

*ETOA Sustainable Tourism Seminar
Venice, 9th April 2019*

TOURISM IN VENICE

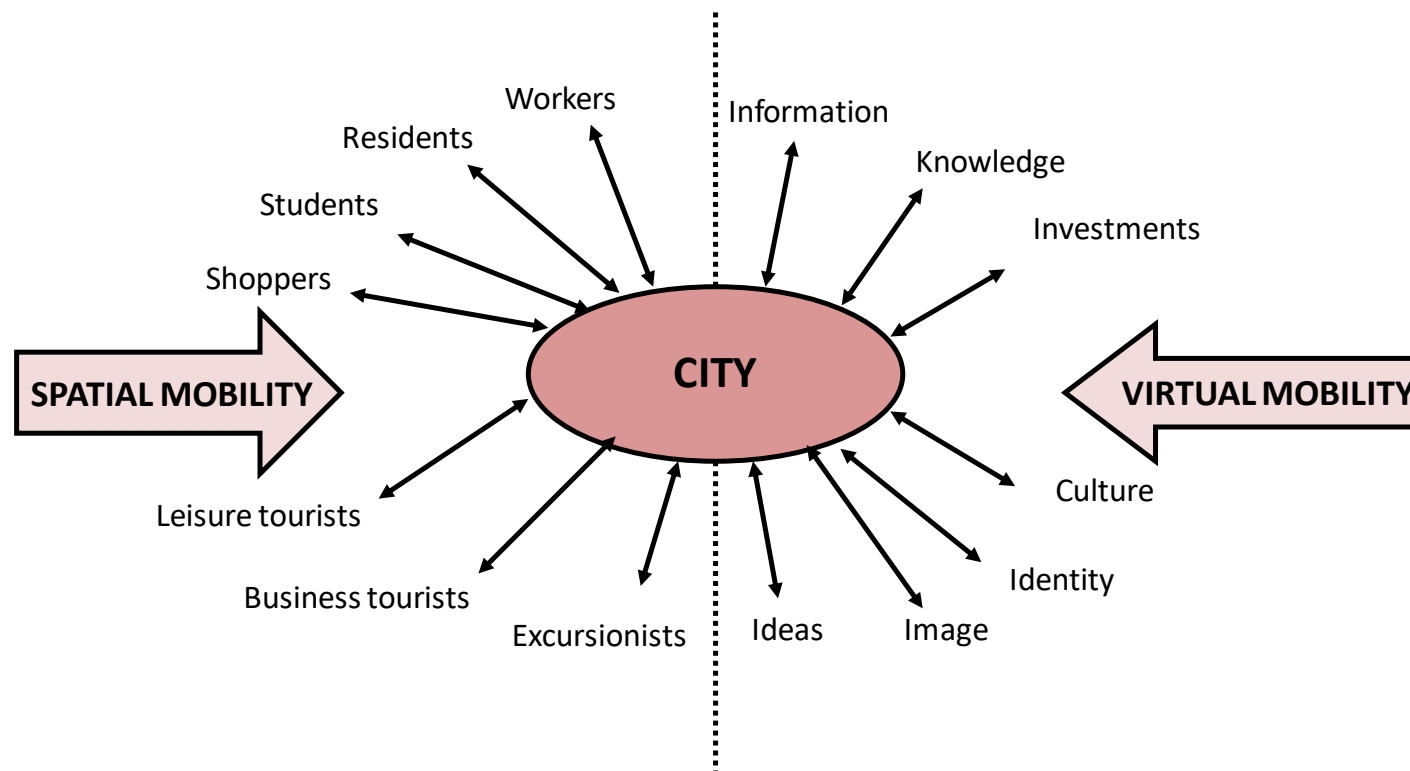
Evolution, dynamics, open issues

Valeria Minghetti

CITIES ARE NOT CREATED BY AND FOR TOURISM

From 'space of places' to 'space of flows'

Cities as nodes of a complex network of different spatial and virtual mobilities (Castells, 2000)



TOURISM IS A COMPONENT OF THIS COMPLEX SYSTEM OF MOBILITIES

THE ATTRACTIVENESS/COMPETITIVENESS OF A CITY IS A PRODUCT OF DIFFERENT MOBILITIES

- ✓ **Tourism flows and practices** affect the **pattern of urban growth** and the **internal geography of destinations**, in terms of space organization and development of urban functions
- ✓ **Tourism mobilities**, both physical and virtual, **influence the dynamic evolution of other mobilities** (e.g. transports, investments)
- ✓ At the same time, **non tourism mobilities** (e.g. growth of foreign investments, reorganization of urban spaces, success of a film set in the city) **impact on the development of urban tourism** (e.g. emerging of new market segments)



COMPETITIVE CITIES ARE CONSTANTLY 'ON THE MOVE' (Castells, 2000)

"Places whose evolution depends on a complex network of relationships involving capital, persons, objects, signs and information"

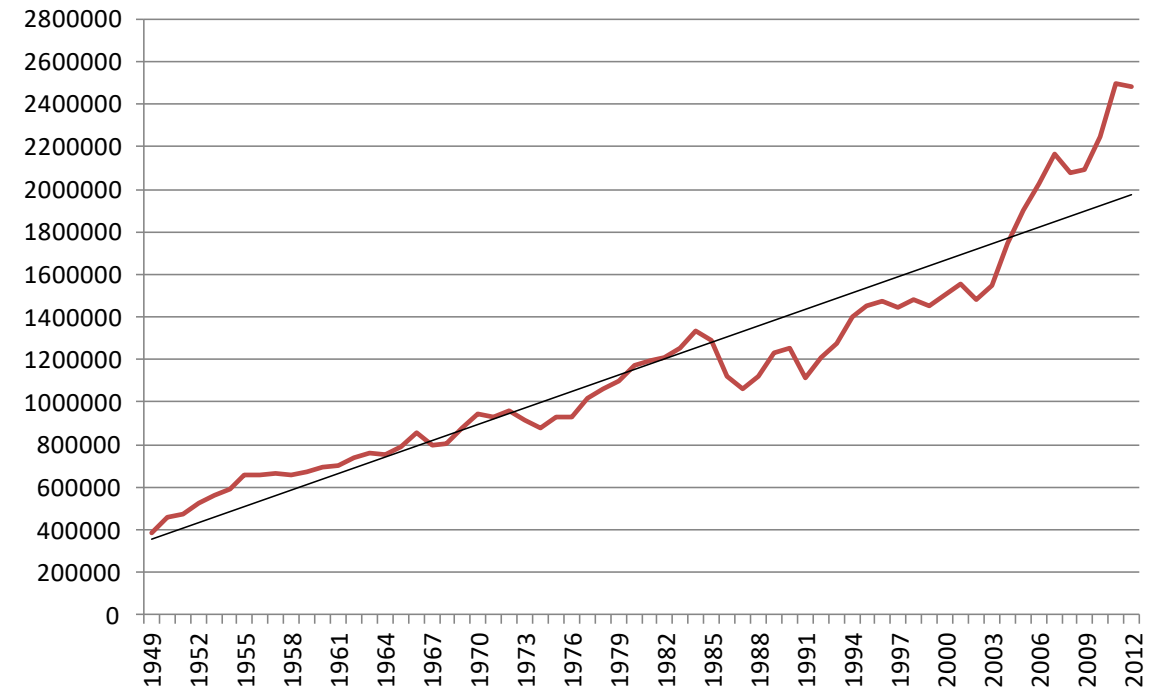
(Sheller & Urry, 2004; Urry, 2007)

VENICE: A “BIG TOURIST PLAYER”

- In the Historical Centre, about 3,1 mln arrivals and 7,9 mln overnight stays in 2017 (+9% and +11,6% on 2016) (average length of stay: 2,5 days)
- Tourists in hotels: 69% of total registered demand
- Foreign tourists : more than 80% of total registered demand
- Residents in the Historical Centre 2017: 53.800

**Ratio tourists/residents:
about 58 overnight
tourist for each resident**

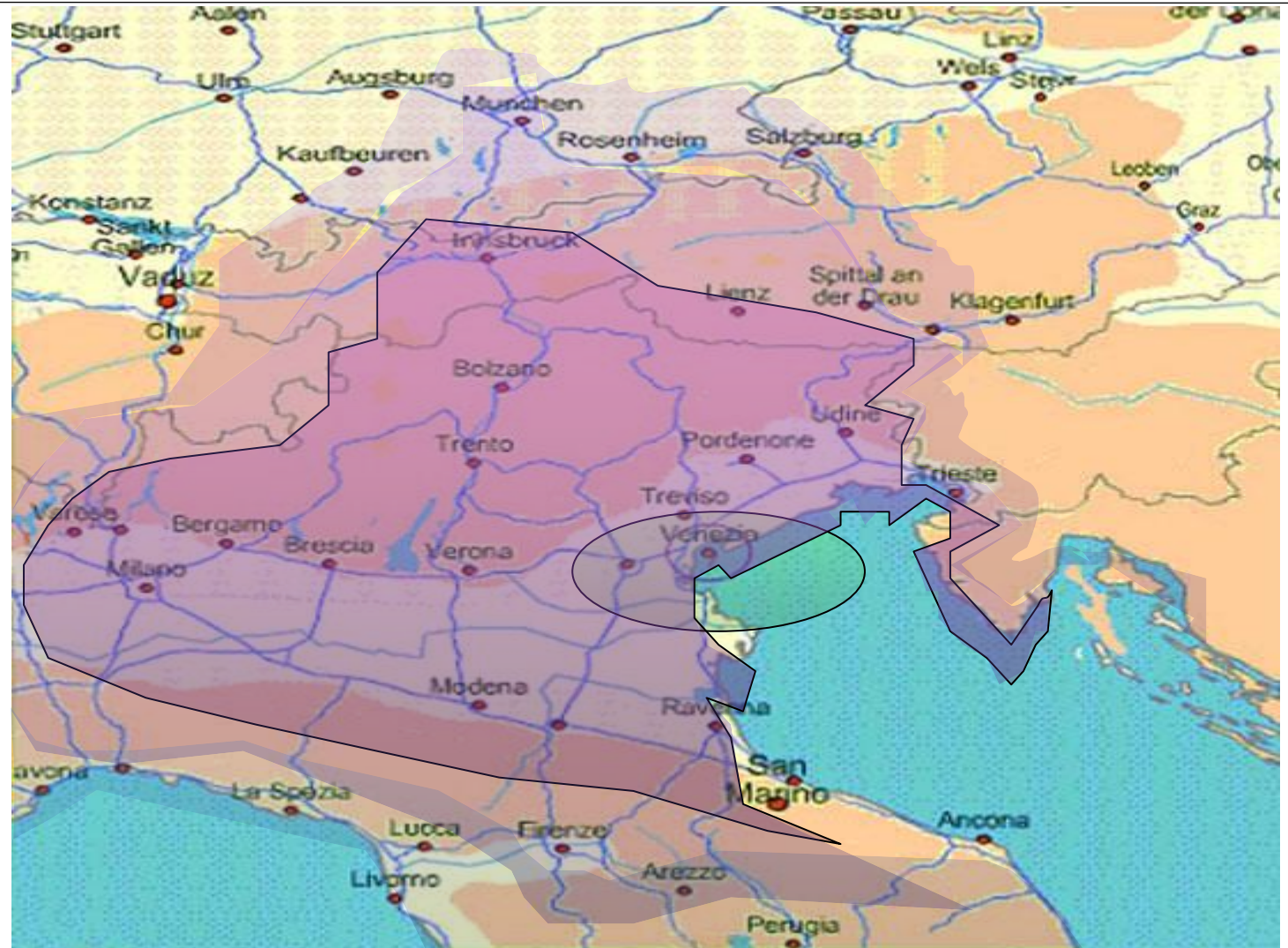
**Historical Centre of Venice:
evolution of tourist arrivals
in the last 70 years**



Data source: Municipality of Venice

...WITH AN "ATTRACTION AREA" OF VISITOR FLOWS LARGER THAN EXPECTED

*Same-day visitors in Venice:
the area of origin*

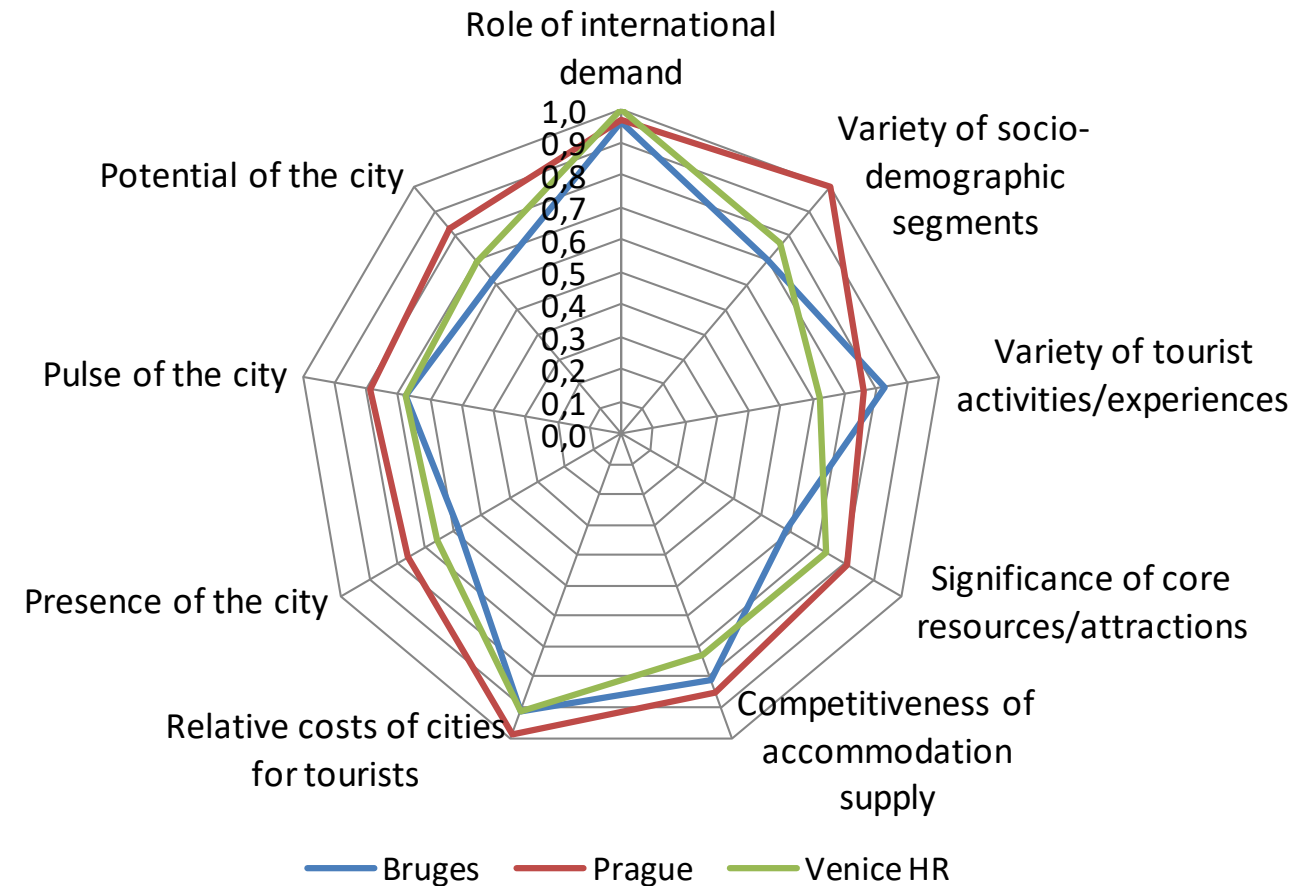


...BUT THE COMPETITIVE PROFILE OF VENICE IS STATIC

THE 'PICTURE' CITIES

Venice in comparison to Bruges and Prague

- **Cultural “icon”**: high brand awareness
- **Strong dependence on international demand**
- **Tourism as leader sector** within the urban economy, in comparison to other activities
- **High specialisation in a limited number of tourist products/experiences (sightseeing) and segments**
- **Low role of non tourism mobilities** (e.g. in the intl political, social, cultural, etc. networks) in comparison to other cities
- **Static urban profile (low pulse/potential), also if compared to 10 years ago**



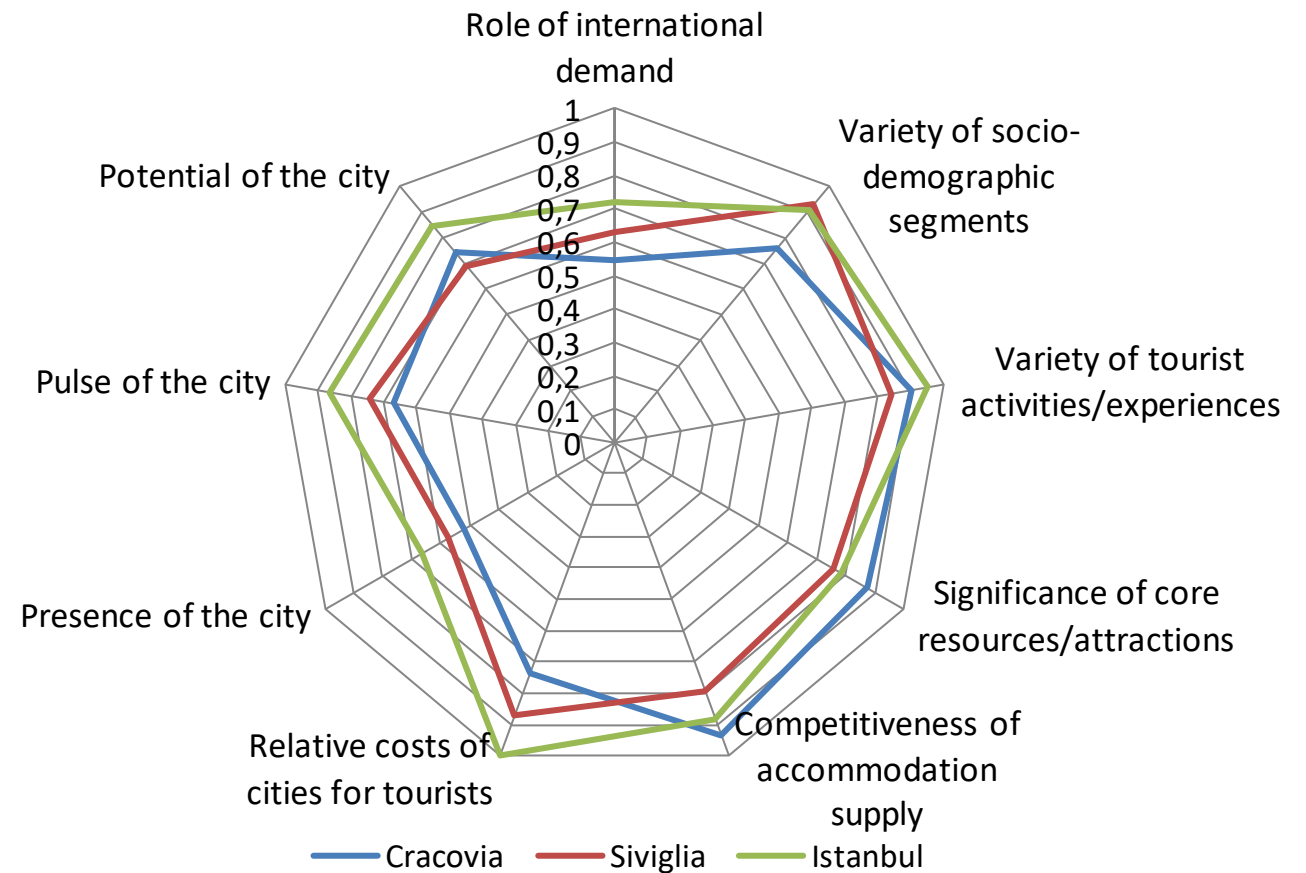
Source: Minghetti V. (2019), The competitiveness of Venice in the EU scenario: a multidimensional model, Fondazione di Venezia, forthcoming

THE COMPARISON WITH OTHER EU CITIES

THE 'EVOLVING' CITIES

Sevilla, Istanbul and Krakow

- Cities characterised by a **(positive or negative) change in tourism and non tourism mobilities**
- **Balance between domestic and foreign tourism and good variety of foreign tourists**
- **Capacity to attract different demand segments and to compete on several markets** (business, *city breaks*, cultural tourism, events, ecc.),
- **Good competitiveness of accommodation supply and value for money**
- **Low presence in international networks, but good pulse and potential for further development**



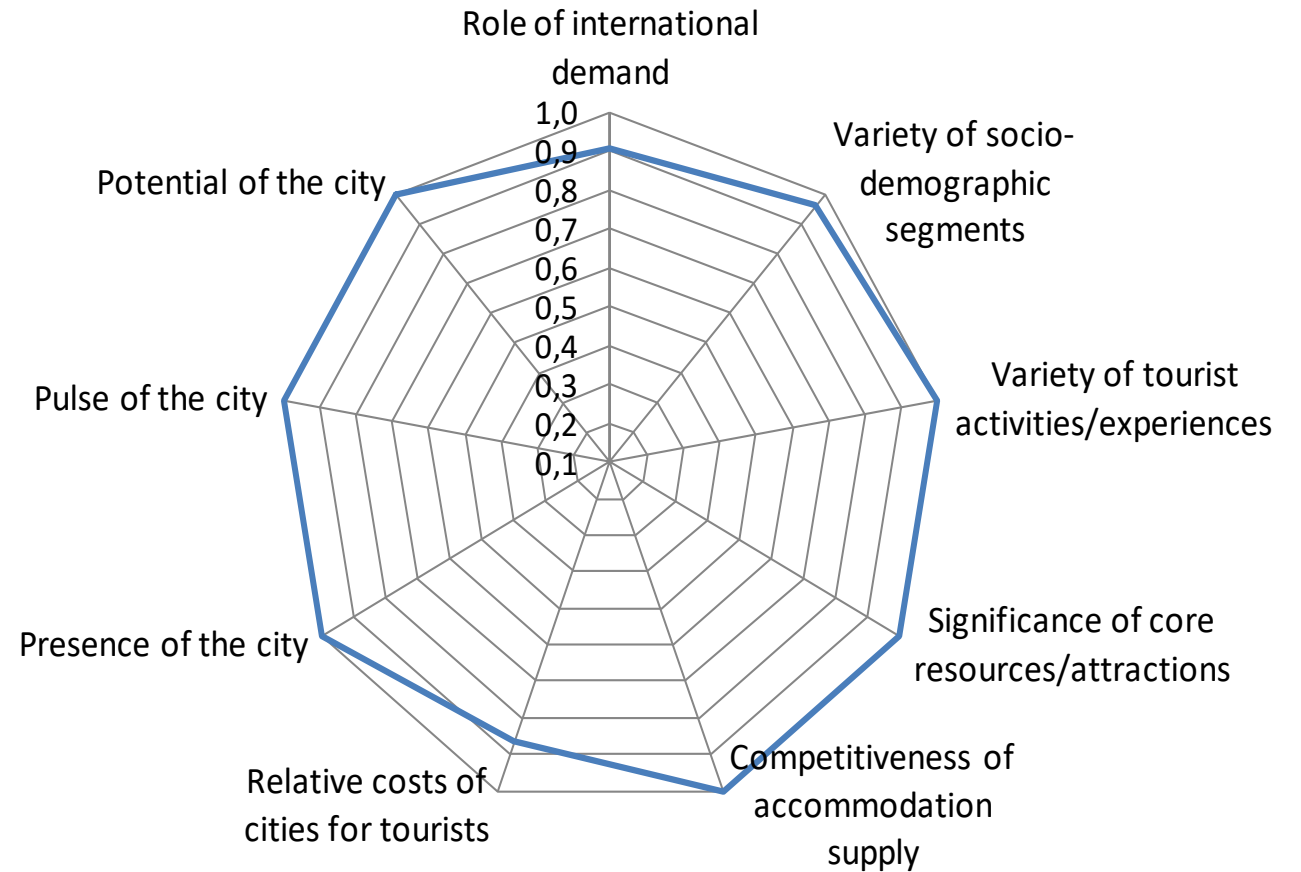
Source: Minghetti V. (2019), The competitiveness of Venice in the EU scenario: a multidimensional model, Fondazione di Venezia, forthcoming

THE COMPARISON WITH OTHER EU CITIES (2)

THE 'ICON' CITY

Barcelona

- **Acknowledged brands in different sectors:** not only tourism, but also lifestyle, culture, policy, finance, etc.
- Strong dependence on international demand, but **high variety of tourists coming from abroad** (different countries of origin)
- **Capacity to attract varied demand segments and to compete on different markets** (business, congresses, *city breaks*, cultural tourism, events, etc.),
- **Good competitiveness of accommodation supply and good value for money**
- **High presence and pulse of the city, good perspectives of further development**



Source: Minghetti V. (2019), The competitiveness of Venice in the EU scenario: a multidimensional model, Fondazione di Venezia, forthcoming

Thank you

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