UNWTO defines the term "tourism" as follows: “Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure.”. Furthermore, tourism includes economic, ecological, social, cultural and infrastructural goals.

2.2 Definition of urban tourism
Urban tourism includes all tourist trips that have a city as their destination. The term "urban tourism" is defined as follows: "Urban tourism is a trip to a city of historical or art historical significance or attractive by its natural location, shopping facilities or leisure activities, for the purpose of a relatively short stay (usually 1-4 days). Urban tourism is carried out as an individual or social trip - often as part of a round trip - and often takes place at weekends" (Leser, 1997, p.811).

2.3 Definition of overtourism
“Overtourism describes the situation in which the impact of tourism, at certain times and in certain locations, exceeds physical, ecological, social, economic, psychological, and/or political capacity thresholds.” (European Parliament, 2018, p.22).

The term "overtourism" refers to the overcrowding and overloading of tourist destinations due to rising tourist numbers. Challenges arising from this are, above all, alienated inhabitants, an overburdened infrastructure, damage to nature or threats to culture and heritage (European Parliament, 2018). This often leads to conflicts between the population and tourists. Therefore, the phenomenon "overtourism" can be defined as “the impact of tourism on a destination, or parts thereof, that excessively influences perceived quality of life of citizens and/or quality of visitors experiences in a negative way” (UNWTO, 2018, p.4). This results from the lack of management and the uncontrolled development of tourism (UNWTO, 2018).
As shown in the graph, regions such as Catalonia, the Canary Islands, the Balearic Islands and Venezia are highly frequented and especially cities like Barcelona, Palma de Mallorca and Venice are strongly affected by overtourism.

### 2.4 Definition of sustainability

Sustainability is a principle of action that aims to meet the needs of present generations without compromising the ability of future generations to meet their own needs. This means, quality and quantity of economic, ecological and social resources must be equally available for future generations. Therefore, the natural regenerative capacity of the resources and systems involved must be guaranteed (Simon, n.d.).

One of the most important models is the "three-pillar model", in which the umbrella "sustainability" is supported by the pillars of economy, ecology and social affairs. In this model, all three dimensions are equally important (Pufé, 2014).
3 THE EMERGENCE OF VENICE AS A TOURIST MAGNET

3.1 Venice before overtourism

Venice is a city situated next to the Adriatic Sea in the north-east of Italy and is known as La Serenissima. The city was named after the Venetian region, the mainland in front of which the lagoon is located. Venice is the capital of the Veneto region and the province of Venice. The historic centre of Venice was built on more than 100 nearby flat islands (Hübner, 2018). It was formed over the centuries when the rivers Brenta, Sile and Plave washed up sediments from the Alps, which were deposited off the coast to form long sandbanks. The lagoon is connected to the Adriatic Sea in three places by so-called "porti", which means natural passages. Venice covers an area of 414,6 km², of which 257,7 km² are water areas, and has about 260,000 inhabitants, of which about 200,000 live on the mainland.

Contrary to many other Italian cities, Venice was not founded by the Romans. In the 5th century after Christ, inhabitants of the Venetian mainland that fled from invasions migrated to the islands of the lagoon.

Many refugees also stayed on the islands when the danger was over and began to settle them. At first the islands were under the influence of the Byzantine Empire. However, in the 8th century, this empire lost power and so-called "Doges", which enjoyed almost unlimited power, became significant. The Doge, the head of state of Venice, had military and legal functions. In addition, from the 12th century onwards, the "Great Council" and the "Council of Ten" were added. Thereewith, it should be prevented that the aristocratic families of Venice possessed the power. This principle of the elected head of state and the separation of powers ensured a stable political situation.

Under this rule, Venice was chosen as one of the four Italian city-states along with Genoa, Pisa and Amalfi.

Due to its favourable geographical position, from the 10th century onwards the city developed into one of the most important commercial metropolises in the Mediterranean and was considered as "bridge" between East and West. As a result, Venice became a transshipment point for expensive goods from the Orient and was also able to sell self-produced goods.

Thanks to the flourishing trade, the Venetians were able to expand their fleet so much in the middle of the 11th century that Venice was considered the most powerful naval force in the Mediterranean. As a result, Venice expanded its power by conquering numerous cities and controlling important shipping routes.

During the 15th century Venice developed its outstanding position in all areas of political, economic and cultural life and became a hub of international trade and business. Thus, a functioning industry was also able to develop in the city and Venice was developed into a magnificent city, which still exists today.

In the 16th century, after the discovery of America and the sea route to India, world trade shifted to the Atlantic area and Venice's trade routes lost importance. Moreover, Venice's produced goods were replaced by new goods from other countries. Venice's loss of power, also in political areas, was the result.
Due to its art treasures, Venice was still considered as rich city and developed as one of the first cities that lived partly from tourism. Already at the beginning of the 18th century, approximately 30,000 tourists were counted and a visit to Venice was part of the classic educational program of the Italy traveler (Fehr, 2019).

Since 1987 Venice and its lagoon have been on the UNESCO World Heritage List (UNESCO, n.d.).

### 3.2 Venice and overtourism today

In the last sixty years tourism has grown so fast that it has become one of the most important industries in the world. As UNWTO itself notes, over the years more and more destinations and countries have opened up to tourism and invested in its development, making modern travel a key factor in economic progress.

Europe is confirmed as the first continent in the world to receive half of the international arrivals of the entire planet. This is mainly based on three strong points: the cultural heritage, the diversity of the country and the quality of the offer (Rapporto Statistico, 2018). (Città di Venezia, 2018).

Today, European cities with their main attractions, such as historical centres, monuments and sights, are particularly affected by tourists. These squares and cities are quickly flooded by large crowds of people (Dodds and Butler, 2019).

Especially, Venice has to struggle with tourist saturation, the migration of local people to the surrounding urban centres and is strongly affected by overtourism. The expression "Venice syndrome" is often used to refer to this (Milano, 2017,c). In 2017, Veneto had over 19 million tourist arrivals and almost 70 million presences, with increases of 7.4% and 5.8% respectively compared to the previous year.

Venice is known for the variety of its tourist offer and for the high level of hospitality. Moreover, Venice is appreciated for its famous monuments, including St. Mark's Cathedral, St. Mark's Square, the Doge's Palace, the Rialto Bridge and the Grand Canal (appendix 2, 3, 4), and attracts many tourists every year, as the city is constantly striving to meet the needs of demand (Rapporto Statistico, 2018).

Table:

<table>
<thead>
<tr>
<th>MONTH</th>
<th>ITALIAN ARRIVI</th>
<th>STRANGER ARRIVI</th>
<th>ITALIAN PRESENZE</th>
<th>STRANGER PRESENZE</th>
<th>TOTAL PRESENZE</th>
<th>ARRIVI</th>
<th>PRESENZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gennaio</td>
<td>358,539</td>
<td>365,388</td>
<td>995,313</td>
<td>964,332</td>
<td>2,259,835</td>
<td>723,927</td>
<td>1,959,645</td>
</tr>
<tr>
<td>Febbraio</td>
<td>383,202</td>
<td>456,107</td>
<td>923,766</td>
<td>1,145,255</td>
<td>2,269,021</td>
<td>839,309</td>
<td>2,069,021</td>
</tr>
<tr>
<td>Marzo</td>
<td>477,155</td>
<td>619,468</td>
<td>1,130,786</td>
<td>1,556,056</td>
<td>2,686,842</td>
<td>1,096,623</td>
<td>6,673,505</td>
</tr>
<tr>
<td>Aprile</td>
<td>609,140</td>
<td>1,060,813</td>
<td>1,569,529</td>
<td>3,016,836</td>
<td>4,586,356</td>
<td>1,669,953</td>
<td>3,959,299</td>
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<td>Maggio</td>
<td>527,408</td>
<td>1,284,083</td>
<td>1,394,009</td>
<td>3,916,082</td>
<td>5,310,091</td>
<td>1,811,491</td>
<td>2,492,582</td>
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<td>Giugno</td>
<td>826,573</td>
<td>1,858,026</td>
<td>2,903,973</td>
<td>7,445,485</td>
<td>10,351,458</td>
<td>2,684,599</td>
<td>10,351,458</td>
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<tr>
<td>Luglio</td>
<td>769,655</td>
<td>2,083,203</td>
<td>3,616,694</td>
<td>9,551,564</td>
<td>13,168,258</td>
<td>2,852,858</td>
<td>13,168,258</td>
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<tr>
<td>Agosto</td>
<td>1,018,479</td>
<td>2,038,877</td>
<td>5,011,151</td>
<td>9,520,226</td>
<td>14,541,377</td>
<td>3,057,356</td>
<td>14,541,377</td>
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<tr>
<td>Settembre</td>
<td>615,947</td>
<td>1,520,934</td>
<td>2,037,117</td>
<td>6,025,327</td>
<td>8,062,444</td>
<td>2,136,881</td>
<td>8,062,444</td>
</tr>
<tr>
<td>Ottobre</td>
<td>490,784</td>
<td>1,065,675</td>
<td>1,211,875</td>
<td>2,946,313</td>
<td>4,158,188</td>
<td>1,556,459</td>
<td>4,158,188</td>
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<tr>
<td>Novembre</td>
<td>455,957</td>
<td>451,158</td>
<td>1,127,973</td>
<td>1,117,305</td>
<td>2,245,278</td>
<td>907,115</td>
<td>2,245,278</td>
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<td>Dicembre</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td><strong>TOTALE</strong></td>
<td><strong>6,532,839</strong></td>
<td><strong>12,803,732</strong></td>
<td><strong>21,924,186</strong></td>
<td><strong>47,214,781</strong></td>
<td><strong>79,138,967</strong></td>
<td><strong>19,336,571</strong></td>
<td><strong>69,138,967</strong></td>
</tr>
</tbody>
</table>

*Figure 3: Tourism numbers of Venice: Annual movement by month - Year 2019 (Regione del Veneto, 2020)*
It is obviously that the city, with a population of around 260,000, of which around 55,600 live in the historic centre, is overcrowded with 10,182,829 million overnight stays in 2015. The Venice City Council has calculated that in 2015, about 34,186,544 day trippers have visited the metropolis of Venice (Milano, 2017,c).

<table>
<thead>
<tr>
<th>CITY OF VENICE</th>
<th>2014 Arrivals</th>
<th>2014 Overnight stays</th>
<th>2015 Arrivals</th>
<th>2015 Overnight stays</th>
<th>Var% '14-'15 Arrivals</th>
<th>Var% '14-'15 Overnight stays</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alberghiero</td>
<td>3.411.413</td>
<td>7.545.696</td>
<td>3.525.686</td>
<td>7.530.042</td>
<td>3,3%</td>
<td>-0,2%</td>
</tr>
<tr>
<td>Extralberghiero</td>
<td>869.219</td>
<td>2.437.720</td>
<td>970.171</td>
<td>2.652.787</td>
<td>11,6%</td>
<td>8,8%</td>
</tr>
<tr>
<td>TOTALE</td>
<td><strong>4.280.632</strong></td>
<td><strong>9.983.416</strong></td>
<td><strong>4.495.857</strong></td>
<td><strong>10.182.829</strong></td>
<td><strong>5,0%</strong></td>
<td><strong>2,0%</strong></td>
</tr>
<tr>
<td>Stranieri</td>
<td>3.686.059</td>
<td>8.481.935</td>
<td>3.897.684</td>
<td>8.788.380</td>
<td>5,7%</td>
<td>3,6%</td>
</tr>
<tr>
<td>Italiani</td>
<td>594.573</td>
<td>1.501.481</td>
<td>598.173</td>
<td>1.394.449</td>
<td>0,6%</td>
<td>-7,1%</td>
</tr>
</tbody>
</table>

Figure 4: Overnight stays in the city of Venice (City of Venice - Tourism Department processing of APT data, 2015)

The share of cruise ship passengers of the total number of tourists in Venice is five to six percent, which means that 1.6 million out of a total of 25 to 35 million come to Venice by cruise ship every year (Neumeier, 2019,c).

The highest concentration of tourist accommodation is in the historical centre of the city, as this is where the strongest tourist flows are to be found due to the above-mentioned attractions (appendix 5). In the historical centre you will find most of the infrastructure for accommodation and holiday homes.

These developments are the reason for the decline in the population, which has fallen from 78,165 inhabitants in 1990 to 55,583 in 2015 (Milano, 2017,c).
Also the survey showed that 44% noticed changes in their lives due to strong tourism (appendix 1).

3.3 Reasons that favour the development of overtourism

The tourism industry is growing steadily. In the following, "boom factors" are explained which have caused this development in the western industrial nations and which will continue to shape the tourism industry in the future (Freyer, 2015). According to Freyer (2015), the following factors influence the development of tourism:

- Income and prosperity
  Travel is closely linked to the development of individual income and the economic situation. Economic fluctuations will continue to influence travel in the future. In the economic sphere, production, income and thus private consumer spending increased after the Second World War. As a result, there has been a shift in the proportion of spending from basic necessities to spending on "high" or "free" needs (appendix 6). Income was increasingly used for holidays and today shows that these are financially affordable for a larger population group.

- Holidays, leisure and changing values
  The decrease in daily, weekly and lifetime working hours and the associated increase in leisure time has led to a change in awareness within the population. With rising incomes, the demand for meaningful leisure activities is growing, whereby holidays as a form of recreation and relaxation are becoming increasingly important (appendix 6). The number of vacation days has increased. In addition, employees are increasingly dissatisfied with their work and the workplace due to the automated production process and alienation from the product, and are therefore looking for a sense of achievement in their leisure time. Leisure and holidays are seen as a "counter world" to everyday life. There is talk of a trend towards a leisure and adventure society, whereby travel acquires a new value in the individual and social scale of values.

- Mobility and transport
Tourism is closely linked to the development of transport and general as well as leisure-related mobility. New, faster means of transport with greater transport capacities contribute to faster, more frequent and extended travel. Private mobility has increased mainly due to the expansion of private motorisation, the expansion of the transport network and the development of the air travel sector. In the air travel sector in particular, charter trips with wide-bodied aircraft and low-cost carriers have contributed to the development of package or mass tourism. As a result, the travel time from Germany to Italy, for example, has been reduced from a 15- to 20-hour car trip to a two- to four-hour flight. Furthermore, new constructions of the numerous shipping companies, as well as the attractive price-performance ratio of cruise tourism, high security and the current travel situation characterized by increasing terrorism, are also factors for rising numbers in tourism (Schulz, n.d.).

- Development of the communication system
  Technical developments also play an important role in the tourism sector. On the one hand, technical innovations in means of transport and technology-related services within the destination have encouraged travel, while on the other hand travel is also linked to technical developments in communications. International booking and reservation systems contribute to growth through faster message and data transmission. Media, such as radio, TV, journalism and above all the Internet, provide constant and up-to-date information about forms of travel and travel destinations that were previously unknown. Tourism advertising promotes the demand for tourism. Improved communication technology leads to cheaper and faster bookings, which in turn makes internal booking processes more efficient and allows for more cost-effective and comprehensive travel options. Progress is being made in internal communication, customer advisory services and external communication. Global information and computerized reservation systems are bringing the world closer together.

- Resource development in the source and target area (nature, population and urbanisation)
  Due to a demographic development, i.e. that the population in retirement age is increasingly growing, the number of tourists is also increasing. Especially "Best Agers" contribute to this growth. Another reason for the growth is the deterioration in living and working conditions. Above all, urbanisation is seen as a driving force in the search for a "counter world" with nature and recreation. The driving factors are in particular stress and hectic pace of everyday life, anonymity of life in large cities, lack of social contacts, sterility of the cityscape and rural exodus. For many, travel serves as a counterbalance.

- Emergence and development of a global tourism industry
  The market structure has developed from a producer's to a buyer's market. The tourism industry has maintained its own momentum. In many recipient countries and regions, the tourism industry has become the main source of income. Tourist businesses are interested in maintaining and expanding their turnover and try to secure and expand their market share with new
marketing methods. The form of travel has also changed. Individual travel has given way to "standardized" travel, including package tours. Globalisation is also contributing to this development, with globally operating travel groups, airline alliances and hotel chains working together. For many people, the stay in a particular travel destination (e.g. hotel or club) is becoming more important than the country of travel. The authenticity of tourist destinations is thus lost (Freyer, 2015).

Figure 7: Influencing Factors for the Growth of Tourism (own illustration according to Freyer, 2015)

4 IMPACTS ON VENICE THROUGH OVERTOURISM
Tourism has many positive impacts and offers many advantages from which a destination can benefit. However, there is often a risk that if tourism develops into overtourism, there will be numerous negative impacts on the economic, environmental and social surroundings. The respondents to the survey conducted also see both, advantages and disadvantages for Venice, but also for themselves. According to the survey, 64% of those interviewed see advantages for Venice in tourism, but it is also apparent that 36% do not see any advantages in tourism. Only half of those questioned describe advantages for themselves in tourism (52%).

The urgent need to set limits to tourism and the need for new regulations in this sector becomes clear when one considers the following result: 92% see disadvantages for Venice resulting from tourism, whereas only 8% see no disadvantages. Also 64% see disadvantages for themselves, whereas only 36% do not see any disadvantages (appendix 1). These advantages, or rather opportunities and disadvantages and risks are discussed below.
4.1 Economic impacts
4.1.1 Positive impacts
Tourism, if properly managed, can contribute to poverty alleviation. By often providing a new source of income and creating an economic advantage from cultural and natural resources. Tourism in particular is a labour-intensive activity with low barriers to entry (UNEP and WTO, 2005). This makes it clear that tourism creates new jobs and the business opportunities are becoming more and more diverse. This is also evident in the survey, as some of the respondents work in the tourism industry and confirm that they live from tourism. Thus, tourism activities offer the chance to improve the well-being and prosperity of society (appendix 1).

4.1.2 Negative impacts
Even if tourism, as described above, brings advantages for the economy, there are also disadvantages. One disadvantage is the precarisation and externalisation of employment in the tourism sector, which reduces the scope of services offered by the providers. There is a threat of social decline. In addition, there is the transformation of the trade structure, whereby traditional branches of the economy are lost and new ones develop in the tourism sector (Milano, 2017, a). What is meant is that shops for daily needs are being replaced by souvenir shops and tourist boutiques (Vianello, 2016).

Structural factors such as deindustrialisation and the increase in real-estate values have caused a sharp decline in population, as the population has never been met by an effective policy for the resident population, such as an intervention through taxation of holiday and second homes or incentives for resident first-time buyers (Gasparoli and Trovò, 2014). These influences are explained in more detail in point 4.3.2.

It can be seen that tourist uses, both formal (e.g. hotels) and informal (e.g. unregistered bed and breakfast), have now taken over a large part of the built environment and social fabric of the old town (Settis, 2014).

Venetian local politics has turned towards urban entrepreneurship. Some of the points of this turn can be seen in the privatization of parts of important public goods such as the passenger terminal, the Biennale Foundation, several historical palaces and the Arsenal site.

The result has been a shift towards property and event-driven development as a means of asserting and strengthening Venice's role as a tourist destination and supporting the city's economic development (Canestrelli and Costa, 1991,a).

4.2 Ecological impacts
4.2.1 Positive impacts
Existing positive effects are the expansion of Venice's infrastructure and the financing of nature conservation through tourism as soon as the revenues are used for this purpose (Job and Weizenegger, 2003).

4.2.2 Negative impacts
On the one hand, climate change has long-term consequences for tourism, but on the other hand tourism also contributes to climate change, which is why tourism has a negative impact.
The effects of climate change, such as the rise in sea level, the increasing frequency and energy of storms and floods, beach erosion, coral bleaching and disrupted water supply, also pose new threats to Venice (UNEP and WTO, 2005). It is important to note that floods in Venice (appendix 7) today mean that St. Mark's Square is flooded forty to sixty times a year, compared to four to six times a year at the beginning of the twentieth century (Page, 2007).

Changes in temperature and precipitation will affect the market attractiveness of Venice, depending on the interaction of push and pull effects (appendix 8). Venice can also be influenced by other factors such as the spread of tropical diseases and the availability of water. Some of these effects are already being felt, as Venice's ecological fragility is very high.

It is estimated that tourism can contribute up to 5.3 percent of global anthropogenic greenhouse gas emissions, with transport accounting for about 90 percent of this. It is estimated that aviation is responsible for 2-3 percent of total global fossil fuel consumption and up to 3.5 percent of the anthropogenic greenhouse effect. Looking at the above figures, it is clear that aviation is one of the fastest growing sources of greenhouse gas emissions. Therefore, limits must be set here (UNEP and WTO, 2005).

In addition to the problem of climate change, Venice also faces the following problems: parking problems, traffic jams and the destruction of historical sites due to overuse and inattention of tourists. There is also the problem of environmental pollution (Van der Borg et al., 1996; Yazdi & Khanalizadeh, 2017) and waste generation (Milano, 2017, a).

Furthermore, the lack of sewers leads to algae growth and a remarkable stench during the summer season (Page, 2007).

Regarding cruise ships, it is clear, that the suction created by the displacement of the ships leads to the removal of sand and silt from the lagoon into the Adriatic Sea, which makes the lagoon deeper and deeper. In addition, contaminants are whirled up from the bottom. In addition, there is pollution with fine dust, nitrogen oxides and sulphur oxides from cruise ships, which account for around 20 to 26 percent of the pollution caused by all shipping traffic. According to the study, passenger ships (including ferries) account for 12 percent of the total air quality pollution in Venice, for example, in terms of particulate matter (Neumeier, 2019,c).
By threatening the stability of anthropogenic structures, the flora and fauna of the lagoon suffers (Madricardo et al., 2019).

4.3 Social impacts

4.3.1 Positive impacts

There are policy implications for image, for information management and for specific measures to improve the security and protection of tourists. By having security management in place to guarantee the well-being of tourists, this also has a positive impact on the safety of residents (UNEP and WTO, 2005).

Additionally, the inhabitants see that tourists bring with them a multitude of new impressions and progress, from which the city can in turn benefit and develop. By meeting people with different backgrounds, cultures, traditions and languages, the residents experience different perspectives and can learn from each other. By connecting with new people from different countries, a feeling of togetherness is created worldwide (appendix 1).

4.3.2 Negative impacts

One of the negative effects of overtourism is the loss of a sense of belonging and place among the locals, which undermines the local lifestyle and leads to a reduction in socio-cultural ties. Other problems are the increasing overcrowding, congestion, gentrification and privatisation of public spaces and the increase in the real-estate speculation business induced by tourism. In particular, rising house prices for rent and purchase, but also rising prices in everyday life in general, imply a loss or reduction in the purchasing power of Venice's inhabitants. There is a decrease in the purchasing power parity between locals and visitors (Milano, 2017, a&b).

The rise in residential property prices is related to the increasing supply of tourist rental housing platforms such as Airbnb (Milano, 2017,c).
In the meantime, the website idealista.it announced in May 2016 that Venice is the most expensive city on the Italian peninsula (4,423 €/m²) compared to Milan (3,460 €/m²) and Rome (3,386 €/m²) (Milano, 2017,c).

Due to the problems mentioned above, an obvious problem is the depopulation of historical centres, such as the migration of inhabitants from the city centre to the outskirts of the mainland (Milano, 2017,a&b).

Therefore, numerous local social movements protest against it. The movements called Comitato No Grandi Navi - Laguna Bene Comune and Gruppo 25 Aprile organized various campaigns, including "Venezia mio futuro", which deals with the forced emigration of many inhabitants, the lack of essential shops of daily life, which have been replaced by tourist shops, rising property prices and cruise ships in the lagoon (Vianello, 2016; Milano, 2017,c).

2,500 people took part in the demonstration entitled "Mi no vado via" in 2017. In addition, an event entitled "Diritto alla Cittá. Venezia, Barcellona, Berlino, Parigi nell'epoca del turismo globale", during which experiences of cities such as Barcelona, Berlin and Paris were discussed in relation to the rights of residents, public goods and the preservation of the environmental and cultural heritage. The aim: to promote and defend the rights of the city in the age of global mobility.

On 18 June 2017 there was a referendum of the Comitato No Grandi Navi, which was about cruise tourism (appendix 9). In the referendum the following question was asked: "Do you want cruise ships not to enter the Venice lagoon and that no more excavations take place in the lagoon?". The referendum was well received. Of the 18,105 participants, 80% were from Venice, while the rest were foreigners or tourists. A total of 98.72% of voters (17,874) voted against the entry of large cruise ships into the lagoon, with only 180 people (0.99%) voting in favour and a small proportion (0.28%) leaving an empty vote (Milano, 2017,c).

Furthermore, vandalism and crime are also among the negative impacts of the tourism industry (Van der Borg et al., 1996; Yazdi & Khanalizadeh, 2017).

5 THE IMPORTANCE OF SUSTAINABILITY IN TOURISM

The effects described in chapter 4 illustrate the importance of creating sustainable tourism in the future.

According to UNWTO (n.d.), sustainable tourism is defined as “Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities".

| TOTAL SUPPLY OF RESIDENTIAL PROPERTIES | 6,027 |
| Average price per night | €130 |
| Number of houses and apartments | 4,513 (74.9%) |
| Number of private rooms | 1,443 (23.9%) |
| Number of shared rooms | 71 (1.2%) |

Figure 9: Supply of residential tourism properties in Venice (according to Inside Airbnb, 2017)
Guidelines for sustainable tourism development must be created and these must be applied especially in regions where there is a high level of mass tourism. Nevertheless, niche segments and tourism destinations of all kinds can also benefit from them. In order for sustainable tourism development to emerge, the principles of sustainability must focus on the economic, ecological and social aspects. The three dimensions must be brought into balance (UNWTO, n.d.).

5.1 Economic sustainability in tourism
Economic sustainability means generating wealth at different levels of society. It is important to consider the cost-effectiveness of all economic activities. In particular, it is a matter of promoting the viability of companies and activities and their ability to be maintained in long-term (UNEP and WTO, 2005). An economy must be created that is capable of functioning in the future. In order to maintain this system, three objectives must be achieved: a high level of employment, price stability and external balance (Walkling, 2020).

In relation to tourism, this means that the resources required for sustainable tourism projects are secured in the medium and long term. Furthermore, sustainable tourism products meet the needs of the target group or potential guests and lead to sufficient market demand through their integration in marketing (Österreich Werbung, 2012).

5.2 Ecological sustainability in tourism
According to UNEP and WTO (2005), environmental sustainability is seen as the conservation and management of resources, especially those that are non-renewable or of life-supporting value. In particular, measures are needed to minimise pollution of air, land and water. An important point is the preservation of biodiversity and natural heritage.

Ecological sustainability means using natural resources only to the extent that they can grow again (Brickwedde, 2010).

In order to achieve ecological sustainability in tourism, it is necessary to raise awareness of ecological interrelationships in guests and locals. Added to this is the sustainable use of energy and resources, especially in the area of mobility. This enhances tourism products and services and is brought closer to (potential) guests. The use of regional products and local materials and their integration into regional habitats within the framework of the offers will give guests the opportunity to experience regional biodiversity. A prerequisite is that the host plays an essential role in communicating the sustainable use of natural resources (Österreich Werbung, 2012).

5.3 Social sustainability in tourism
The third dimension of social sustainability is understood that human rights must be respected and equal opportunities must apply to everyone in society. The equitable distribution of benefits with focus on poverty alleviation is an important step towards social justice. The focus is on local communities and on maintaining and strengthening their life-support systems. Furthermore, different cultures must be recognized and respected and all forms of exploitation must be avoided (UNEP and WTO, 2005).
In order to achieve social sustainability in this sector, the interests of the local population must be taken into account in the context of tourism products and services by involving regional actors in the development phase. Furthermore, the regional identity must be valued or strengthened and contribute to a significant argument in the marketing of tourism products and services. Historical heritage and regional culture are specifically used to enrich the range of offers.

In particular, appropriate working conditions and staff qualifications support the medium and long-term quality of sustainable offers (Österreich Werbung, 2012).

5.4 Principles for sustainable tourism development

In summary, sustainable tourism development is an ongoing process of improvement. The impacts must be constantly monitored and, if necessary, measures must be adapted and corrected or new guidelines introduced. Therefore, sustainable tourism development requires the participation of all relevant stakeholders and strong political leadership to ensure broad participation (UNEP and WTO, 2005).

According to UNEP and WTO (2005), sustainable tourism is thus created by implementing these principles:

- A viable, long-term economic operation that provides socio-economic benefits to all stakeholders, fairly distributed, including stable employment and
income opportunities and social services for host communities, must be established. This contributes to poverty reduction.

- Optimal use of environmental resources to maintain essential ecological processes. This should contribute to the conservation of natural resources and biodiversity.
- The socio-cultural authenticity of the host communities must be respected. This allows their cultural heritage and traditional values to be preserved. As a result, this serves as a contribution to intercultural understanding and tolerance.
- Nevertheless, the well-being of the tourists should not be ignored. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience for tourists. However, it is important to implement an awareness of sustainability among tourists and thus promote sustainable tourism practices.

6 EXISTING POLICIES TO CREATE A SUSTAINABLE VENICE

As Venice is unique in the world and a UNESCO World Heritage Site of unique cultural and scenic value, it is of great importance to preserve it for future generations. It is therefore necessary to promote responsible tourism that is in harmony with the daily life of its inhabitants, does not harm the environment, and does not hinder artistic development and other social and economic activities. This implies that the current state of tourism in Venice must be limited and that the sector must be managed differently in the future (Città di Venezia, 2002,b).

In order to access the capacity of the historical centre of Venice, Canestrelli and Costa (1991,b) undertook a complex mathematical study to examine the parameters to be considered in any further management plan. This was called "carrying capacity" (e.g. how many visitors the city can accommodate). The optimal carrying capacity for the historic city of Venice would be to accommodate 9780 tourists using hotel accommodation, 1460 tourists staying in non-hotel accommodation and 10 857 day trippers on a daily basis. Even if the 4.1 million day trippers currently visiting Venice were evenly distributed, this would still represent 11233 day trippers per day. In fact, it is estimated that an average of 37500 day trippers (per day) visit Venice in August. The researchers argued that an upper limit of 25000 visitors per day is the maximum tourist capacity for Venice that Venice can handle.

In 2001, a new mayor introduced a series of immediate measures to secure the future of tourism (Page, 2007):

- the introduction of a tourism tax to cover part of the external costs of tourism
- plans to introduce strict control of motorised traffic in the canals to reduce the washing effect on gondolas and buildings
- the introduction of a multi-million pound mobile flood barrier, despite protests from ecologists to reduce the regular flooding.

Moreover, according to Città di Venezia (2002,c), new laws regulating the behaviour of tourists in St. Mark's Square have been adopted (Articles 12, 23, 28 and 49 of Urban Police Regulations of the City of Venice), which prohibit visitors from:
• lying down in public places
• sitting or lingering in the street or eating a picnic lunch
• dumping waste on the ground
• swimming in the canals or in the surroundings of St. Mark's Bay area
• cycling or other vehicles in the city
• performing unsafe or annoying activities
• undressing in public places
• walking around town shirtless or in bathing suits
• buying from illegal street vendors.

Any violation of these rules will be punished with an administrative fine of between 25 euros and 500 euros. The liable penalty for buying counterfeit goods is between 100 and 7000 euros.

Additionally, by using the hashtag #EnjoyRespectVenezia, the local government of Venice wants to sensitize visitors to the problem of overtourism and gives tips on how to visit the city responsibly. In this context, 12 practical tips (appendix 10) have been compiled in a kind of handbook for responsible visitors with tips and recommendations that include respect for the environment, landscape, historical buildings and the individuality of Venice (Città di Venezia, 2002,a). Shipping companies are also obliged to show their passengers an information film about respectful behaviour towards the environment and the inhabitants of Venice. This is part of the awareness campaign #EnjoyRespectVenezia (Neumeier, 2019,b).

As early as 1 May 2018, the police temporarily sealed off several squares and streets in the city to divert streams of visitors. Turnstiles were set up at bridges over the Grand Canal and near the Santa Lucia train station to regulate the access of visitors to strategic places in the city such as St. Mark's Square and Rialto Bridge. Also the car traffic on the Ponte della Liberta, the bridge between the mainland and Venice, can be limited to public transport and taxis, should the rush become too strong (Focus, 2018; Neue Zürcher Zeitung, 2018).

The Italian government planned to demand entrance fees that tourists have to pay to be allowed to see Venice. The local tax might have to be paid directly by the means of transport such as buses or cruise ships that bring the travellers to Venice. Thus, Venice's government is trying to "consider balanced rules to protect those who live, study or work in our area". In this way, the city wants to better regulate its flows of visitors. However, Venice is postponing for the time being the introduction of an entrance fee for day tourists, originally planned for the beginning of May 2019 and then for September 2019. According to original plans, the contribution should have been three euros per person by 31 December. Starting next year, the municipality planned to charge a contribution of six, eight or ten euros - depending on whether it was a public holiday or a day in the high season. The municipality is still considering how the tax will be collected (Watson, 2019; Senn, 2019).
In addition, cruise tourism, under whose burden Venice suffers extremely, is to be restricted. The initiative, described in 4.3.2, has opened up new scenarios in the lacustrine city, which is why the petition to the government for the immediate application of the Clini-Passera Law of 2013, which banned cruise ships weighing more than 40,000 tons from entering the lagoon (Milano, 2017,c).

From September 2019, cruise ships are no longer allowed to pass directly by St. Mark’s Square and have to dock on the mainland side at the terminals in Lombardy and Fusina. In the long term, new terminals will be built in Chioggia and Lido San Nicolo. Three tugs instead of two for each cruise ship are required and the cruising speed within the Giudecca Canal has been significantly reduced (Cruisify.de, 2019).

In April 2019, 35 shipping companies renewed the "Blue Flag Venice" contract with the city of Venice, which had been in place for many years. Here, a 0.1 percent limit for sulphur in fuel or sulphur oxides in emissions already applies before entering the Venice lagoon. The agreement also includes a right of control for the port authorities and the city administration (Neumeier, 2019,b).

This would relieve the fragile ecosystem of the lagoon and prevent the building fabric from being damaged by the incoming ships. However, a new terminal will first have to be built, which will probably take several years (Focus, 2018).

According to the mayor of Venice, Luigi Brugnarouf, only a maximum of 65000 people will be allowed to stay in St. Mark's Square at any time during the next few years, which should improve access control.

Residents and people who work on St. Mark’s Square and its surroundings should be given a card to gain access to the area. These should be given priority by means of extra entrances. "One-way traffic" is to be introduced in some alleys and on certain bridges, when the tourist traffic is particularly heavy. Strict safety precautions have been taken. Visitors’ bags and rucksacks will be checked at the entrance to St. Mark’s Square (Wirtschaft regional, 2017).

The existing strategic tourism plan "Italia Paese per Viaggiatori" 2017-2022 includes the objective that tourism contributes to the economic, social and sustainable well-being of the territories. The Plan sets out some precise guidelines and defines strategic lines of intervention to help Italy achieve a new leadership role based on sustainability, innovation and competitiveness by integrating the theme of responsible management of the territorial, environmental and cultural heritage into tourism policy.

The aim is to increase the development of new destinations and products and to help in the design of new itineraries. The aim is to link attractive areas with the least densely populated areas and to channel tourist flows to less well-known but equally attractive areas (Rapporto Statistico, 2018).

7 BENCHMARK ANALYSIS WITH EUROPEAN CITIES

In order to find new methods to combat the problems of overtourism, a benchmark analysis with other European cities that are also strongly affected by overtourism is suitable. The following cities are part of the benchmark analysis: Barcelona, Amsterdam, Milan and Dubrovnik.

7.1 Barcelona
About 30 million tourists visit the capital of Catalonia every year - with a population of approximately 1.6 million. Due to the many holiday flat rentals, the rent prices in the city increase immensely. Also garbage, noise and traffic problems are problems that are caused by tourism. On the "Las Ramblas" boulevard, residents hardly ever come to their own apartments during the peak season because of the huge rush.

There are protest actions of the local people. With slogans like "Our home is not your home" they make their displeasure clear.

**Countermeasures:**
The construction of new hotels is prohibited and stricter rules have been imposed for renting apartments to tourists. Locals now require a license for this and are only allowed to rent out one holiday apartment at a time (Focus, 2018).

Furthermore, Barcelona has introduced a plan called "Barcelona Strategic Tourism Plan 2020", which provides a new framework for sustainable tourism management (Ajuntament de Barcelona, 2017).

### 7.2 Amsterdam

![Figure 12: Number of passengers Amsterdam Airport (Flughafen Schiphol, 2020)]
With its canals, museums and coffee shops, the Dutch capital is a popular tourist destination. Every year 18 million tourists visit the Dutch capital, which has a population of almost 860,000. That is more people than live in Amsterdam or in the whole of Holland with about 17.1 million inhabitants.

Countermeasures:
In order to curb tourism, the city is restricting apartment rentals from 2019. Therefore, owners will only be allowed to rent their apartments to holidaymakers for a maximum of 30 days.
The guest tax is to be increased from the current six percent in the city centre to seven percent in 2019.
In order to better distribute tourist flows, the authorities are considering relocating the cruise terminal, which is located in the middle of the city.
In addition, no new hotels may be built in the city centre and no new souvenir shops may be opened.
The city administration wants to stem the tourist rush to the red light district by closing some streets in the so-called Wallen district in the old town for cleaning work. Because of the chronic overcrowding in the old town, guides are also to take visitors actively to other, less visited areas of the city.
Party tourists will have to expect penalties for their misconduct in the future. In return, law enforcement officers will carry card readers with them to collect the money immediately (Focus, 2018).

7.3 Milan
With approximately 1.3 million inhabitants, Milan is the second largest city in Italy after Rome. The Cathedral, one of the most magnificent Gothic buildings in the country, the famous Galleria Vittorio Emanuele with its chic shops and restaurants and the famous Milanese opera La Scala are among the city’s landmarks. Although the Italian metropolis was not one of the most visited places in Italy until a few years ago, this changed abruptly in 2015 with the World Expo that took place there. Since then, the number of tourists has grown to 7.5 million, according to information from the Italian Tourist Office in Milan.

Countermeasures:
For this reason, the city even imposed a temporary ban on self-service sticks in August 2017. To counteract the littering of the streets, glass bottles and beverage cans as well as fast food stands were also banned from the heavily frequented Darsena and Navigli districts (Focus, 2018).

7.4 Dubrovnik
Dubrovnik is a popular tourist destination worldwide. The old town is a UNESCO World Heritage Site and attracts well over a million tourists every year - currently only about 40,000 people live there.

Countermeasures:
In the future, only two cruise ships will be allowed to dock per day; in the past, there were up to ten (Senn, 2019).
8 DERIVED SUGGESTIONS FOR IMPROVEMENT

Due to the increase in anti-tourist sentiments (appendix 11), the UNWTO Secretary-General declared that the situation in Venice needed to be seriously addressed (Tapper, 2017). There is therefore a need for alternative and more environmentally friendly practices in development and planning, as well as stronger governmental and intergovernmental policies and regulations (Saarinen, 2006; Séraphin, 2018).

For several decades, possible measures to improve and increase the efficiency of a destination, to optimise the tourist experience for visitors and to improve competition for certain products and services have been discussed. Rarely have these strategies been aimed at improving the quality of life of those who live in host areas and do not benefit directly and tangibly from the advantages of tourism.

To achieve this, it would be possible to apply the strategy of the 5D myth. It contains the following five components: Decongestion, diversification, deseasonalization, decentralization and deluxe tourism (Milano, 2018).

![Figure 13: The 5D Myth (own illustration according to Milano, 2018)](image)

This strategy could solve the problem of saturation of a tourist area, the pressure during a certain season or maximising the benefits. The problem of overtourism could be counteracted by, for example, seasonal adjustment of tourist flows during certain periods, weeks or days, decentralisation and distribution of visitors in residential areas and less frequented areas, or the implementation of pricing policies in order to focus on an elitisation, so-called quality or deluxe tourism, of tourist flows. This means that tourism should be promoted out of season and throughout the Venice commune (WTTC and McKinsey & Company, 2017; Reuther, 2015).
Another solution to the problem of overtourism could be ecotourism. This form of tourism is defined as "responsible travel to natural areas that respects the environment, maintains the well-being of the local population and includes interpretation and education" (TIES, 2015). Education should include both employees and guests.

According to TIES (2015), ecotourism, which aims to combine nature conservation, communities and sustainable travel, is concerned with the following principles:

- Minimize physical, social, behavioral, and psychological impacts.
- Build environmental and cultural awareness, and respect.
- Provide positive experiences for both visitors and hosts.
- Produce direct financial benefits for conservation.
- Generate financial benefits for both local people and private industry.
- Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries’ political, environmental, and social climates.
- Design, construct and operate low-impact facilities.
- Recognize the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment.

There are a number of global challenges which must also be taken into account in the development of sustainable tourism. These are discussed below.

One challenge is to manage dynamic growth. This means that growth must be well managed so that it does not interfere with the resources needed. In relation to Venice, the location must be well planned and new environmental management procedures must be developed. Venice in particular, with its marine and coastal environment and associated cruise ships and traffic, as well as general overuse by tourists, is severely affected. In order to counteract the loss of natural habitats, cultural heritage and biodiversity, it is essential to control or limit growth.

Tourism may require higher entrance fees, permits and concessions as support for conservation. These revenues could contribute to the preservation of the region and cultural sites.

Tourism can be seen as an advantage for the population, but only if better ways are found to direct visitors’ expenditure towards the population and especially poor people, including through the informal economy. This means that good working conditions are created and that employees in the tourism sector are adequately paid and treated. Opportunities for advancement must be provided (UNEP and WTO, 2005).

As the benchmark analysis has shown, Venice, like other European cities, could limit the number of cruise ships and tourists (appendix 12). As regards the accommodation sector, the number of accommodations and the duration of overnight stays could be limited. Strict regulations are needed to reduce the number of Airbnb apartments and hotels (whose offerings do not reflect the quality of the city). The illegal accommodation market must be stopped. Furthermore, ID cards
could be introduced for residents, guaranteeing discounts in shops and that they have priority over tourists.

The survey also gave rise to some suggestions for improvement. For example, tourists could be more involved in the lives of local people by helping them with their work and experiencing their everyday life. In this way, traditions and the Venetian lifestyle could be preserved. Residents are also demanding a tourism tax and higher prices for sightseeing to minimize demand and provide more quality. In addition, the idea was born to demand an environmental tax, which would benefit the environment. Shops should only sell products that have also been produced in Venice, in order to stimulate the local economy and promote traditional industries. Attention should be paid to a greater use of more sustainable or reusable energy, e.g. ship-to-shore, and packaging materials. Residents demand that tourists inform themselves more carefully before visiting the city (appendix 1).

Another possibility is the participation and co-determination of the residents. Here, workshops, problem discussions, surveys, participation in the development of the tourism concept or the tourism mission statement could be offered in order to respond more to the needs of the residents and tourism awareness can be strengthened (Eisenstein, 2014).

Furthermore, the principles for sustainable tourism development set out in 5.4 should be implemented to preserve the destination for present and future generations.

9 CONCLUSION
Finally, if you look at all the facts, it becomes clear that tourism has both positive and negative consequences. But it is important that the government put the inhabitants and surroundings of Venice first and not the tourists. Better quality for the inhabitants and the environment also means a better tourist experience for potential customers. This makes it clear that the government must set limits to tourism in order to protect the city and the local people and to guarantee a sustainable existence. Therefore, the extreme growth of tourism in Venice requires strategic destination marketing and economically, ecologically, socio-culturally sustainable marketing. In short, the economic, environmental and social components must be reconciled in order to meet the needs of society today and in the future and it will be essential to create an understanding of sustainable tourism, which is lived globally.

In summary, all that remains to be said is this:

“The growing interest of visitors in genuine cultural experiences brings along considerable opportunities but also complex challenges for tourism. The sector needs to adopt and strengthen policies and governance models that benefit all stakeholders, while preserving and further promoting the widest possible range of cultural assets and expressions.”

by UNWTO (n.d.)


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APPENDIX

Appendix 1: Online survey on the topic “Overtourism in Venice”

See second file submitted

Appendix 2: Tourists crowd the St. Mark's Square in Venice.

Source: Overtourism (fvw, 2019)
Appendix 3: Overwhelmed Rialto Bridge in Venice

Source: Daily News (Bayerischer Rundfunk, 2019)

Appendix 4: The crowded Rialto Bridge on the Canal Grande

Source: Lagoon city in Corona times (Eibner Europa, 2020)
Appendix 5: AirBnB accommodation in Venice

Source: AirBnB Venezia (Rosa, 2016)

Appendix 6: The Maslow pyramid of needs

Source: A Theory of Human Motivation (Maslow, 2017)
Appendix 7: St Mark’s Cathedral in Venice is under water

Source: Serious damage expected (Katholisch.de, 2018)

Appendix 8: Why is the destination Venice so attractive for tourists?

**PUSH-Factors:**
- Poor housing conditions at home
- Mental discomfort (stress, no social contacts, etc.)
- Lack of leisure and exercise opportunities
- Violence, oppression, persecution (religious, political, because of sex)
- Escape from everyday life
- Self-Exploration
- Self-Evaluation
- Relaxation
- Prestige
- Regression
- Increase/ increase family relationships and promote social interactions

**PULL-Factors:**
- Tourism infrastructure (attractiveness of the holiday resort: beaches, accommodations, sights, etc.)
- Cultural and historical environment
- Recreation facilities
- Environment (weather, sunshine, ...)
- Slower time scale
- Contact with locals
- Benefit expectations
- Image of the destination

Source: Push- and Pull-Factors related to Venice (own illustration according to Uysal and Jurowski, 1994; Roland, 2015)
Appendix 9: Protests of Comitato No Grandi Navi - Laguna Bene Comune

Source: City Assembly - no big ships (EcoMagazine, 2012)

Appendix 10: #EnjoyRespectVenezia – 12 practical tips

1. Discover the hidden treasures of Venice in the least visited places to appreciate Venice’s exceptional beauty.

2. Explore the islands in the lagoon and Mainland Venice, participate in events spread throughout the Metropolitan City.

3. Taste the local products and typical Venetian cuisine.

4. Visit the artisans’ workshops and learn about the ancient trades that still exist today in Venice. Choose only original products and do not buy any goods from illegal vendors.

5. Book tours with qualified tourist guides able to recount Venice’s thousand-year-old history.

6. Walk on the right, do not stand at any time on bridges, do not even lead bikes by hand.

7. Steps of churches, bridges, wells, monuments and banks of streams, canals etc. are not picnic areas. Please use the public gardens for this necessity. Consult the map.

8. St. Mark’s Square is a monumental site and excluding pertinent bars and restaurants, it is forbidden to stand at any time in order to consume food or drink.

9. Venice is a city of art: it is forbidden to camp, walk about in swimwear, dive and swim. The beaches at Lido and Pellestrina can be easily reached.

10. Respect the environment and artistic wealth: do not litter, do not vandalize with graffiti, or padlocks. Do not give food to the pigeons.

11. If you are staying in an apartment or flat, please get informed about the garbage recycling collection.

12. Plan your trip and choose to visit Venice when it is less crowded. Consult the Tourist Report.

Source: Own illustration according to Città di Venezia (2002,a)
Appendix 11: The displeasure against tourists increases

Source: „Tourists go home!” (Neumeier, 2019,a)

Appendix 12: Cruise ships in the port of Venice

Source: Venice and the cruise ships (Neumeier, 2019,c)
Declaration of Honor

"I declare, on my word of honor, that,

1. I have completed the paper presented independently, and without using resources other than those specified,
2. the ideas taken directly or indirectly from external sources are identified as such,
3. this copy should match with the assessed paper, and
4. up to now, this paper has not been presented in the same or similar form to another Examination Authority, nor has it been previously published."

Bobenheim-Roxheim, 15.05.2020

[Signature]