

Tourism management in urban areas

Primary Tourist Resources: Pre-existing attractions for tourism and leisure. They have not been built specifically for tourism and include the weather, scenery, wildlife, indigenous people and heritage and cultural sites.

Secondary Tourist Resources: Facilities that have been built specifically for tourism and leisure e.g. accommodation, restaurants and shopping centres.

Heritage or Cultural Tourism: Tourism where the purpose is to experience and visit the places, artifacts and activities that authentically represent the stories and people of the past and present.

Urban areas: The built up area - normally a settlement with more than 10,000 people is considered to be an urban area.

Why is it important to create and preserve open spaces in urban areas?

- Escape from urban stress - place to relax away from work, congestion, etc.
- Health benefits (less noise and air pollution - more relaxing environment)
- Moderation of urban microclimates
- Space to allow development of sports team and social integration, or just somewhere for someone to run or walk to keep fit.
- Educate urban dwellers on the importance of the environment and wildlife
- Preserve natural and cultural heritage (squares, parks, etc.)
- Prevent conflict on urban streets by giving people a place to enjoy recreation e.g. skateboarding, rollerblading, playing football.

Venice - Case Study of Tourism Management in an Urban Area

Venice is located in north east Italy on the coast of the Adriatic Sea. Along with Rome and Florence, Venice is one of Italy's premier tourist attractions. Venice has a unique situation, it is located in the middle of Venice Lagoon and attached to the mainland by a bridge. Venice is made up of 118 islands. It its situation that has provided Venice with its unique transportation system - canals. There are no real roads in Venice so people move around by boat or walk along narrow footpaths.

Venice is not a big city and only has a population of about 60,000 (larger if you included adjoining settlements on the mainland) Venice is made up of many small islands and districts. The most famous districts are called San Marco, San Polo, Cannaregio, Castello and Dorsoduro and it is here that you find most of the major tourist destinations.

The city has an average of 50,000 tourists a day (2007 estimate) - nearly 20 million a year. In 2006, it was the world's 28th most internationally visited city, with 2.927 million international arrivals that year.

Canals: Manmade artificial waterways (like a manmade river)



Venice Primary Tourist Resources	Venice Secondary Tourist Resources
<ul style="list-style-type: none"> • St. Marks Basilica (Venice's most famous church) • St. Marks Square • Rialto Market and Rialto Bridge (San Polo) • St. Mark's Campanile or bell tower (beautiful views over the city, lagoon and even Alps) • Grand canal (Venice's main canal which is very popular to take Gondola trips on) • Doge's Palace (Palazzo Ducale) • Teatro La Fenice (Venice's most famous opera house) • The Lagoon 	<p>Transport: Venice is served by Marco Polo Airport on the mainland. Venice itself is accessed by a bridge. The bridge has allowed trains to travel to Venice (Rome is 3.5 hours and Milan 2.5 hours)</p> <p>Top five Hotels: Most of Venice's central hotels are luxury hotels. They are expensive because of the high demand from tourists and the limited amount of space to build new hotels. According to ratings on Tripadvisor, Venice's top five hotels are:</p> <ul style="list-style-type: none"> • Hotel Al Ponte Mocenigo (Average price \$217 a night) • Al Ponte Antico Hotel (Average price \$343-\$829 a night)



- Hotel Canal Grande (Average price \$186-\$400 a night)
- Hotel Antiche Figure (Average price \$223-\$382 a night)
- Residence Corte Grimani (Average price \$229-\$445)

Top five Restaurants: Italy is famous for its cuisine, especially its pizza and pasta. Again restaurants in Venice tend to be expensive because of their location and demand. According to trip advisor the top five restaurants are:

- A Beccafico (average price of meal \$14-\$99)
- Osteria Antico Giardinetto (average price of meal \$102)
- Ai Mercanti (average price of meal \$86-\$114)
- Osteria Ae Sconte
- L'osteria de Santa Marina

Tours are also an example of a secondary tourist service. Tours are very popular in Venice. Most tours will focus on the historical sites, but occasionally you may get more unusual tours looking at things like food or famous citizens.

Gondola: A traditional boat used to transport people along canals.

[Venice - Tripadvisor](https://www.tripadvisor.com)

TRENDS IN VENICE'S POPULATION	TRENDS IN VENICE'S TOURIST NUMBERS
<p>In 1931, Venice's population stood at about 164,000. Since this date Venice's population has been steadily declining. Venice's population has recently fallen below 60,000 residents. It was estimated that between 2000 and 2007, 1000 local homes were lost to tourist developments.</p>	<p>The enormous increase of tourism in Venice can be seen comparing a few years of statistics. The following figures are related only to visitors lodging in Venice historical center excluding. These figures do not include day trippers. From this data we can see how it took about 27 years to double from 1,0 million to 2,0 million (1950-1977) and to almost double again in only 11 years (1994-2005). Or from 3.0 million to almost 6.0 million in 13 years (1994 – 2007)</p> <p>1950 - 1,097,366 1960 - 1,563,427 1970 - 1.940.239 1980 - 2.487.687 1990 - 2.760.068 2000 - 3.562.728 2007 - 5.875.370</p> <p>http://www.aguideinvenice.com/en/venice-case-8-Report-on-tourism-in-Venice-December-2008.html)</p> <p>Even more tourists arrive in Venice as day trippers. Total tourist visits to Venice are now estimated at about 20 million a year. Some days over 100,000 tourists visit Venice, this is nearly double the resident population.</p> <p>Who can stop the slow death of Venice? - Guardian article</p>

Venice Carrying capacity: It has been estimated that Venice's carrying capacity is 11,250 tourists a day staying in accommodation and another 11,000 day trippers. This figure is often rounded up 25,000 tourists a day. This suggests that Venice can handle about 8 million tourists a year. However, Venice does not receive this many tourist in total, but because the seasonal distribution of tourists is uneven, its carrying capacity of 25,000 tourists was exceeded on 200 days in 2000. On the seven busiest days, Venice received over 100,000 visitors.

IMPACTS OF TOURISM

- Tourists have caused severe overcrowding. Even though there are no roads, canals and footpaths have become congested with boats and people.
- Even though there are very few roads in Venice itself, coaches arrive in Venice over the one bridge connecting Venice with the mainland. This causes congestion and delays for local residents.
- The large number of tourists has caused inflation. Inflation has not only affected the price of land, but also the price of everyday goods like milk and bread.
- Local services are being increasingly priced out of Venice. Things like convenience shops, post offices, doctors surgeries are no longer able to compete with the expensive rent and declining population.
- Tourist intrusion on places of worship. Italy is a deeply religious country with people regularly attending mass. Churches are also popular tourist destinations, therefore creating a conflict over use.
- Pressure on services like electricity and water supplies.
- Littering and pollution. Tourists create litter and waste, litter can find its way into canals making places less visually appealing.
- Tourists can also attract pigeons (feeding, crumbs). Pigeons are considered a pest and carry diseases. Their excrement can also damage and disfigure ancient buildings.

POSSIBLE SOLUTIONS TO NEGATIVE IMPACTS OF TOURISM

- The government is trying to build more low-cost affordable housing so locals can still afford to live in Venice
- Unauthorised coach tours are going to be denied entry to the main coach terminal.
- Italian cities are going to be allowed to charge a tax of up to 5 Euros a day. This may generate extra income, but is unlikely to have a significant impact on reducing tourist numbers
- A one way system has been proposed during some of Venice's busiest periods. This is not a one way system for car, but for people. Tourists will need to travel in one direction on certain bridges and small walkways.
- A ban on day trippers has been proposed. In the future it might be necessary to have a hotel reservation, even to enter the city. This should reduce overcrowding and may even increase income. People staying in Venice spending significantly more than day trippers.
- Subsidising local services like post offices and doctor surgeries to ensure that they remain open.
- Reducing the number of international events hosted in Venice e.g. EXPO
- Possible limiting the number of flights and or advertising. This has not happened and actually the emergence of low-cost airlines has made Venice more affordable.
- Drinking fountains. Tourists are leaving millions of plastic bottles in Venice each year. In an attempt to reduce the amount of plastic bottles tourists are being encouraged to drink from water fountains.
- Areas of St. Marks Square have been blocked off to reduce litter. Patrols have also been increased to reduce the amount of tourists dropping litter. This should also reduce the number of pigeons.