CRUISE TOURISM, THE MODERN BARBARIANS ENDANGERING HERITAGE PORT CITIES LANDSCAPE AND TRADITIONS.

VENICE CASE – STUDY
The newest and fast growing ways of mass-tourism is surely represented by the cruisers, that are every year invading more and more seaside areas and towns, and historical value, that makes them an sure touristic attraction, managed by of few global operators and local Port Authorities, mostly independent administrations.

Specifically I refer as cases of urgent interventions, some special ports, that are historic cities, where in the costs/benefits balance have to be included some demands regarding their tangible and intangible patrimony preservation, that we think tourism is seriously endangering as any other massive flow of visitors.

Have dramatized the problem of massive flows of visitors, as the last vessels 2000 passengers each, so when we have in peak situations 3/4 cruisers we have 10000 visitors at the same time...imagine the impact, as in many other historic cities Venice, Valletta, Valparaiso, Barcelona, or in minor small Caribbean towns...
The effects on this particular environments are dramatic, both on the physical and intangible patrimony, and no economic return could compensate these damages and losses forever. As an example and still not completely evaluated, we have to face, denied by some, of the water movements of such big vessels on the waterfronts of the historic buildings, plus atmospheric pollution, for not talking about the environmental one....

The huge last cruisers are higher than the monuments, so seeing them is a fascinating perspective, but mostly touching all the other residents and visitors. What make the balance negative that all these damages are not compensated, is the lack of direct returns to the local economy, average visitors don’t spend, don’t overstay, don’t go to restaurants, just snacks, few take time to visit museums and so on... leaving waste and dirt all’ around!!

It’s all goes mostly to the port authorities, earning more and less investments, mostly shipping containers or freights, and very little to the local administrations and citizens.
Global Cruise Line Capacity

CAGR 08-12
North America 3.6%
International 10.5%
<table>
<thead>
<tr>
<th>Cruise Line</th>
<th>Ship</th>
<th>Gross Tonnage</th>
<th>Lower Berths</th>
<th>LOA (In Meters)</th>
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<tbody>
<tr>
<td></td>
<td>Oasis Class (2)</td>
<td>225,000</td>
<td>5,400</td>
<td>362</td>
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<tr>
<td></td>
<td>Freedom Class (3)</td>
<td>158,000</td>
<td>3,643</td>
<td>339</td>
</tr>
<tr>
<td></td>
<td>Norwegian Epic</td>
<td>153,000</td>
<td>4,200</td>
<td>330</td>
</tr>
<tr>
<td></td>
<td>Fantasia</td>
<td>138,000</td>
<td>3,650</td>
<td>306</td>
</tr>
<tr>
<td>Carnival</td>
<td>Carnival Dream</td>
<td>130,000</td>
<td>3,650</td>
<td>306</td>
</tr>
<tr>
<td>Princess</td>
<td>Solstice Class (5)</td>
<td>122,000</td>
<td>2,850</td>
<td>315</td>
</tr>
<tr>
<td>Princess</td>
<td>Caribbean Princess</td>
<td>113,000</td>
<td>3,600</td>
<td>290</td>
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ruled growth of cruise ships and landing visitors impacts on an area negatively introducing in few hours, a huge massive tourists flow which the long time reached equilibrium;

controls and technology, each floating city of about 4/5000 people is polluting environment, water, air, noise, etc. and the permanent consequences on residents are still to be known;

To get both of the operators and cruise tourist are to spend on board, so shops, gifts, spas, drinks, and gambling are the main income, what need to do it in an historic place. Nobody take snapshots and neither land !!!

And most important, no serious economic return to local communities, only taxes and management, mostly private and not controlled by the city administrations. The losses done by the tourism doesn’t compensate the increase of traffic, trash, exhaust, noise, safety and long term consequences.

Traditional material and intangible patrimony of culture and traditions is getting lost, many traditional residents go away, and quality of life is lowering forever.
impact on Venice and its delicate pattern of small calli, bridges, and main or\pedestrian jams and bottlenecks, is impressive and takes actually more time to go from two attractions of Rialto bridge to st. Marks, instead of the usual steps.

So the balance for such a city, one of the most valuable and fragile heritage patrimony, is in a bedlam and confusion that destroy the approach and visit to a city grown in several centuries with the aim of a special and slow quality of life, nowadays completely unbalanced and negative, without considering dramatic and permanent consequences that can be produced in the case of eventual accidents, more probable the increase of the number of daily cruisers.
COMPLETE MODIFICATION OF THE VIEW FROM THE EXISTING QUAY, NO M...
TOTAL MODIFICATION OF VISUAL RELATIONSHIP BETWEEN THE OLD
RUMTS AND THE HARBOR FROM ABOVE AND SEA-LEVEL, NOW
HISTORIC WALLS ARE ALMOST COMPLETELY INVISIBLE
RESULT: THOUSANDS OF VISITORS INTO THE HISTORIC CITY ALL AT THE
Nevertheless, the Initiatives, Plans and programs that resulted from joint efforts between businessmen, trade organizations, civil society organizations, both local and international, and government agencies continue, thus the tourist destination is required to reconsider its future.

Puerto Maya is the only pier in Mexico granted under concession to one of the cruise lines.
During the week of January 27th through February 3rd 2013, the Island welcomed 70,578 cruise ship tourists; and only on February 1st, 23,106.
THE CRUISERS HAVE BEEN INVADING THE OLD FISHERMEN PORT THAT WAS ONE OF THE TRADITIONAL STROLLING PLACES OF THE CITY.
HISTORIC VENICE LANDSCAPE VIEWS
There is a place in the world where the conflict between cruiseships and the historic community that is VENICE. Ships transit at short distances from the monuments and an extremely physically fragile urban tissue. The situation is equally compromised from the environmental and historic urban landscape.

Contemporary arrival of thousands of visiting passengers, concentrated in the same landing area is seriously affecting the local mobility and narrow pedestrian frame, and at the same time modifying the existing structure of old skills and activities.

Cruise companies menace to abandon Venice if they can’t navigate in the Giudecca central canal.

The ongoing construction of an off-shore port will eliminate from the lagoon the huge carriers, and the existing old industrial canal that by-passes the historic center can then be devoted uniquely to the cruise-ships;

The question is where to make them land and built the necessary infrastructures.
DECREASING
HISTORIC CENTER RESIDENTS

- residents
  (historic center only)

INCREASING
DAILY TOURIST VISITORS

- tourists
  (hotel bookings only)

THIS IS AN UNSUSTAINABLE HIGH-RISK TREND
visitors = hotel bookings + one-day visits

2009, 21,604,000 people came to Venice using the following modes of transport:

- Train: 8,467,000 (19%)
- Car or bus: 5,548,000 (16%)
- Sea: 4,139,000 (26%)
- Air: 3,450,000 (39%)

Which 5,875,370 hotel bookings and 15,728,630 one-day stays equal to 2.6 nights for each hotel booking.

CONTINUING THE ACTUAL TREND, BY 2030 THERE WILL BE ARRIVING BETWEEN 30 AND 50 MILLION VISITORS PER YEAR, EQUAL TO AN AVERAGE OF 80,000 / 140,000.
**Residents in the Provinces of Venice, Padua and Treviso (2010)**

<table>
<thead>
<tr>
<th>City</th>
<th>Residents (no.)</th>
<th>Surface area (Km²)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venice</td>
<td>858,915</td>
<td>2462</td>
</tr>
<tr>
<td>Padua</td>
<td>927,713</td>
<td>2142.59</td>
</tr>
<tr>
<td>Treviso</td>
<td>883,840</td>
<td>2476.68</td>
</tr>
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</table>
SCENARIO 1

THE HISTORIC CENTER

REDUCED TO AN OPEN AIR MUSEUM TOWN WITH THE RISK OF BECOMING LITTLE MORE THAN A THEME PARK

SCENARIO 2

REGAINS ITS OWN IDENTITY AS WORLD CAPITAL OF CULTURE AND THE WEST’S GATEWAY TO EAST EUROPE AND ORIENT
CRUISE SHIPS TOURISM IMPACT
ENDANGERS HISTORIC VENICE
TANGIBLE & INTANGIBLE PATRIMONY
Tourism, represented by cruise ships, has increased constantly at high rates every year and also in Venice representing a growing percentage, estimated actually on the 20 % of the visitors flows, but not the same on the incomes of local economy.

Six years ago, in 2005 the cruisers arriving to Venice were with 700,000 passengers, in 2010 respectively 800 ships and 2,000,000, and for 2012 the estimates are over 1,000 cruisers and over 2,800,000 passengers, so increased more than 400% in these years!!!

The actual record goes to Magnifica of MSC, 60 mt. high and carrying 3,500 passengers, followed by Costa Favolosa, slightly smaller but with 3,800 passengers, twin ships of Costa Concordia, then arrives Royal Caribbean with a size of vessels and several smaller ones including local ferries,
But apart from the problems and dangers represented by the harboring tourism, that is only a part of a bigger problem that we desire to reduce. An integrated project for the preservation of Venice, a specific one and quite similar for every harbor historic city.

Another is related to security: the growing size of the cruisers, their difficulties in maneuvering in limited spaces increase the possibilities of accidents. Imagine if something as the sinking of Costa Concordia, that was in just some weeks before in Venice, happened there!!! The deep of Giudecca Canal is just few feet below the keels, and who stops a ship of over 100.000 tons...in Venice especially being all the foundations of the buildings made by wooden columns, it would have crossed and demolished half of the center.!

Waves and water movements caused by such great volumes can also modify the basic structure of shorelines and ancient waterfronts.

...and finally, serious consequences in harbor and surrounding areas.
In we consider that the overall number of tourist is now over 21 million/year, the quota of the harbor tourist flows is representing a growing part and their quota will rise considerably in few years, considering the trends of cruising tourism and concentrated from April to September.

One main aim of the project therefore is also to regulate and organize the number of visitors, who generally arrive in a short time of the day and invade the narrow pedestrian paths of the historic centre, sometimes so crowded that results difficult to advance, trying to delocalize the cruise terminal and filtering them to the city by other transport means.

We are aware that the cruisers represent an important income (about 200,000 U$ per vessel) as harbor rights, but to the Port Authority, not directly to the local economy, as the expenses are reduced in most cases to few souvenirs, no overnights or full restoration. In the last years have closed a considerable number of small hotels and guesthouses, restaurants transforming in fast food and snack-bars, modifying the intangible values.
COSTA CONCORDIA in Venice Terminal just before sinking on the Giglio Island in January 2011 and still there with serious problems to remove, pollution and negative effects on the local tourism. With 1000 cruise ships every year in the city Giudecca canal, chances are high.
THE METROPOLITAN AREA MUST REORGANIZE TOTALLY INFRASTRUCTURES AND SERVICES
permanent residents, socio-economy compatible activities and uses capability, new access and mobility systems and other. Hypotheses that are interesting to be further studied:

- Completely a wide industrial area in the mainland side of the bridge and converted into a multi-modal terminal hosting:
  - Cruise ships and ferries to the lagoon destinies
  - Regional and new high-speed railway-station
  - Parking for non residents, visitors and tourism coaches
  - Innovative transport system connecting Marghera-Mestre-Venice center
  - Surface metro connection to Tessera Airport

- Mitigate the areas and buildings occupied by the above services in the Historic Venice centre, near the bridge connections, and reuse them for governance and qualified activities:
On the basis of the previous shown data and considerations seems necessary to face the Venice situation, that has a fast lost of permanent residents (they are already under the official number of 58,000) and the unstoppable increase of tourist and visitors, whose daily average number is already above the local population.

We think that the historic center must recover the cultural, artistic, educational and governance role that had for many centuries through the rehabilitation of existing areas of services that can be dismissed and moved as: train station and deposit areas, huge car and bus parkings, wharfs and also the Maritime Station, where cruises arrive nowadays.

All these facilities can be moved to the Mestre-Marghera area, where most petro-chemical industries are leaving or closing, also for pollution reasons in diverse sectors: residential, business district, leisure and transportation/commercial hubs and exchange mobility platforms require those surfaces unavailable in the historic city.
Actually the mobility between the historic Venice island center and the mainland center is assured mostly by the old existing bridge where the railway and the road are running, built almost one hundred years ago and often unable to sustain the great flows of vehicles directed to the parking facilities located at the entrance to the historic area.

The trains now arrive to the station of Santa Lucia, directly on the Canal Grande, assuring undoubtedly a magnificent approach and impact on the visitors, but at the same time, in peak season and hours, unloading huge quantities of passengers contemporarily.

Ships and ferries arrive to the Maritime Terminal, also this location being close to the previous arrival points, so creating a further element of congestion in the entire area and the small pedestrian roads to the monuments and attractions, that are overcrowded quite often as well as the traditional “vaporetti” that represent the public transport system.

Only arrivals from the Tessera airport have a direct ferry connection to Venice.
IN HISTORIC VENICE CENTER

The actual systems for moving commuters and tourists through the Santa Lucia Railways station / Piazzale Roma and Tronchetto parking, through which all modes of public and private transport flow (trains, ships, cars, buses, freight-trucks, etc.) – are insufficient and become chaotic and unsustainable during periods of peak traffic and tourism season.

The nearby Maritime Terminal and cruise ship arrival have further increased access problems.

2. IN MESTRE - MARGHERA

Hindered by the decaying Marghera area and penalized by the road barriers, this part of the city:

• can’t properly dialogue with the lagoon
• can’t properly develop its service industry or its structures for culture and research
• can’t grow beyond its role as the suburbs of Venice
• can’t solve the heavy mobility problems that are progressively rising, as well as
The proposed program is based on some strategic interventions oriented primarily the actual mobility bottlenecks and accessibility problems.

**INTERMODAL HUB** - Moving to the mainland, at the other end of the bridge to the urban area, the end of the line for all public and private transport, creating an integrated, intermodal hub for all forms of mobility.

**METRO TRANSIT LINE** - Create a metro line connecting both the railway system with the road transit and sea terminals (cruise lines, ferries and waterbuses) and the new intermodal hub with the historic center, the Mestre area and the airport.

**MOBILITY OF PERSONS** - Integrate public sea transport in a circular manner to better distribute access to the city and reduce “vaporetti” traffic on the Grand Canal.

**DISTRIBUTION OF FREIGHT** - Move all freight transport systems to the Fusina terminal connected with the last-mile depots on Tronchetto (ex-parking) area.
The existing situation, based on a model and infrastructures planned and built long time ago is becoming more and more difficult, creating increasingly problems in accessibility to the historic area and general mobility, both for persons and goods and needs a complete new and profound modification.

Necessary changes are also determined by new projects at territorial level, as the new high speed train line, that will no longer arrive to Venice but transit in the mainland (Mestre) to continue toward eastern Europe.

New highways and metropolitan lines are planned running along the mainland coast line to connect the diverse urban settlements with the airport. Many industrial activities are getting dismissed or moved so leaving great areas free, located strategically but needing serious and expensive interventions for de-pollution.

All the mentioned elements offer the opportunity to review deeply the urban design of the metropolitan Venice area, with a long term vision of sustainable development of both the historic center and the mainland.
The equilibrium of all historic port cities and communities is surely delicate, and sudden and not controlled modification to the traditional status, reached in several centuries risk to compromise it and permanently destroy the tangible and intangible heritage acquired.

It is true that it is not possible to preserve totally unchanged the evolution of historic cities and communities and is necessary their adaptation to modern technologies and new needs of the residents, without them risking a progressive abandon to suburban areas, emptying the old historic centres and often being substituted by temporary and tourist inhabitants.

These phenomena is common to most of historic cities and, as results of figures, specially significant in historic Venice, that lost in less than a century more than half of its population, that now is daily overpassed by the flows of visitors. (50,000 against an average of 80,000!)

This means a profound change in the entire city lifestyle, a change in commerce, residential social and economical structure, so loosing some...
be considered a more general distribution of the incomes that cruise tourism represent, actually mostly to harbor and other authorities for mooring rights and a very little direct return to local activities and services, as average expenditure of this type of tourist is limited.

Possible if the cruise operators cooperate in other land-based activities as restaurants, leisure and commercial centres, and any other service that becomes an opportunity for longer stays of visitors and of employment and an increase in the local economy.

In this Venice program, we recommend that can be activated a real cooperation between the public authorities and private sector, with reciprocal advantages and economic returns, dividing specific tasks, exchanging long term land –use activities in change of contributions for the public facilities and services, mobility systems, waste collection, reduction of pollution and so on....

Authority must anyway have the overall control of the basic strategies, interventions, ruling and monitoring them so assure a compatible....
THANK YOU FOR KIND ATTENTION