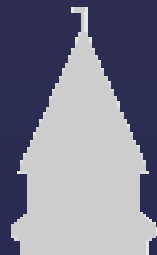




**UISE TOURISM, THE MODERN BARBARIANS ENDANGERING
HERITAGE PORT CITIES LANDSCAPE AND TRADITIONS.**

VENICE CASE –STUDY



GE PORT CITIES TRADITIONS AND INHABITANTS

The newest and fast growing ways of mass- tourism is surely represented by cruise ships that are every year invading more and more seaside areas and towns, and their historical value, that makes them an sure touristic attraction, managed by a 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 concerns regarding their tangible and intangible patrimony preservation, that with the mass tourism is seriously endangering as any other massive flow of visitors.

We have dramatized the problem of massive flows of visitors, as the last vessels carry 2000 passengers each, so when we have in peak situations 3/4 cruisers we have thousands of visitors at the same time...imagine the impact, as in many other historic cities like Valletta, Valparaiso, Barcelona, or in minor small Caribbean towns, the impact is not less than each cruise passengers

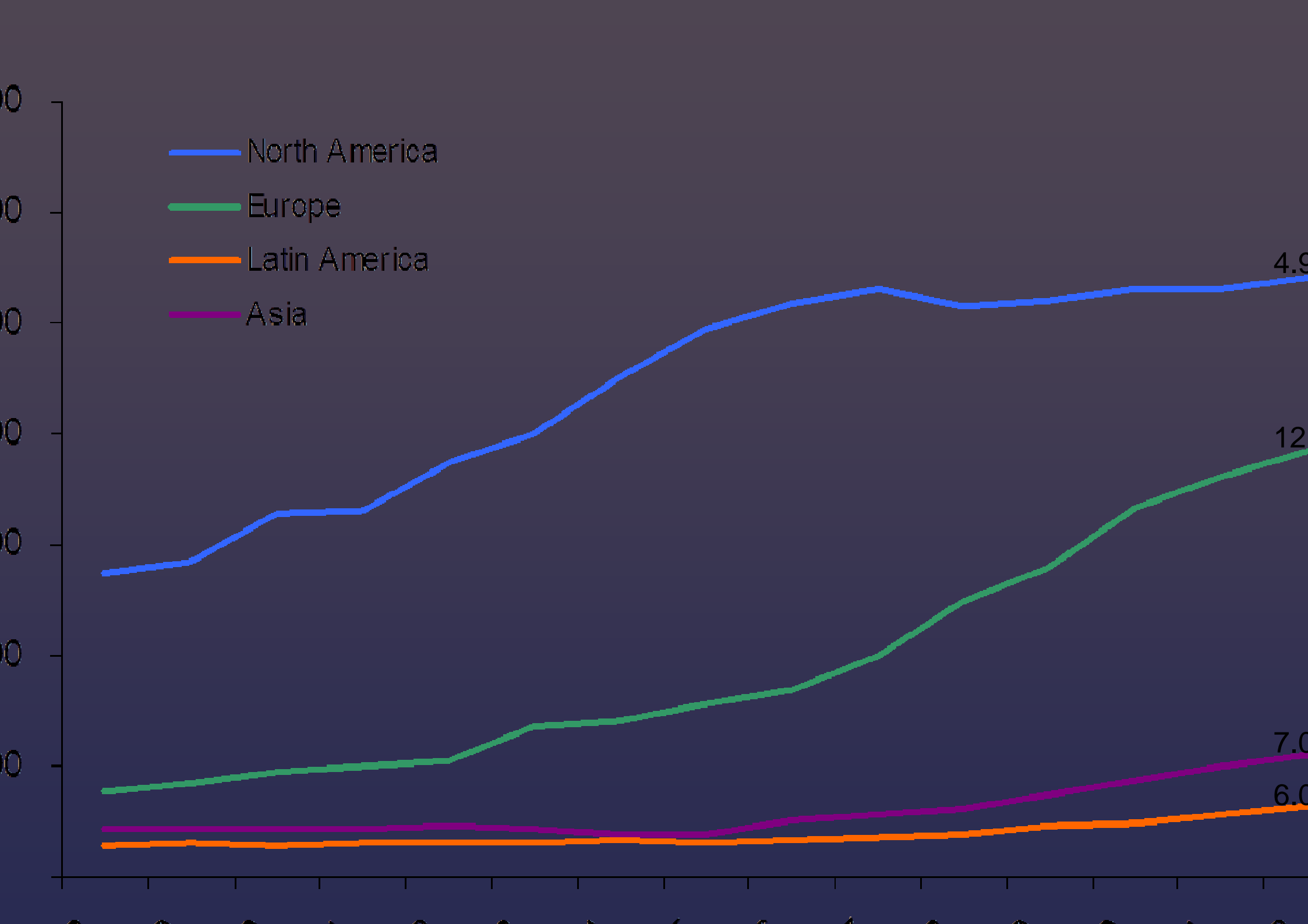


AGE PORT CITIES TRADITIONS AND INHABITANTS

ects on this particular environments are dramatic, both on the physical and intangible patrimony, and no economic return could compensate the damages and losses forever. As an example and still not completely evaluated effect, denied by some, of the water movements of such big vessels on the vibrations of the historic buildings, plus atmospheric pollution, for not talking about the social one....

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

Revenues go mostly to the port authorities, earning more and less investment in buying containers or freights, and very little to the local administrations and citizens.

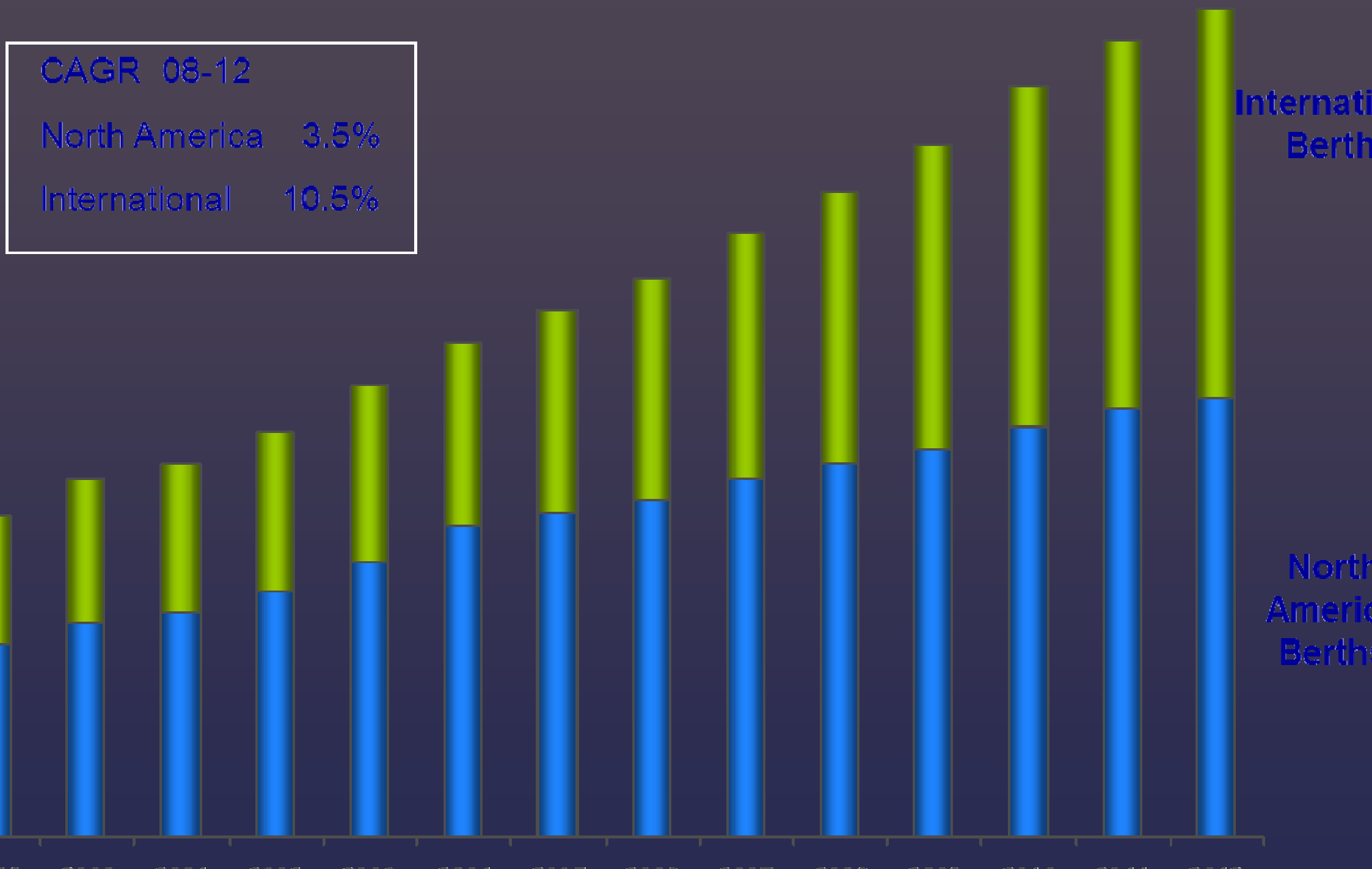


Global Cruise Line Capacity

CAGR 08-12

North America 3.5%

International 10.5%



Cruise Ship Classifications				
<u>Cruise Line</u>	<u>Ship</u>	<u>Gross Tonnage</u>	<u>Lower Berths</u>	<u>LOA (In Meters)</u>
Royal Caribbean	Oasis Class (2)	225,000	5,400	362
	Freedom Class (3)	158,000	3,643	339
	Norwegian Epic	153,000	4,200	330
	Fantasia	138,000	3,650	306
Celestial	Carnival Dream	130,000	3,650	306
Princess Cruises	Solstice Class (5)	122,000	2,850	315
Celestial	Caribbean Princess	113,000	3,600	290

Unruled growth of cruise ships and landing visitors impacts on an area negatively introducing in few hours, a huge massive tourists flow that the long time reached equilibrium;

Without controls and technology, each floating city of about 4/5000 people is polluting the environment, water, air, noise, etc. and the permanent consequences on residents are well known;

Most of the cost both of the operators and cruise tourists are to spend on board, so shopping, restaurants, spas, drinks, and gambling are the main income, what need to do it in a few days. Many take snapshots and neither land !!!

Most important, no serious economic return to local communities, only tourism taxes and management, mostly private and not controlled by the city administration. The income generated by the tourism doesn't compensate the increase of traffic, trash, air pollution, exhaust, noise, safety and long term consequences.

The traditional material and intangible patrimony of culture and traditions is getting lost as traditional residents go away, and quality of life is lowering forever.

**Impact on Venice and its delicate pattern of small calli, bridges, and main o
pedestrian jams and bottlenecks, is impressive and takes actually more t
s to go from two attractions of Rialto bridge to st. Marks, instead of the u
S ,,,,**

**in a bedlam and confusion that destroy the approach and visit to a city gr
centuries with the aim of a special and slow quality of life, nowadays com
ed so the most resistant residents are progressively abandoning, numb
sive , an average of 80.000 visitors, 25% from cruises against an estimated
t population of the historic city around 50.000.**

**balance for such a city, one of the most valuable and fragile heritage patri
ally unbalanced and negative, without considering dramatic and per
es that can be produced in the case of eventual accidents, more probable
e of the number of daily cruisers.**





TABLETTE - MODIFICATION OF THE VIEW FROM THE EXISTING QUAY - NO A



**MODIFICATION OF VISUAL RELATIONSHIP BETWEEN THE OLD
PORTS AND THE HARBOR FROM ABOVE AND SEA-LEVEL, NOW
CONCRETE WALLS ARE ALMOST COMPLETELY INVISIBLE**



RESULT: THOUSANDS OF VISITORS INTO THE HISTORIC CITY ALL AT T





Progreso Maya is the only pier in Mexico granted under concession to the cruise lines

Nevertheless, the Initiatives, Plans and programs that resulted from the agreements between businessmen, trade organizations, civil organizations, both local and international, and government agencies. As the environmental impacts continue, thus the tourist destination is required to consider its future



g the week of January 27th through February 3th 2013, the Island
omed 70,578 cruise ship tourists; and only on February 1st, 23,







ISTANBUL
MODERN







**CRUISERS HAVE BEEN INVADING
FISHERMEN PORT THAT WAS ONE
OF THE TRADITIONAL
ROLLING PLACES OF THE CITY.**





HISTORIC VENICE LANDSCAPE VIEWS



is a place in the world where the conflict between cruises and the local community that is VENICE. Ships transit at short distances and an extremely physically fragile urban tissue. Situation is caused from the environmental and historic urban landscape.

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

These companies menace to abandon Venice if they can't navigate the central canal

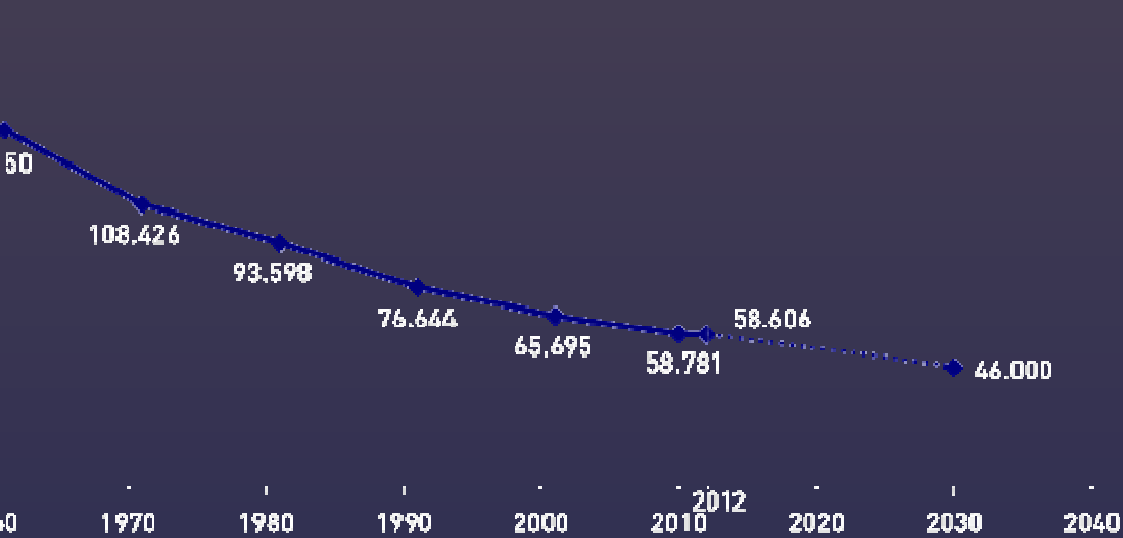
The construction of an off-shore port will eliminate from the lagoon the need for huge carriers, and the existing old industrial canal that by-passes the lagoon can then be devoted uniquely to the cruise-ships;

Location is where to make them land and built the necessary infrastructure



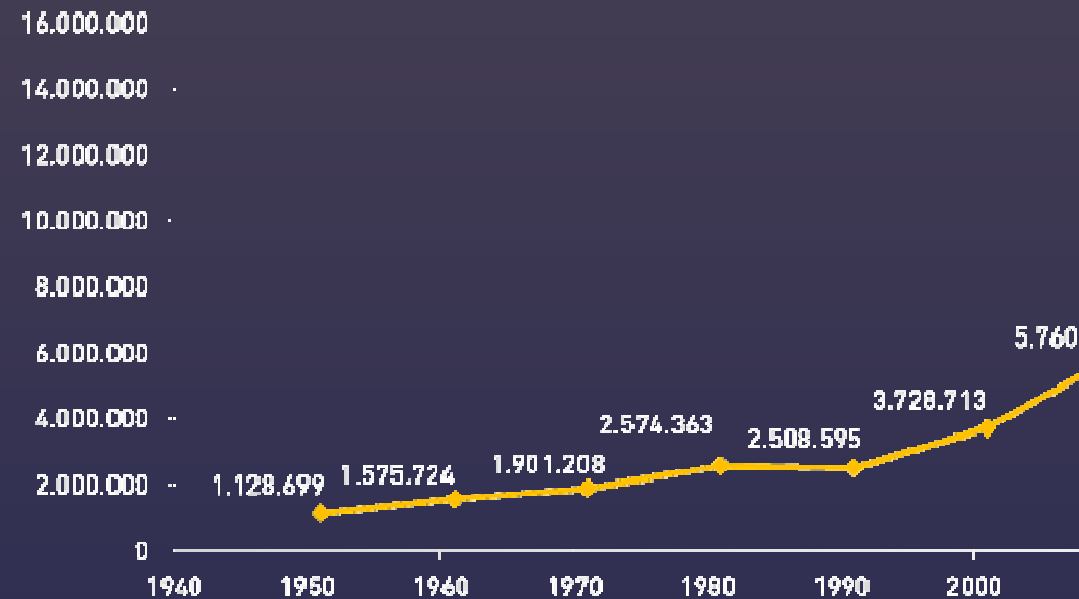
DECREASING HISTORIC CENTER RESIDENTS

residents
(historic center only)



INCREASING DAILY TOURIST VISITOR

tourists
(hotel bookings only)

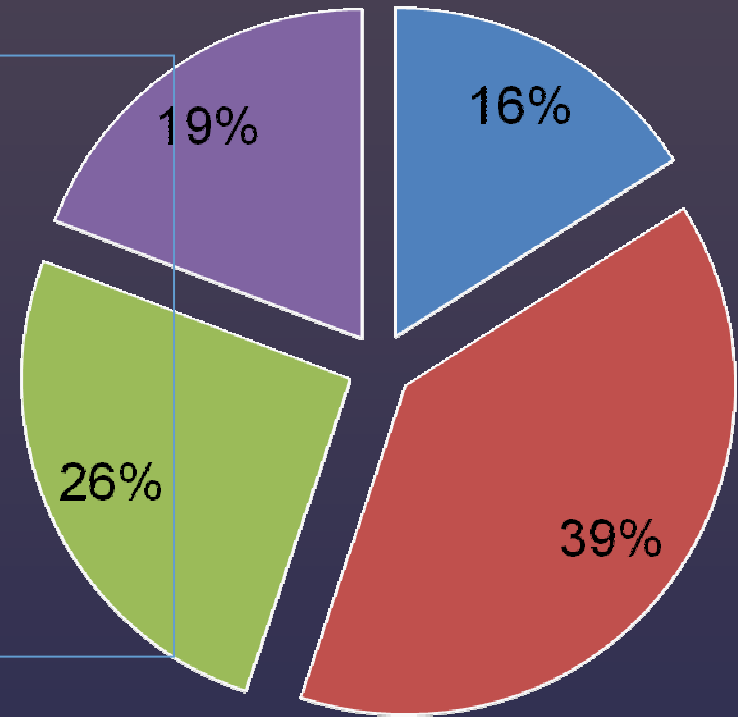


THIS IS AN UNSUSTAINABLE HIGH-RISK TREND

visitors = hotel bookings + one-day visits

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

Train	8,467,000
Car or bus	5,548,000
Sea	4,139,000
Air	3,450,000
	21,604,000



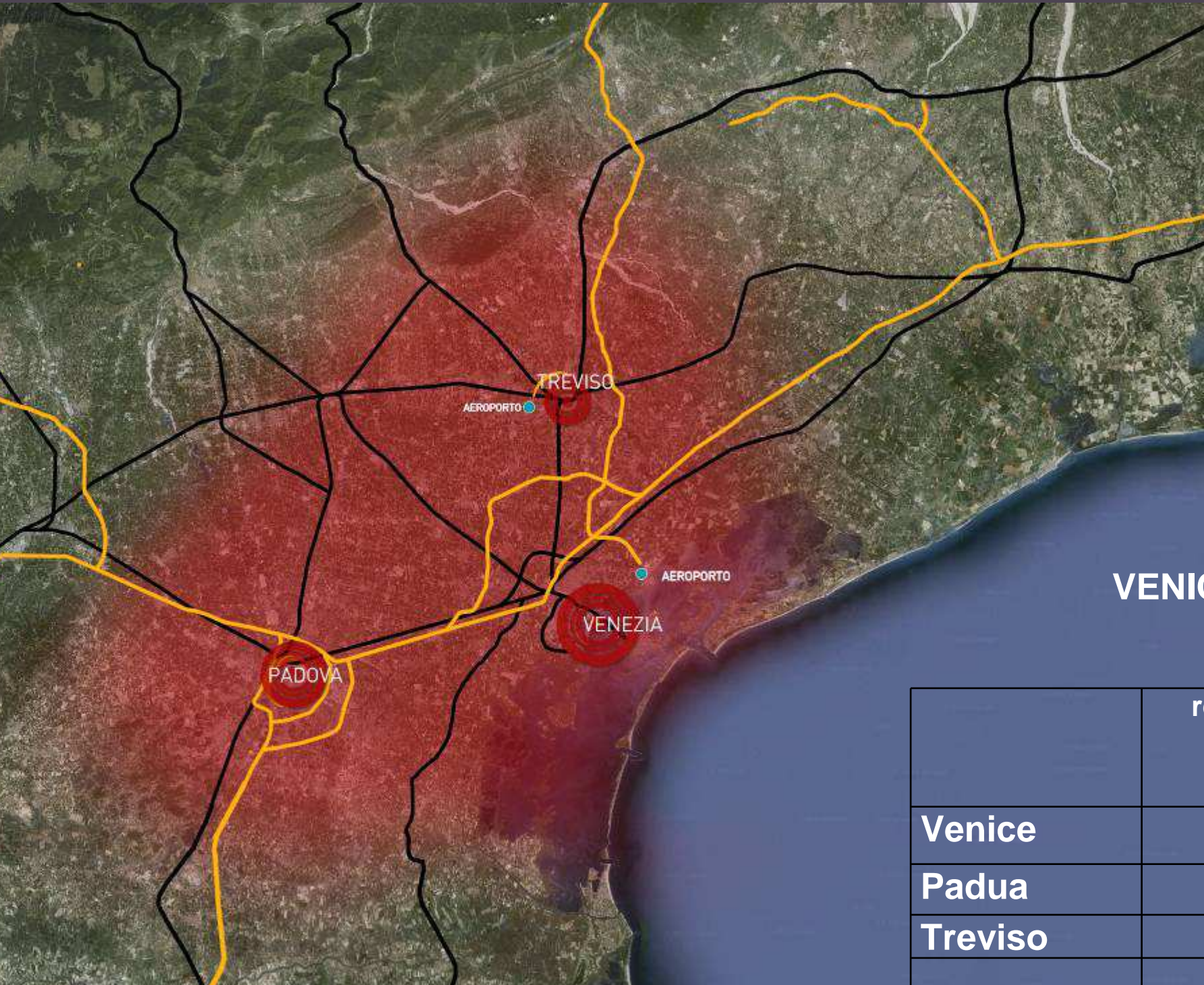
which 5,875,370 hotel bookings
15,728,630 one-day stays



equal to 2.6 nights for each hotel

**IF THE ACTUAL TREND, BY 2030 THERE WILL BE ARRIVING BETWEEN
AN VISITORS PER YEAR, EQUAL TO AN AVERAGE OF 20,000 / 110,000**

CAPITAL OF VENETO REGION AND POLE OF ITALIAN NORTHEAST



— railway
— motorway

**RESIDENTS
IN THE POLES OF
VENICE, PADUA AND TREVISO**

	residents (no.)	surface area (Km ²)
Venice	858,915	2462
Padua	927,713	2142.59
Treviso	883,840	2476.68

SCENARIO 1

SCENARIO 2

THE HISTORIC CENTER

**REDUCED TO AN OPEN AIR
MUSEUM TOWN**

**WITH THE RISK OF BECOMING
NOTHING MORE THAN A THEME PARK**



**REGAINS ITS OWN IDENTITY
AS A WORLD CAPITAL OF CULTURE**

**AND THE WEST'S GATEWAY TO
EAST EUROPE AND ORIENT**



An aerial photograph of the Venetian lagoon and surrounding land. The map shows the city of Mestre to the north, Marghera to the west, and Venezia (Venice) to the south. A large area in the center, including the islands of Murano and Burano, is highlighted in orange. A red line with a black border follows a path from the top left towards the orange area. A dashed black line runs horizontally across the top. A dashed red line runs diagonally from the orange area towards the bottom right. A blue shaded area covers the water in the lower right quadrant. The text 'MESTRE' is at the top, 'MARGHERA' on the left, and 'VENEZIA' at the bottom right. The main title is centered in large blue letters.

MESTRE

MARGHERA

**CRUISE SHIPS TOURISM IMPACT
ENDANGERS HISTORIC VENICE
TANGIBLE & INTANGIBLE PATRIMONY**

VENEZIA



ing tourism, represented by cruise ships, has increased
ntly at high rates every year and also in Venice represent
g percentage, estimated actually on the 20 % of the
s flows, but not the same on the incomes of local economy

years ago, in 2005 the cruisers arriving to Venice were
00.000 passengers, in 2010 respectively 800 ships
00, and for 2012 the estimates are over 1000 cruisers and
800.000 passengers, so increased more than 400% in
!!!

tual record goes to Magnifica of MSC , 60 mt. high and
arrying 3.500 passengers, followed by Costa Favolosa
, slightly smaller but with 3.800 passengers, twin ships
Costa Concordia, then arrives Royal Caribbean with a
essels and several smaller ones including local



...t for the problems and dangers represented by the harboring
...nly a part of a bigger problem that we desire to reduce
...d project for the preservation of Venice, a specific one
...nd quite similar for every harbor historic city.

...er is related to security : the growing size of the cruisers, their
...culties in maneuvering in limited spaces increase the poss
...s. Imagine if something as the sinking of Costa Concordia, th
...e weeks before in Venice, happened there!!! The deep of C
...just few feet below the keels, and who stops a ship of over
...Venice especially beng all the foundations of the buildings
...lumnns, it would have crossed and demolished half of the
...efore stopping.!

...waves and water movements caused by such great volumes
...y the basic structure of shorelines and ancient waterfronts.

...ually serious consequences in harbor and surrounding are



consider that the overall number of tourist is now over 21 million per year, the quota of the harbor tourist flows is representing a significant part and their quota will rise considerably in few years, considering the growth of cruising tourism and concentrated from April to September.

One of the 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, on the narrow pedestrian paths of the historic centre, some times causing congestion that results difficult to advance, trying to delocalize the arrival at the terminal and filtering them to the city by other transport means.

It is also aware that the cruisers represent an important income (about 10% of the vessel) as harbor rights, but to the Port Authority, not directly to the city economy, as the expenses are reduced in most cases to few services: tickets, no overnights or full restoration. In the last years have been built a considerable number of small hotels and guesthouses, restaurants, opening in fast food and snack-bars, modifying the intangible value of the historic centre.









CORDIA in Venice Terminal just
before sinking on the Giglio
January 2011 and still there with
blems to remove , pollution and
ects on the local tourism.
ruise ships every year in the city
anal, chances are high.





An aerial photograph of the Mestre and Marghera industrial areas in Italy. The image shows a dense urban and industrial landscape with a network of roads and railways. A prominent red line, likely representing a railway or major road, runs through the area. A dashed black line is also visible. Several areas are highlighted in orange, and a large blue shaded region covers a significant portion of the industrial zone. The text 'MESTRE' is located at the top, and 'MARGHERA' is on the left side. The overall scene depicts a complex industrial and urban environment.

MESTRE

MARGHERA

**THE METROPOLITAN AREA MUST REORGANIZE
TOTALLY INFRASTRUCTURES AND SERVICES**

te residents, socio-economy compatible activities and uses
capability, new access and mobility systems and other
exists hypothesis that are interesting to be further studied:

mpletely a wide industrial area in the mainland side of the br
ed and converted into a multi-modal terminal hosting:

e ships and ferries to the lagoon destinies
onal and new high-speed railway-station
g for non residents, visitors and tourism coaches
ative transport system connecting Marghera-Mestre-Venice center
surface metro connection to Tessera Airport

ilitate the areas and buildings occupied by the above service
n the Historic Venice centre, near the bridge connec
ngs, and reuse them for governance and qualified activities:

sis of the previous shown data and considerations seems need
the Venice situation, that has a fast lost of permanent residents
(under the official number of 58.000) and the unstoppable in
d visitors, whose daily average number is already above
n.

that the historic center must recover the cultural, artistic, ec
nance role that had for may centuries through the rehabi
existing areas of services that can be dismissed and mov
as: train station and deposit areas, huge car and bus parking
and also the Maritime Station, where cruises arrive nowadays.

facilities can be moved to the Mestre-Marghera area, where m
ro-chemical industries are leaving or closing, also for pollut
sing completely the mainland waterfront with modern and
ents in diverse sectors: residential, business district, leisure
tion/commercial hubs and exchange mobility platforms
see surfaces unavailable in the historic city

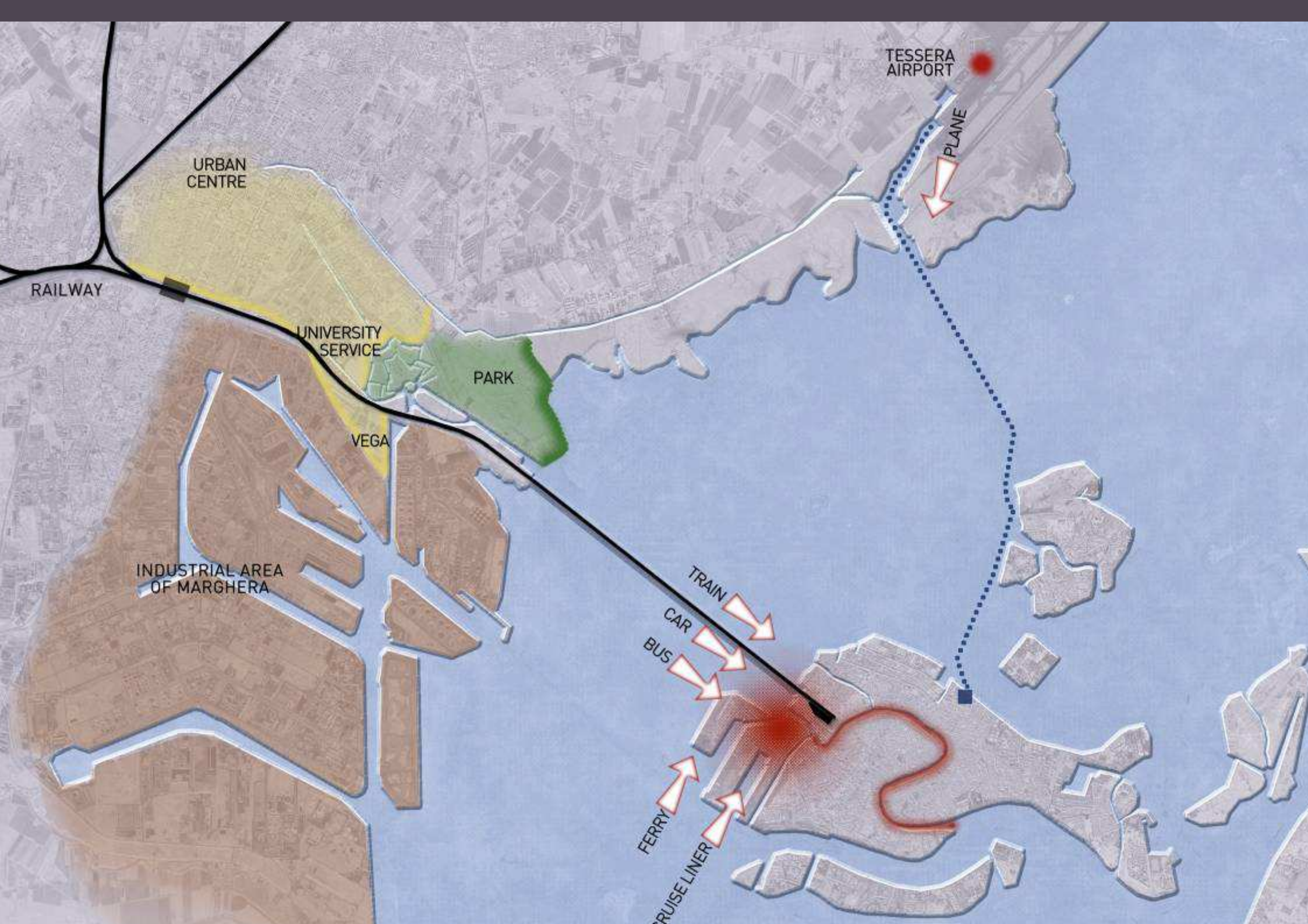


the mobility between the historic Venice island center and the mainland center is assured mostly by the old existing bridge where the railway and the road are running, built almost one hundred years ago, which is often unable to sustain the great flows of vehicles directed to the various facilities located at the entrance to the historic area.

The trains now arrive to the station of Santa Lucia, directly on the Grand Canal, assuring undoubtedly a magnificent approach and impact for the tourists, but at the same time, in peak season and hours, unloaded with a great quantity of passengers temporarily.

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

Arrivals from the Taccara airport have a direct ferry connect



TESSERA AIRPORT

PLANE

URBAN CENTRE

RAILWAY

UNIVERSITY SERVICE

PARK

VEGA

INDUSTRIAL AREA OF MARGHERA

TRAIN

CAR

BUS

FERRY

CRUISE LINER

TORIC VENICE CENTER

**ual systems for moving
rs and tourists through the
Lucia” Railways station /
Roma and Tronchetto” parking**

**which all modes of public and
transport flow (trains, ships,
ses, freight-trucks, etc.) – are
ufficient and become chaotic
ustainable during periods of
ic and tourism season.**

**rbby Maritime Terminal and
o arrival have further increased
s problems.**

2. IN MESTRE - MARGHERA

**hindered by the decaying Marghe
area and penalized by the road
barriers, this part of the city:**

- can't properly dialogue with the**
- can't properly develop its service
or its structures for culture and re**
- can't grow beyond its role as the
Venice**
- can't solve the heavy mobility pr
are progressively rising, as well is**

posed program is based on some strategic interventions oriented primarily to the actual mobility bottlenecks and accessibility problems.

INTERMODAL HUB - Moving to the mainland, at the other end of the line, 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 port with the road transit and sea terminals (cruise lines, ferries and cargo) and the new intermodal hub with the historic center, the Mestre Airport.

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

DISTRIBUTION OF FREIGHT - Move all freight transport systems to the Port, connected with the last-mile depots on Tronchetto (ex-parking) area.

ing situation, based on a model and infrastructures plan
g time ago is becoming more and more difficult, creating im
s in the accesibility to the historic area and general mobility,
and goods and needs a complete new and profound modifica

ecessary changes are also determined by new projects at territo
ew high speed train line , that will not any more arrive to Ve
sit in the mainland (Mestre) to continue toward eastern Europe

w highways and metropolitan lines are planned running a
l coast line to connect the diverse urban settlements with the
ustrial activities are getting dismissed or moved so leavi
ee, located strategically but needing serious and e
ions for de-pollution.

mentioned elements offer the opportunity to review deeply t
sign of the metropolitan Venice area, with a long term vision
ustainable development of both the historic center and the

**Equilibrium of all historic port cities and communities is surely
under constant and not controlled modification to the traditional status, real
centuries risk to compromise it and permanently destroy the
irreplaceable heritage acquired.**

**It is true that it is not possible to preserve totally unchanged the
character of historic cities and communities and is necessary their adaptation
to modern technologies and new needs of the residents, without their
massive abandonment to suburban areas, emptying the old historic
centres and being substituted by temporary and tourist inhabitants.**

**This phenomenon is common to most of historic cities and, as results from
statistics, specially significant in historic Venice, that lost in 1980
more than half of its population, that now is daily overpassed
by 100.000 visitors. (50.000 against an average of 80.000 !)**

**Consequently this means a profound change in the entire city lifestyle, architecture,
residential social and economical structure, so losing its**

be considered a more general distribution of the incomes that represent, actually mostly to harbor and other authorities for a very little direct return to local activities and services, as the nature of this type of tourist is limited.

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

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

the authority must anyway have the overall control of the basic strategies, coordinate interventions, ruling and monitoring them so assure a complete



**THANK YOU FOR
KIND ATTENTION**

Paolo Motta
937371