

TOWARDS A RESILIENT VENICE

TRANSFORMING THE URBAN ENVIRONMENT AFTER THE COVID-19
PANDEMIC AS A WAY TO TACKLE OVERTOURISM

-P5 PRESENTATION-

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June 24, 2021





AFFECT & STEER
DEVELOPMENT

PLACES
NOT ORIGINALLY
DESIGNED
AS TOURISTIC ATTRACTIONS





ARCHITECTURE
URBAN PLANNING

SOCIAL
ECONOMIC
DEMOGRAPHIC
MANAGERIAL

VENICE: 25 MILLION VISITORS/YEAR

65% ECONOMY TOURISM-RELATED
UNEVEN DISTRIBUTION OF ACTIVITIES
OVERCROWDING
MONOFUNCTIONALITY



EFFECTS OF MASS-TOURISM

SOCIAL UNREST

ENVIRONMENTAL CONCERNS

GENTRIFICATION

LACK OF ECONOMIC DIVERSITY





COVID-19 PANDEMIC

REDUCTION OF RECREATIONAL TRAVELING

HORECA RESTRICTIONS

80% ECONOMIC ACTIVITIES DISRUPTED

2023 RECOVERY



SUDDEN STOP OF TOURISM
OPPORTUNITY TO RESTRUCTURE

RESILIENT CITIES
SUSTAINABLE CITIES



PROBLEM STATEMENT

The COVID-19 pandemic presents itself as a **challenge** that humanity must **undergo and learn** how to **overcome**. However, during this **iterative process** it also creates the **opportunity for implementing** alternative **solutions** to other long-standing **issues that remained unsolved** due to a lack of interest or scarce resources. Therefore, as the **upcoming societal change** is unprecedented, it can be used as a **catalyst** for taking into consideration innovative and daring **solutions for the built environment** that otherwise would have been disregarded under 'normal' circumstances.

*“The pandemic is only helping us to **expose crises and tensions** that historically existed in the tourism industry but were widely **ignored**”*

-Benjamin, Dillette, & Alderman (2020)-

RESEARCH QUESTIONS

What are the effects of the pandemic in the built environment of tourist-driven cities, such as Venice?

What are the main characteristics and issues of a tourist-driven city?
How is Venice's status quo being affected by the COVID-19 pandemic?

RESEARCH QUESTIONS

What are the effects of the pandemic in the built environment of tourist-driven cities, such as Venice?

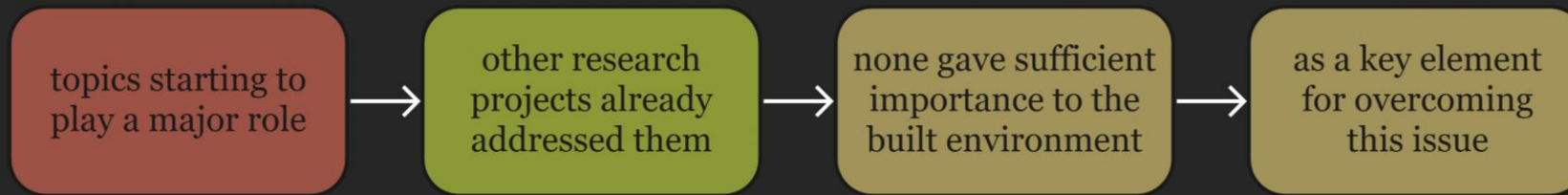
What are the main characteristics and issues of a tourist-driven city?
How is Venice's status quo being affected by the COVID-19 pandemic?

Which managerial strategies can be applied in Venice in order to increase its urban resilience, while also fostering solutions for tourism-related problems?

What strategies can be applied in the built environment to increase urban resilience?
What strategies can be applied in the built environment to foster solutions for tourism-related problems?
How can these strategies be combined into a single future-proof solution?

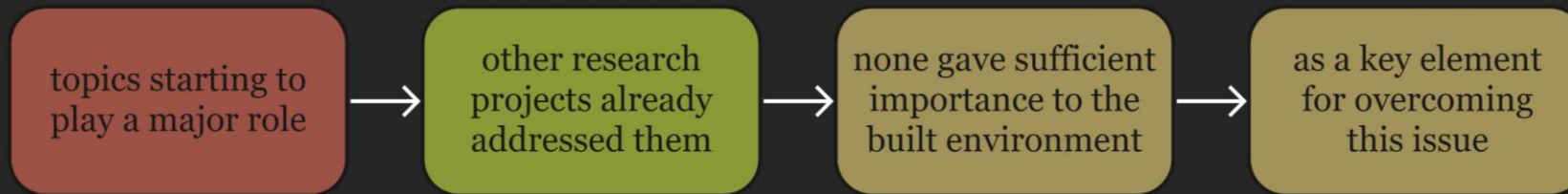
RESEARCH RELEVANCE

Societal importance

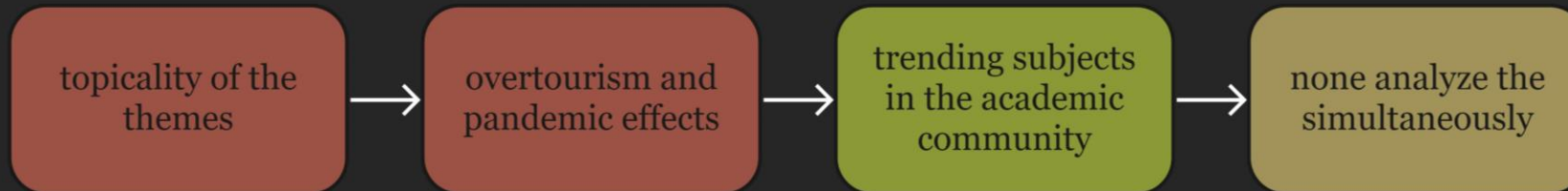


RESEARCH RELEVANCE

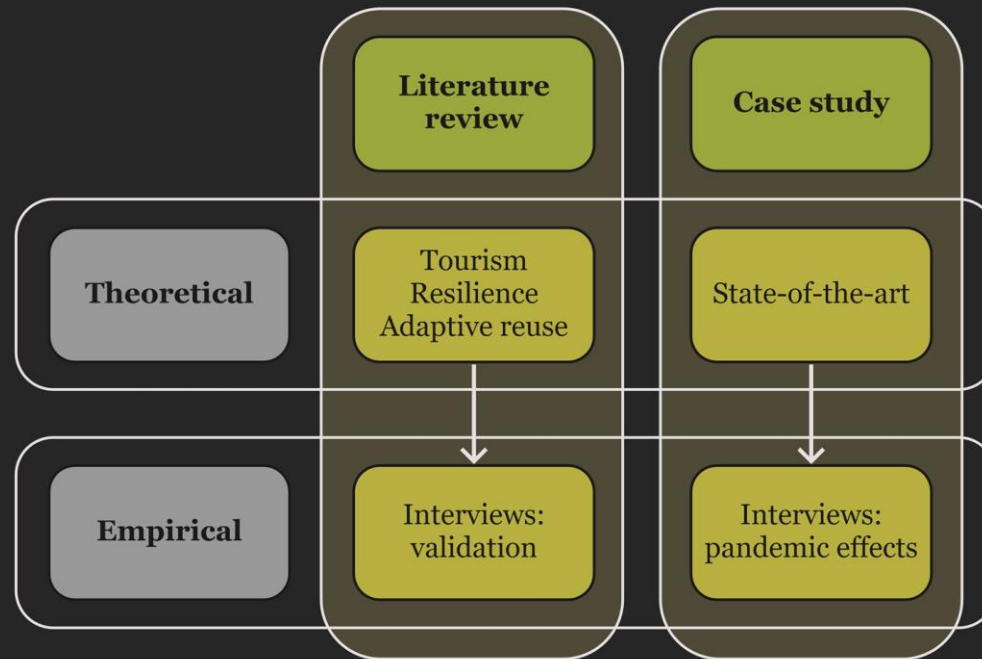
Societal importance



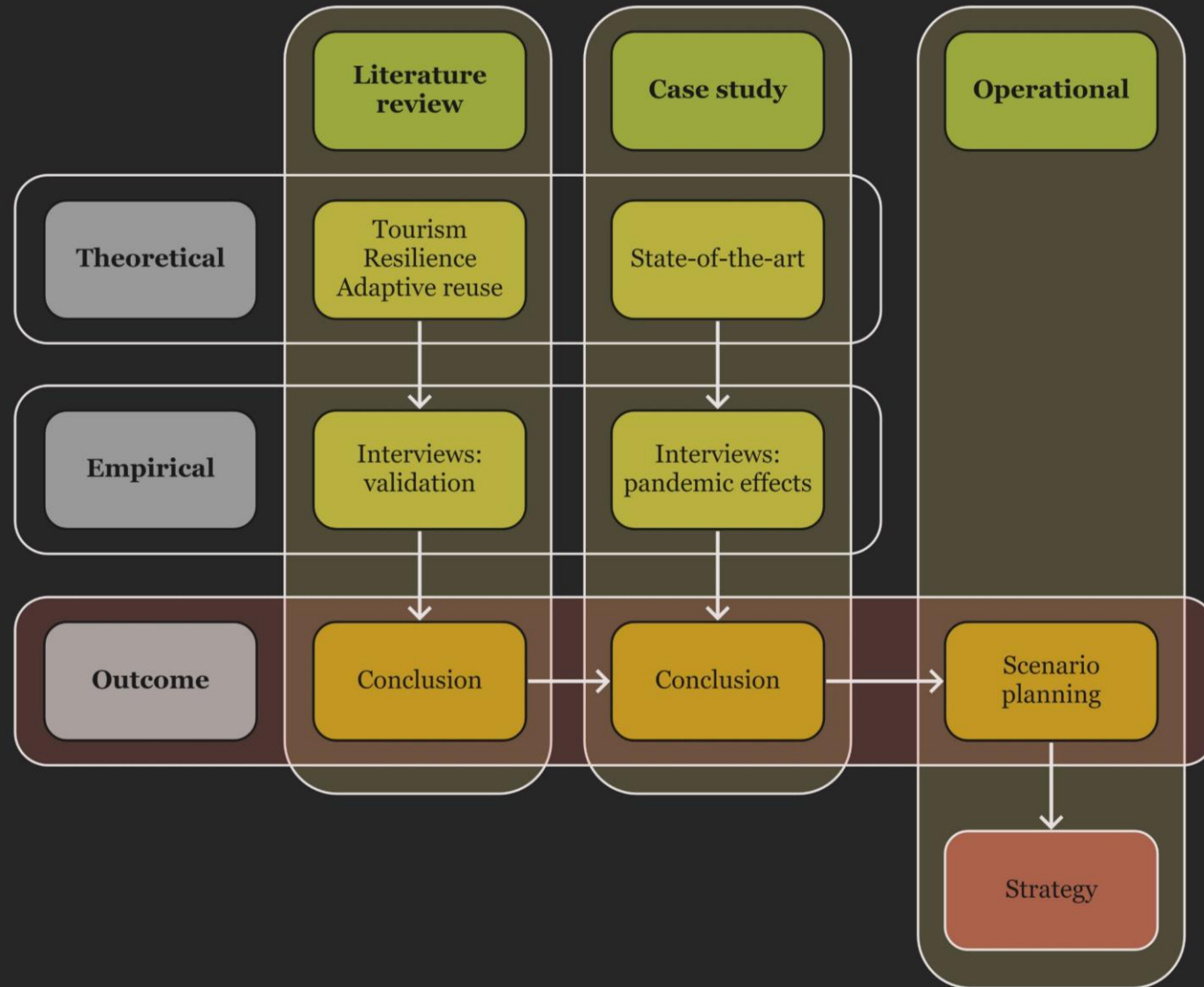
Scientific importance



RESEARCH METHODS



RESEARCH METHODS



LITERATURE REVIEW

Tourism theory

- Urbanization
- Overtourism

Top-down approach

- Urban resilience
- Tourism resilience

Bottom-up approach

- Adaptive reuse



TOURISM THEORY

URBANIZATION

COMBINATION OF FACTORS

OVERCROWDING

OVERTOURISM





TOURISM THEORY

OVERTOURISM

DESTINATION BEING OVERRUN
EXCEEDING CAPACITY THRESHOLDS
AFFECTING QUALITY OF LIFE

TOP-DOWN APPROACH

URBAN RESILIENCE

REMAIN FUNCTIONAL

QUICKLY RECOVER

ENDEMIC ISSUES

UNEXPECTED CATASTROPHES



**RESILIENT CITIES,
THRIVING CITIES:
THE EVOLUTION OF
URBAN RESILIENCE**

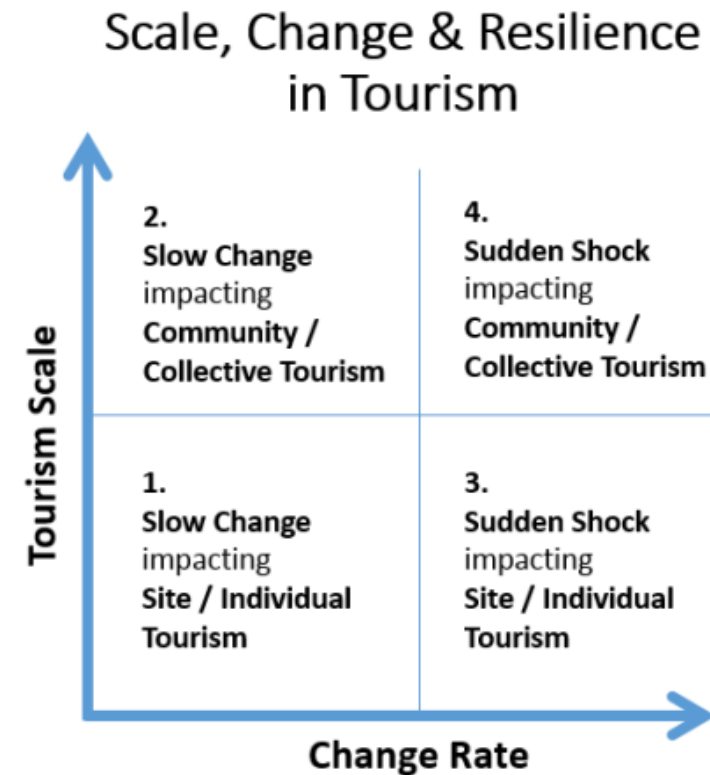
TOP-DOWN APPROACH

TOURISM RESILIENCE

SCR MODEL

DISRUPTION TYPE

RESILIENCE APPROACH



Resilience Issues / Indicators

1. Facilities & Service Decline / Maintenance Programs
2. Climate Change & Globalization / Nature & Cultural Conservation
3. Major Attraction Loss / Economic Training & Diversification
4. Nature & Human Disasters / Social & Economic Support System



BOTTOM-UP APPROACH

ADAPTIVE REUSE

MODIFICATION OF FUNCTION

OBSOLESCENCE

VACANCY

BLIGHT

CASE STUDY

History

Tourism effects (past)

Pandemic effects (present)

New opportunities (future)

- Tourism
- Culture
- Residence
- Education
- Industry

Stakeholders



VENICE

MAJOR ITALIAN SEAPORT

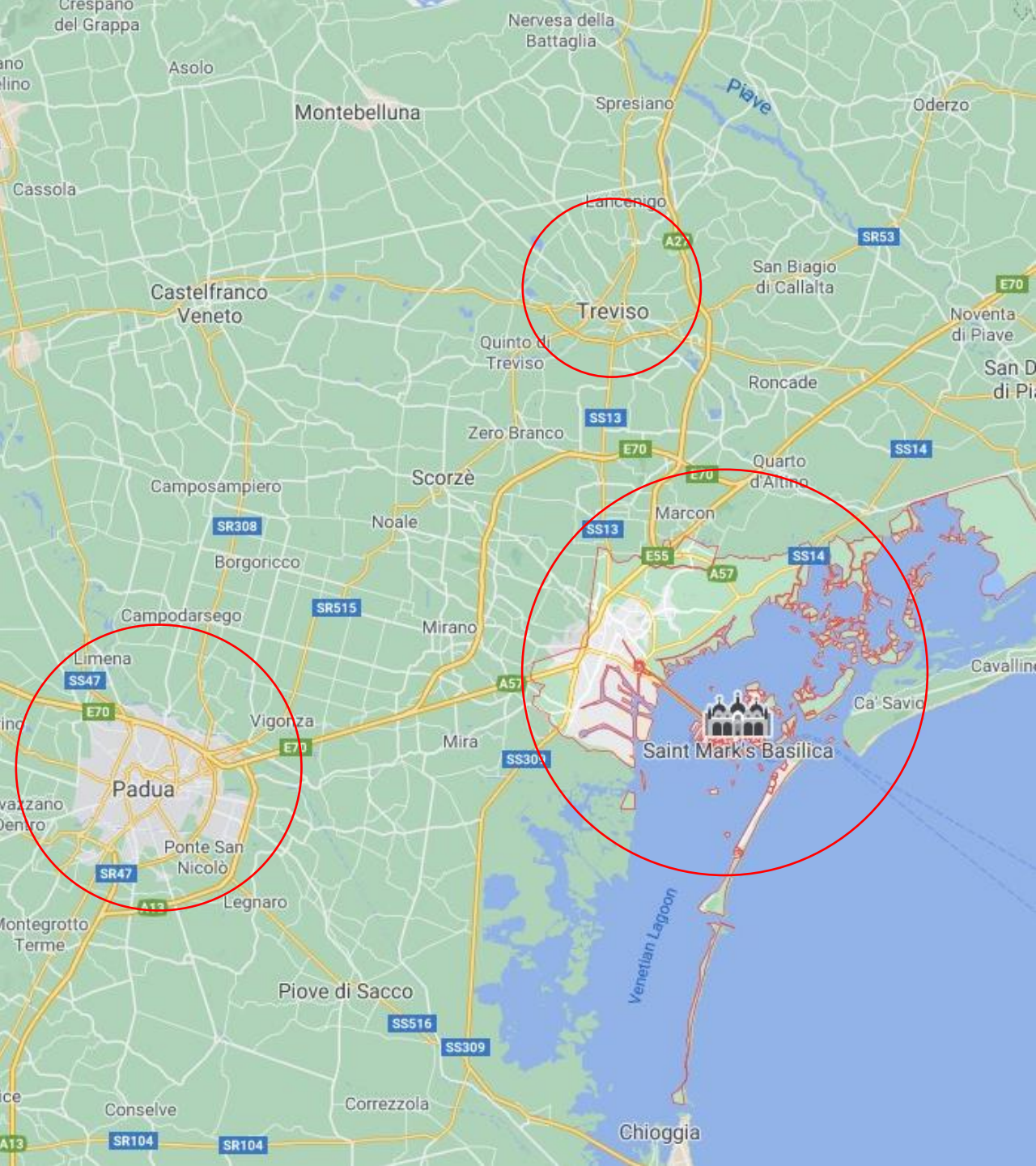
1600TH ANNIVERSARY

REGIONAL CAPITAL

PEDESTRIAN AND MARITIME

LIMITED SUBURBAN SPRAWL





FINDINGS

HISTORICAL DIVISION

PRODUCTION INDUSTRY (20s)

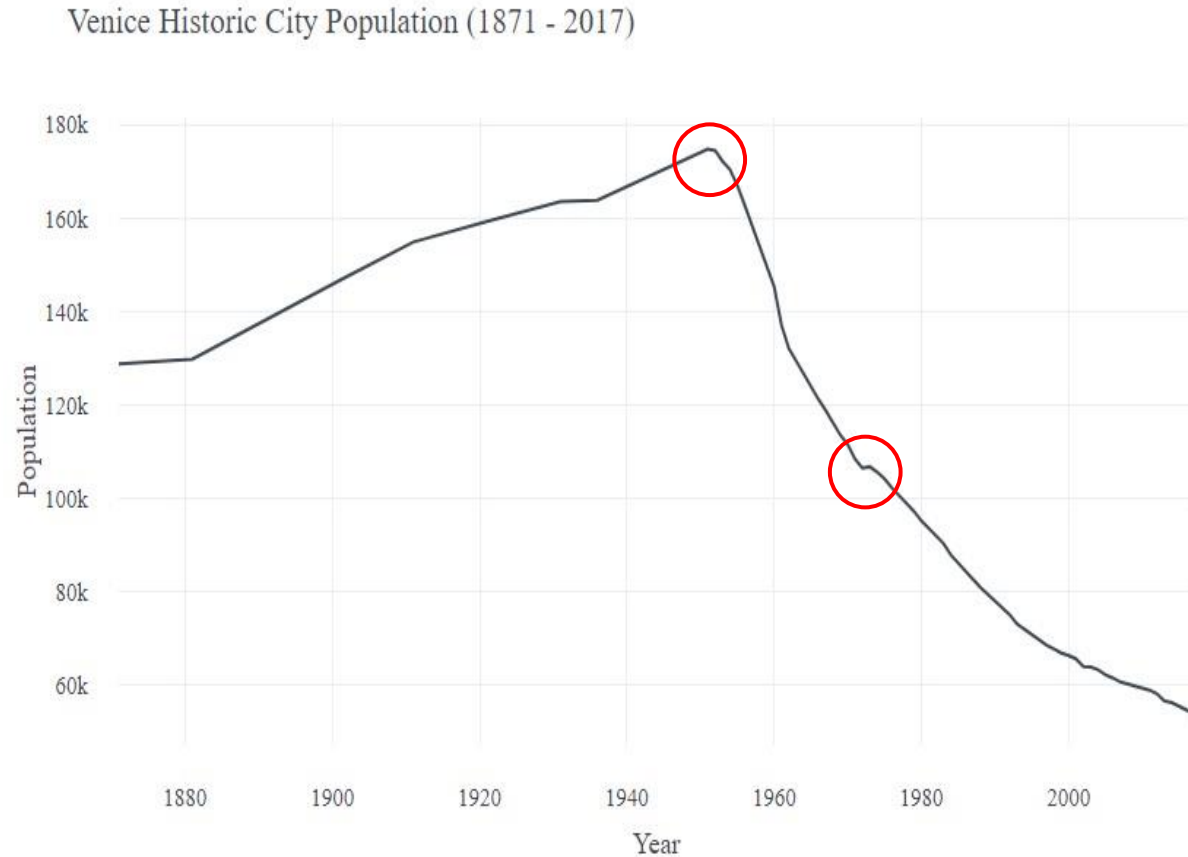
INDUSTRIAL ECONOMY (50s)

ENVIRONMENTAL CONCERNS (70s)

TOURISM ECONOMY (80s)

CULTURAL SCHISM

FINDINGS



DEMOGRAPHICAL EVOLUTION

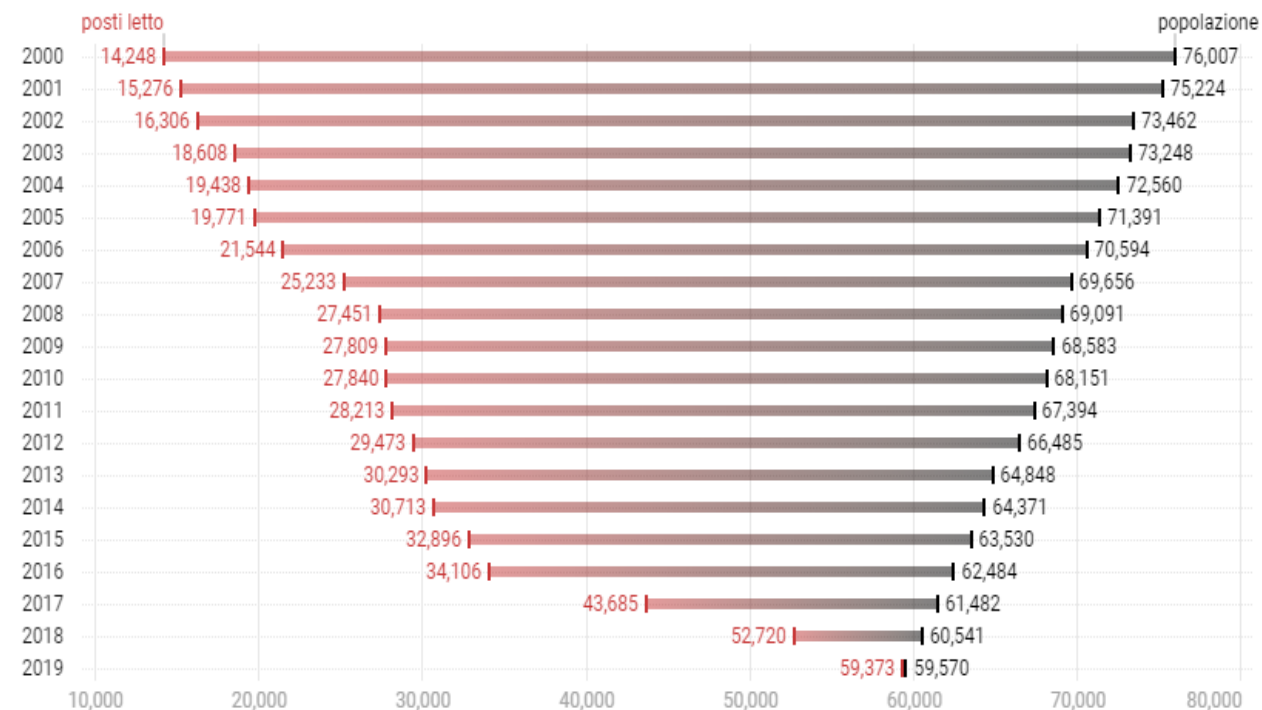
50s & 70s INFLECTION POINTS

STEADY DECLINE TREND

2000 ONLINE ACCOMMODATIONS

2016 AIRBNB ENTERED THE MARKET

FINDINGS



DEMOGRAPHICAL EVOLUTION

50s & 70s INFLECTION POINTS

STEADY DECLINE TREND

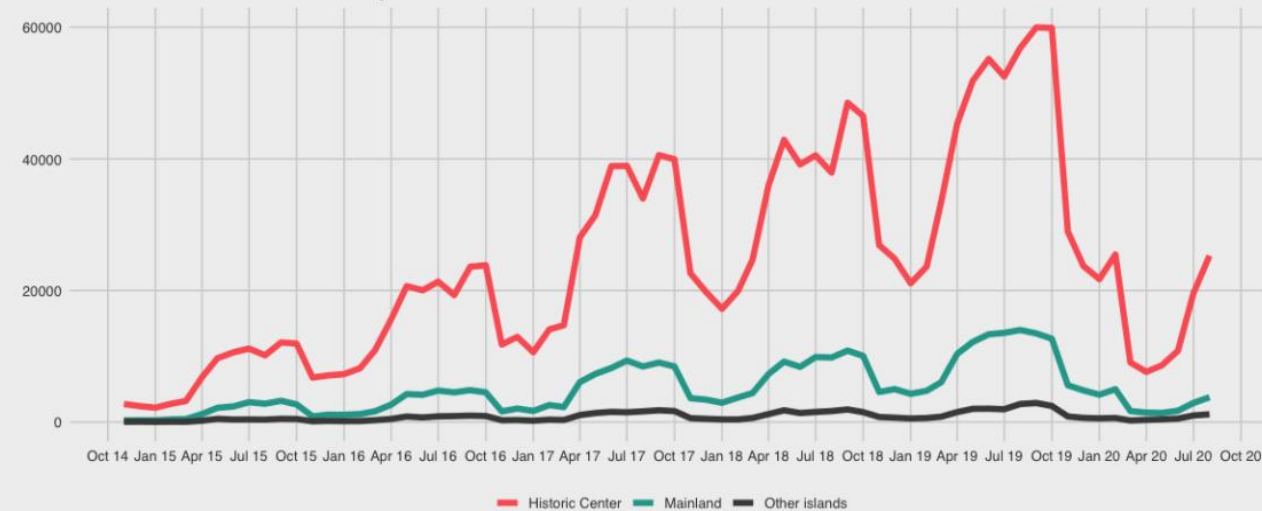
2000 ONLINE ACCOMMODATIONS

2016 AIRBNB ENTERED THE MARKET

FINDINGS

Keyed Up

Number of reservations at AirBnbs in regions around Venice



PANDEMIC EFFECTS

MID-2019

TOURIST DECLINE

AIRBNB EXITING THE MARKET

BUILDINGS VACANCIES ON THE RISE

FINDINGS

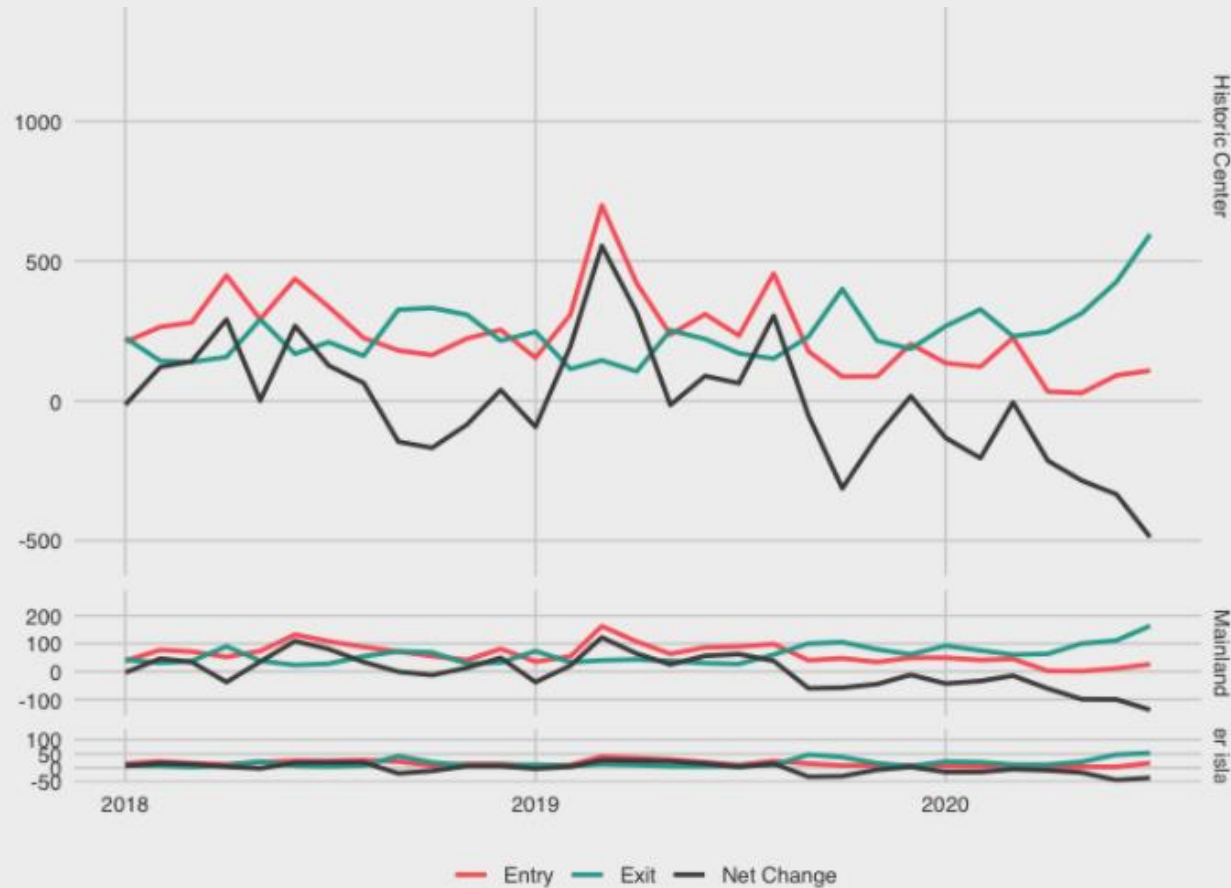
PANDEMIC EFFECTS

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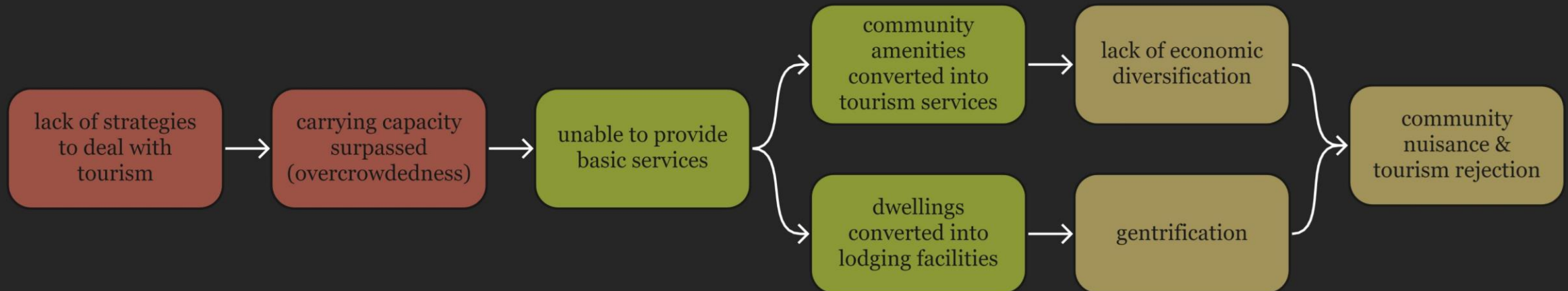
BUILDINGS VACANCIES ON THE RISE



ANSWERING RQ 1

What are the effects of the pandemic in the built environment of tourist-driven cities, such as Venice?

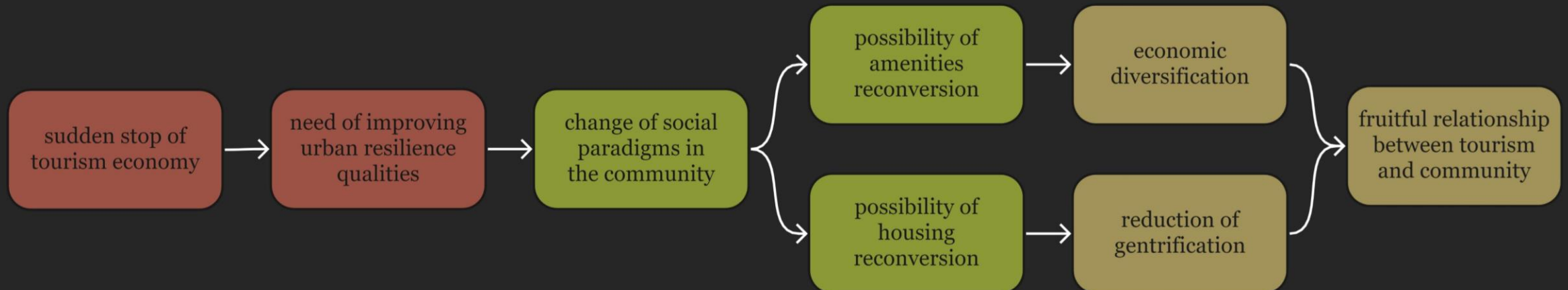
What are the main characteristics and issues of a tourist-driven city?



ANSWERING RQ 1

What are the effects of the pandemic in the built environment of tourist-driven cities, such as Venice?

How is Venice's status quo being affected by the COVID-19 pandemic?



“If we want to see a change, I truly believe that now is the right time to do it... otherwise, when?
I hope things don't return as before; it is unsustainable to have only tourists in Venice...
...there must be something else, there must be a community.
Otherwise, its just an amusement park”
(EV, 2021)

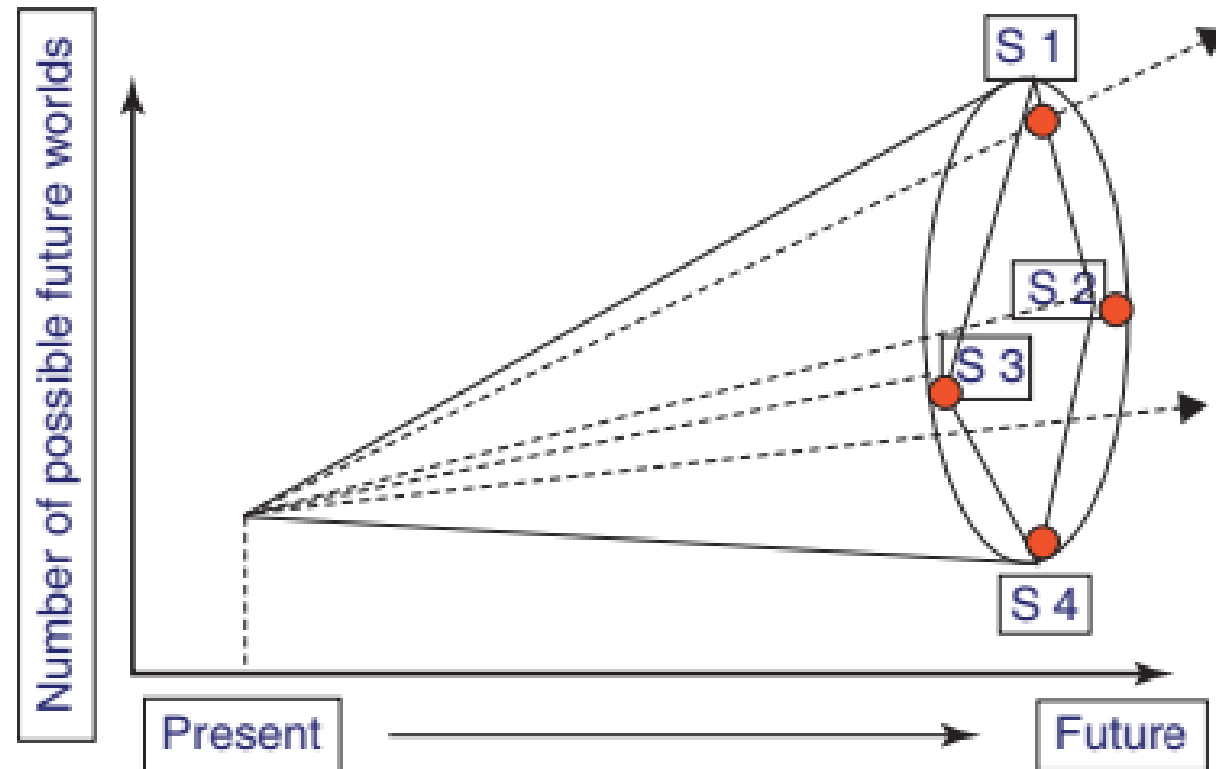
OPERATIONALIZATION

Sorting trends

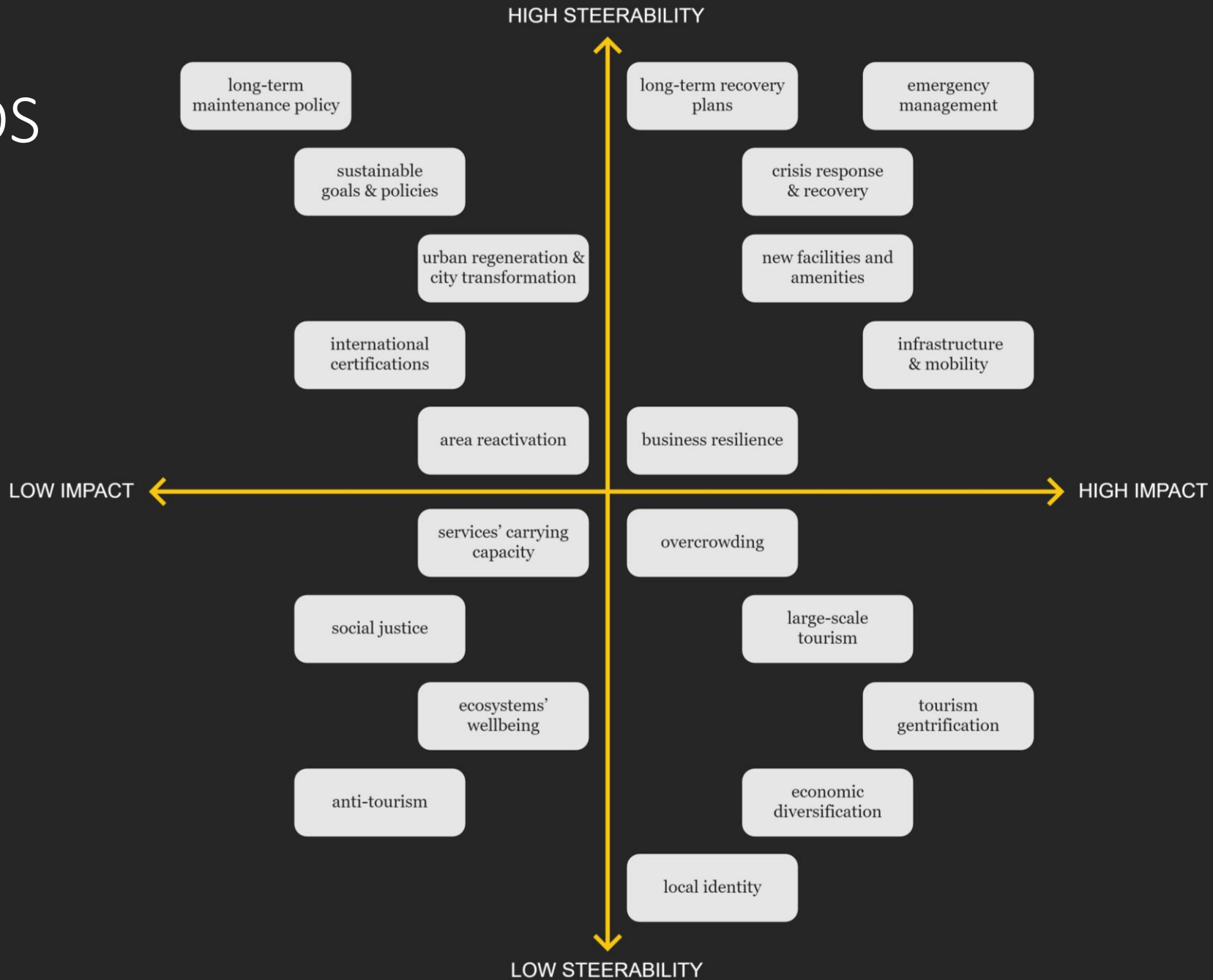
Scenario planning

- S1: Persistence (Culture)
- S2: Transition (Residence)
- S3: Transformation (Education)
- S4: Rehabilitation (Industry)

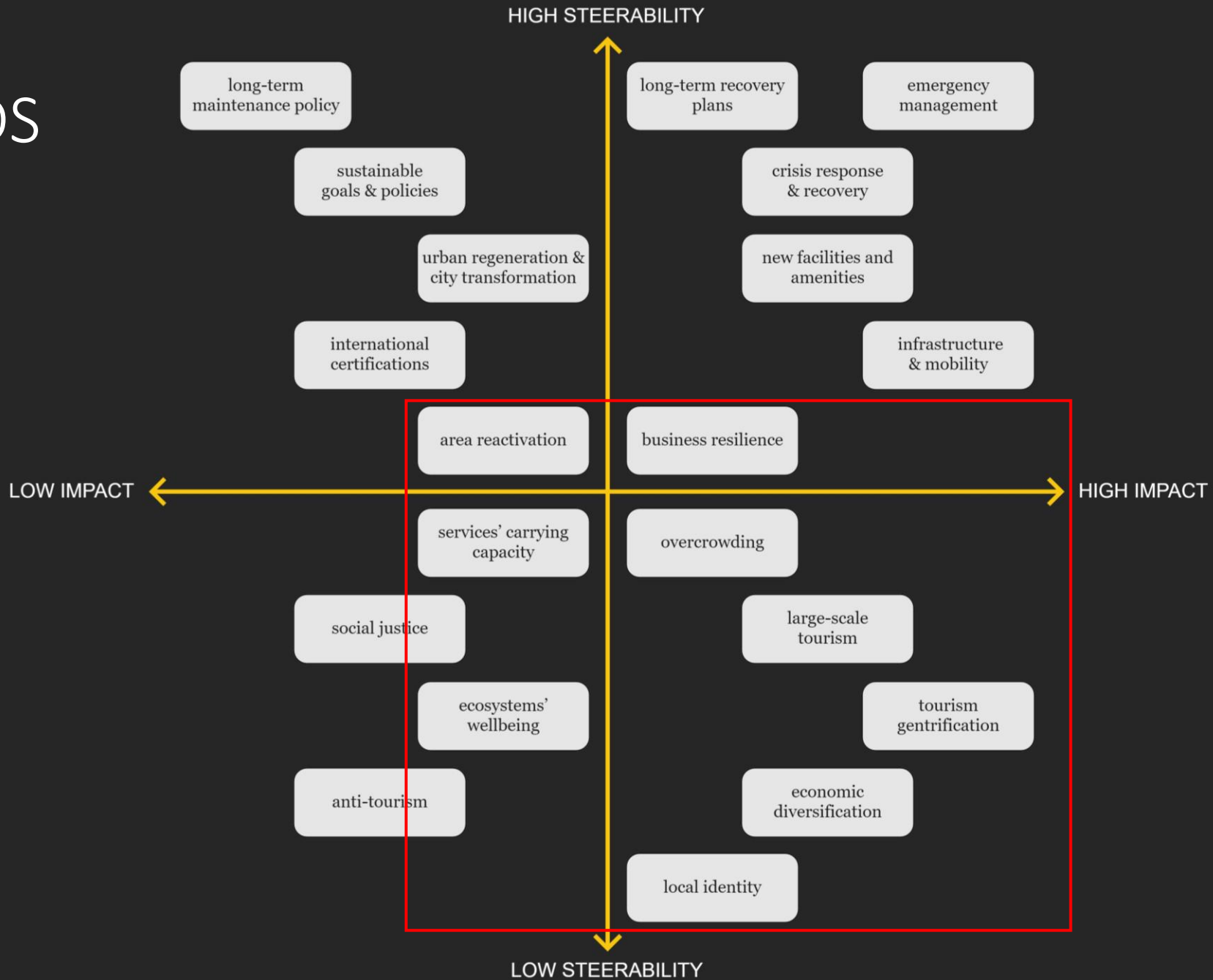
Final strategy



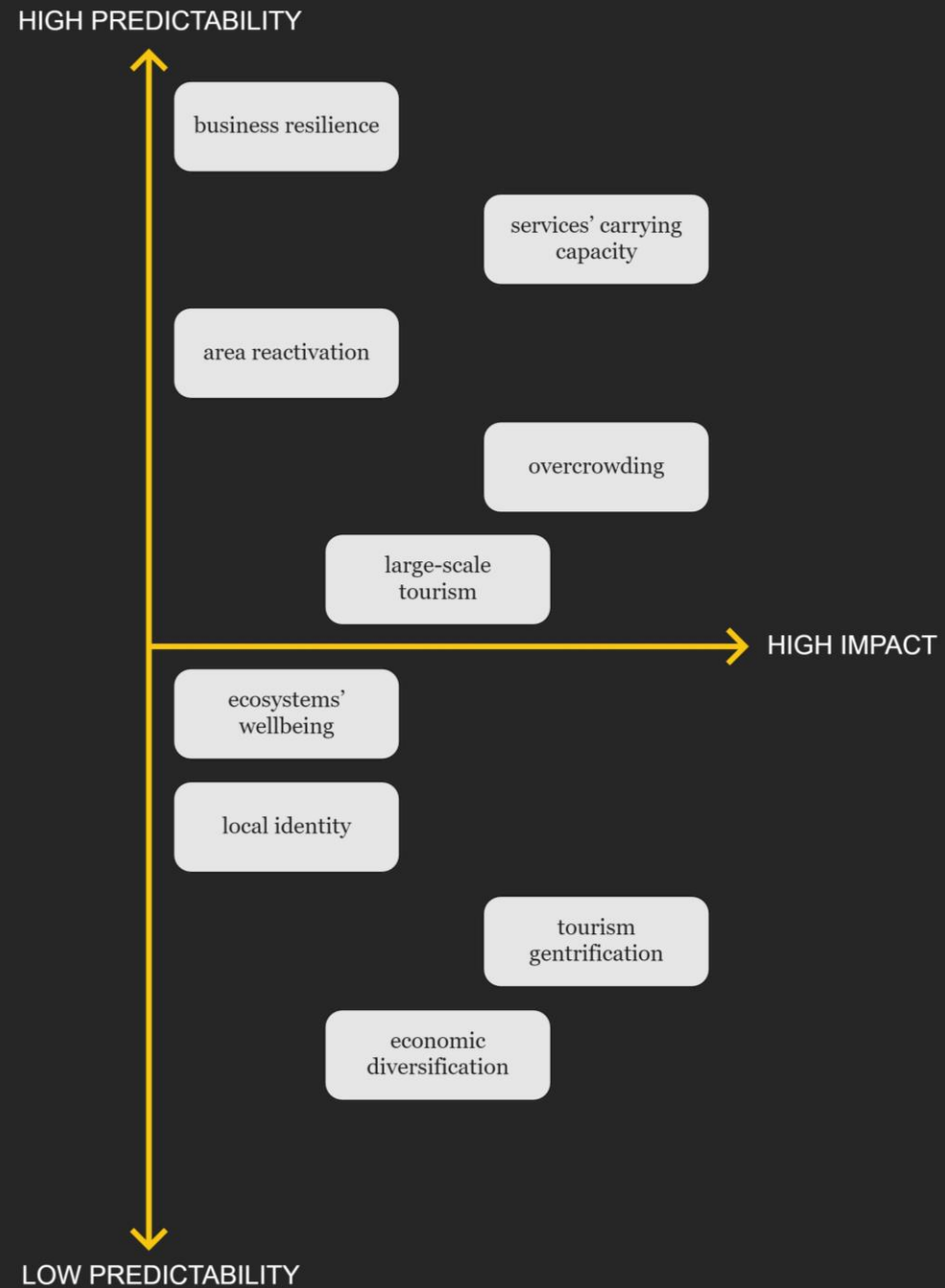
TRENDS



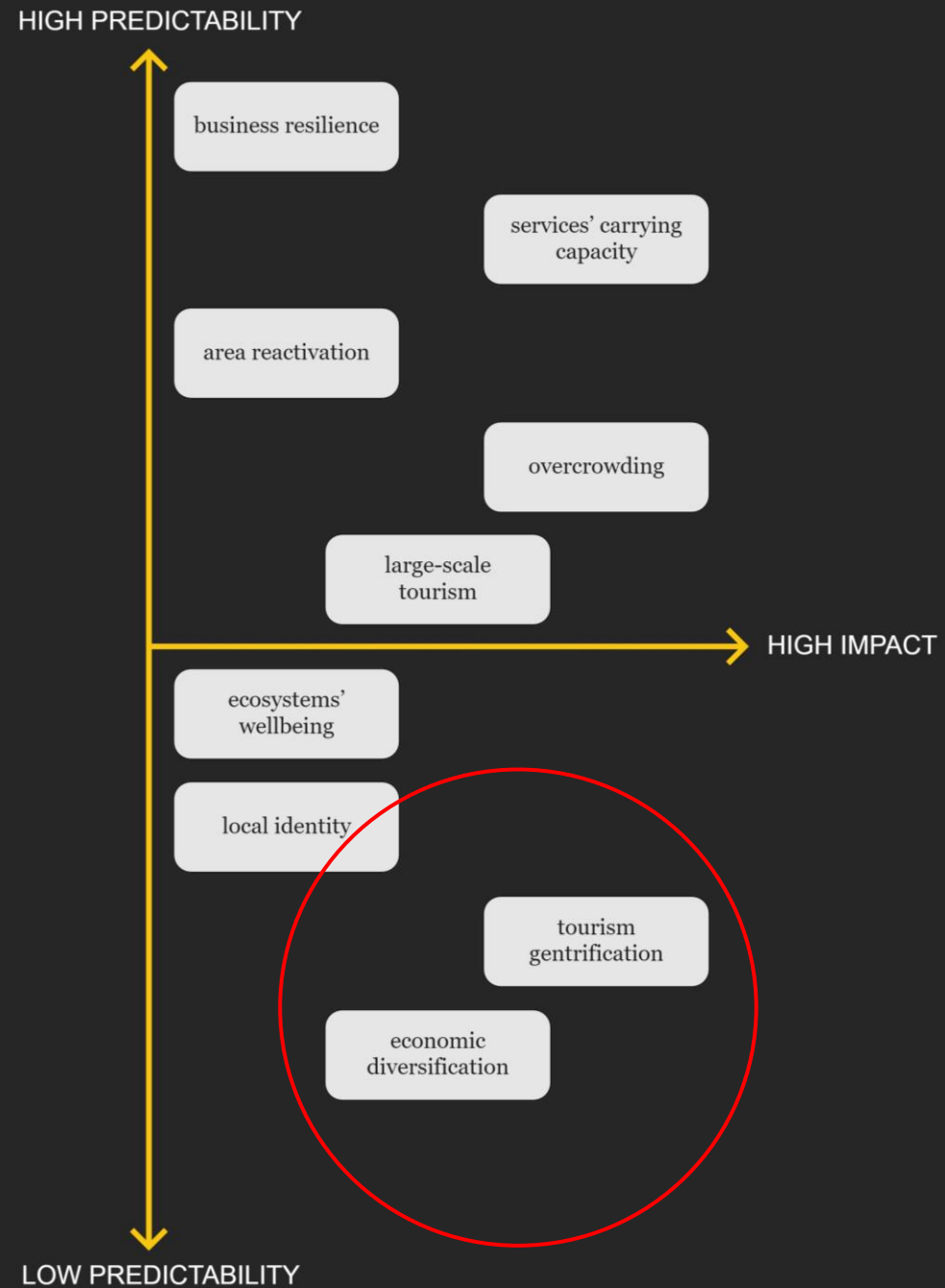
TRENDS



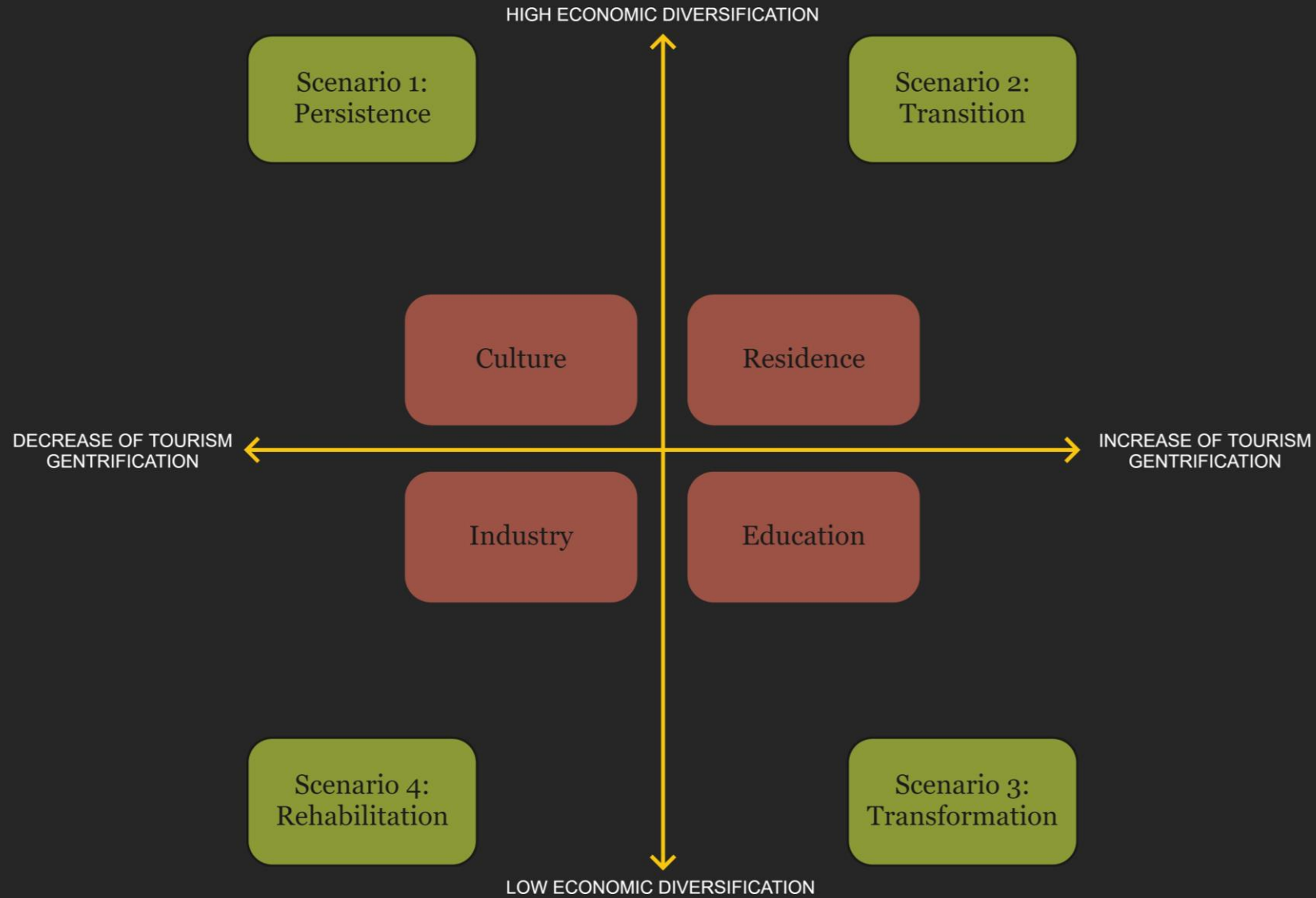
TRENDS



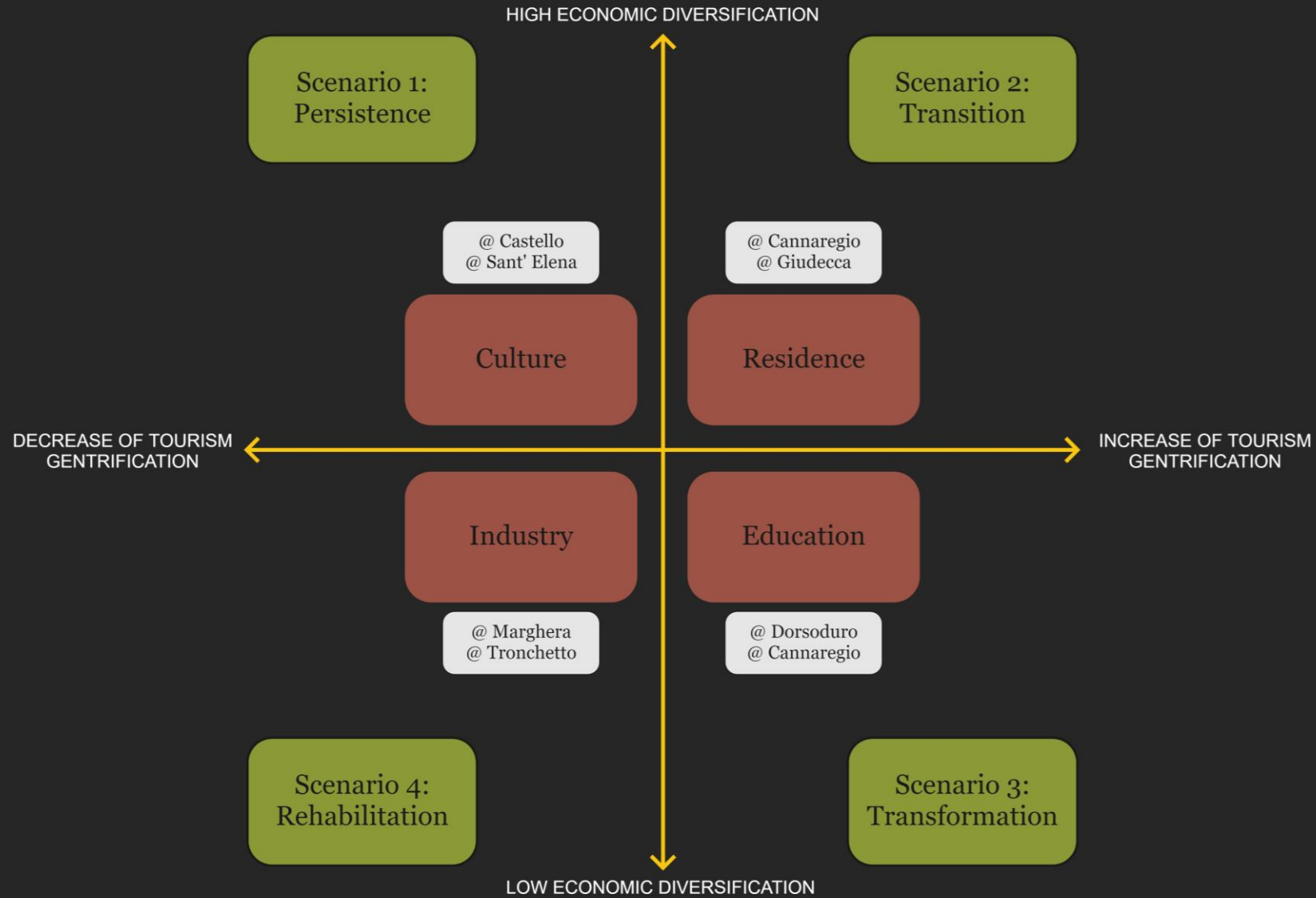
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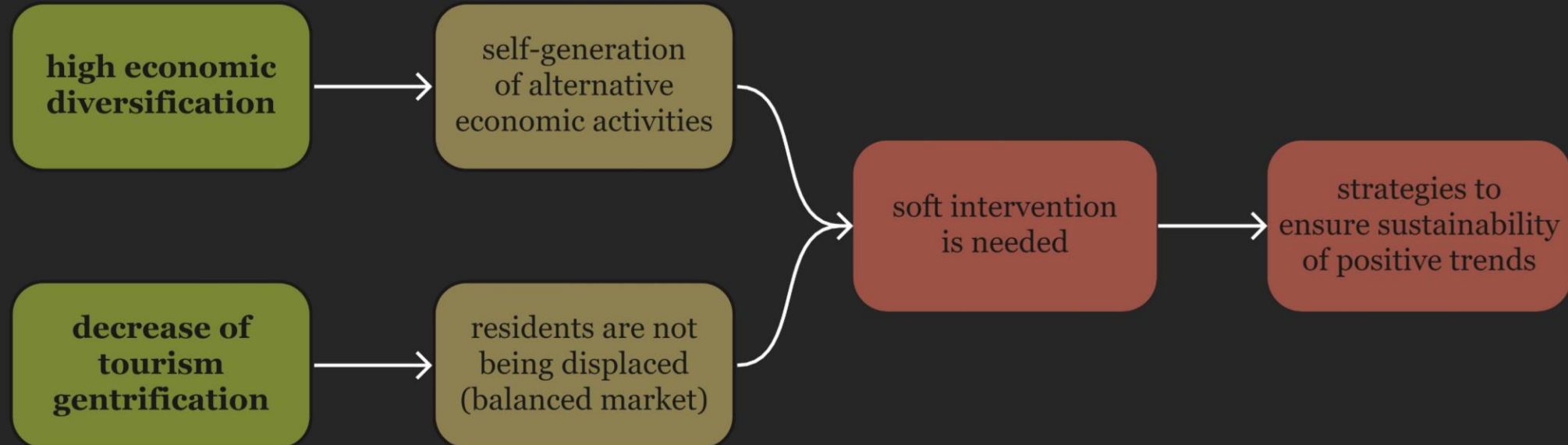
SCENARIO PLANNING



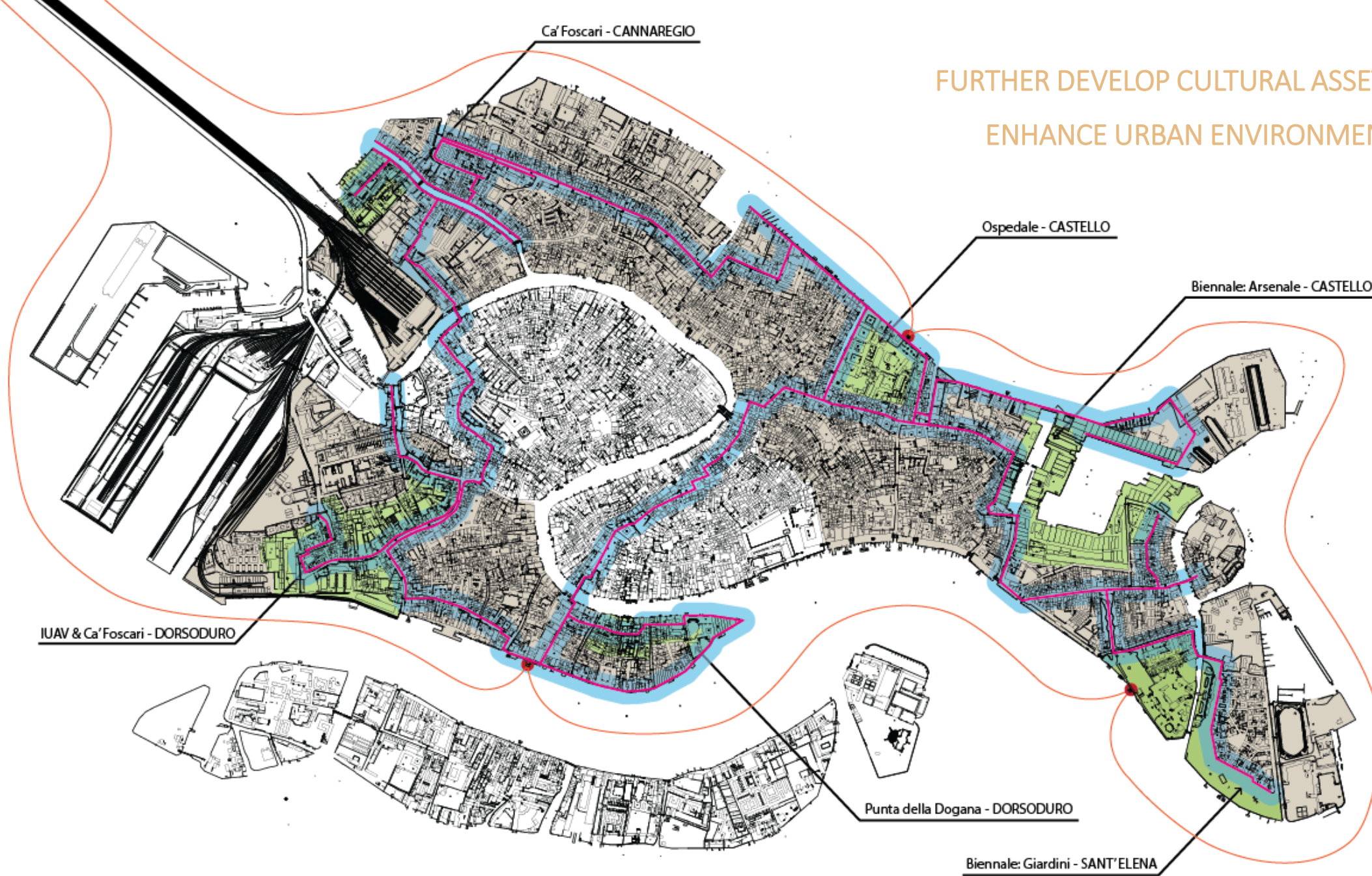
SCENARIO PLANNING



S1 – PERSISTENCE: CULTURE



FURTHER DEVELOP CULTURAL ASSETS
ENHANCE URBAN ENVIRONMENT



DECONGEST TRADITIONAL AREAS
INTEGRATION OF VISITORS & RESIDENTS

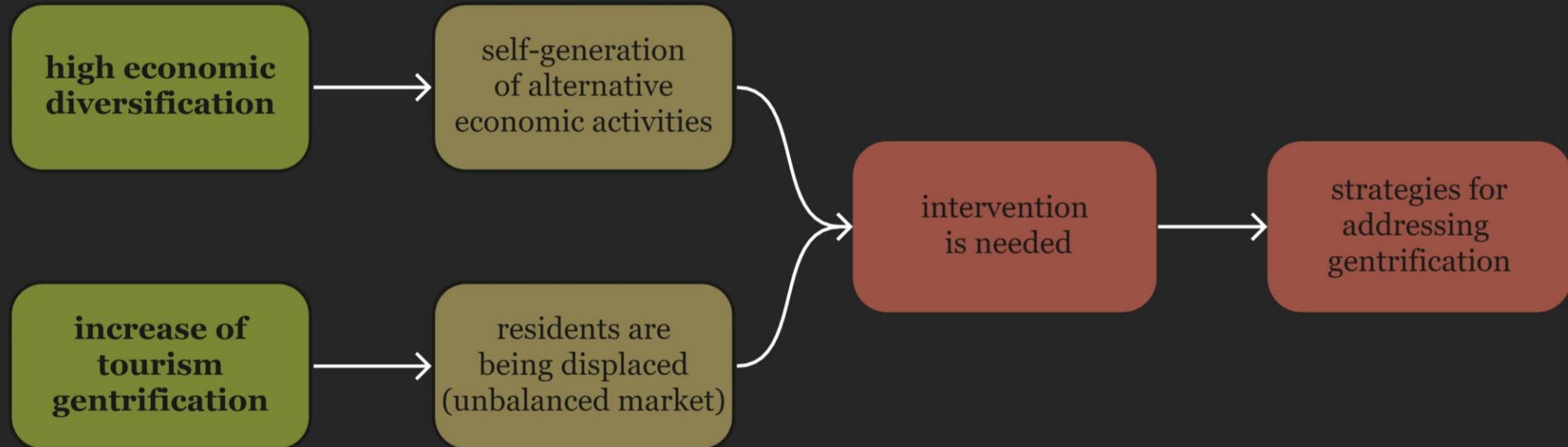


URBAN GRID

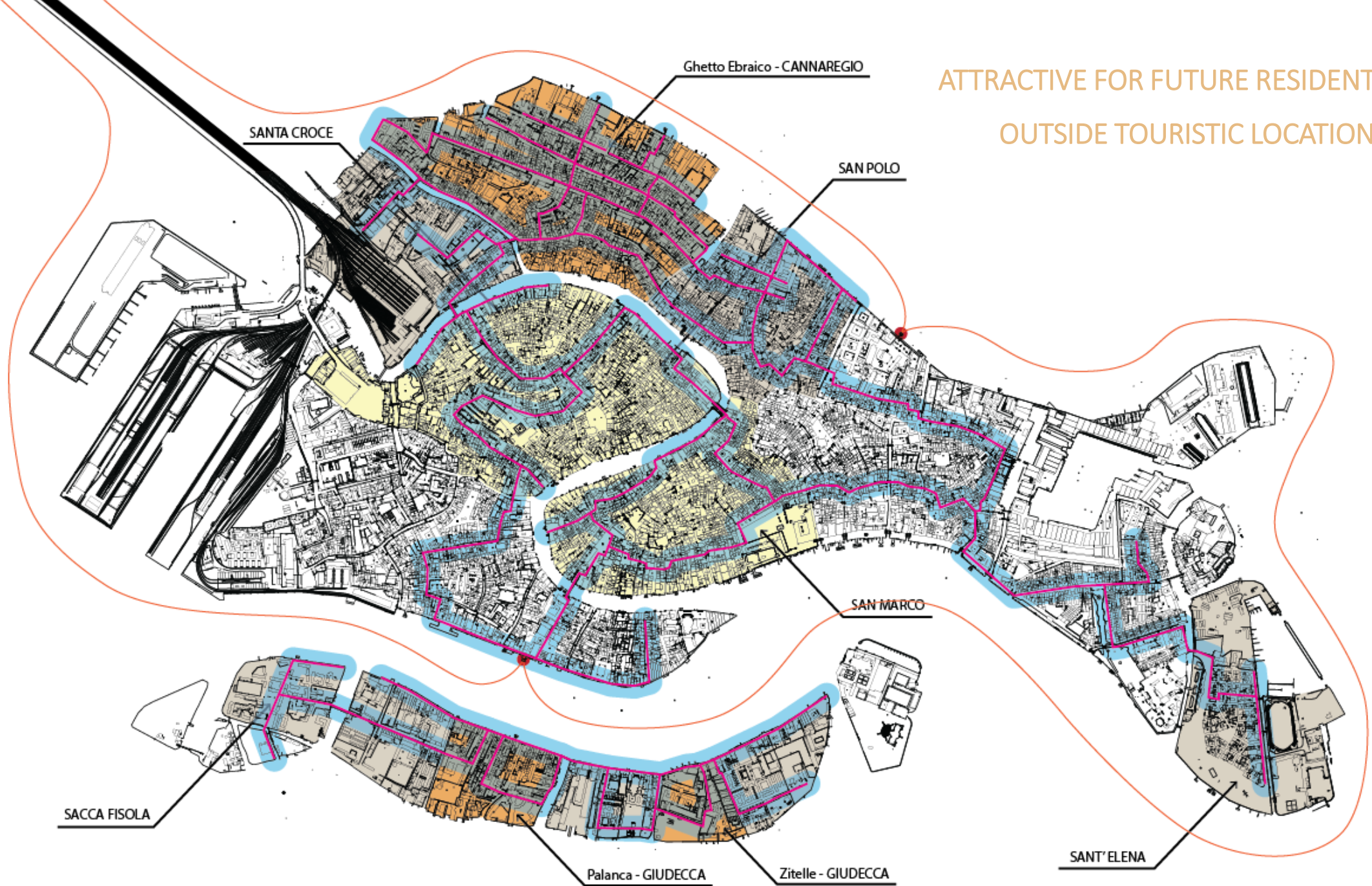
FOSTER BUSINESSES' TRANSFORMATION



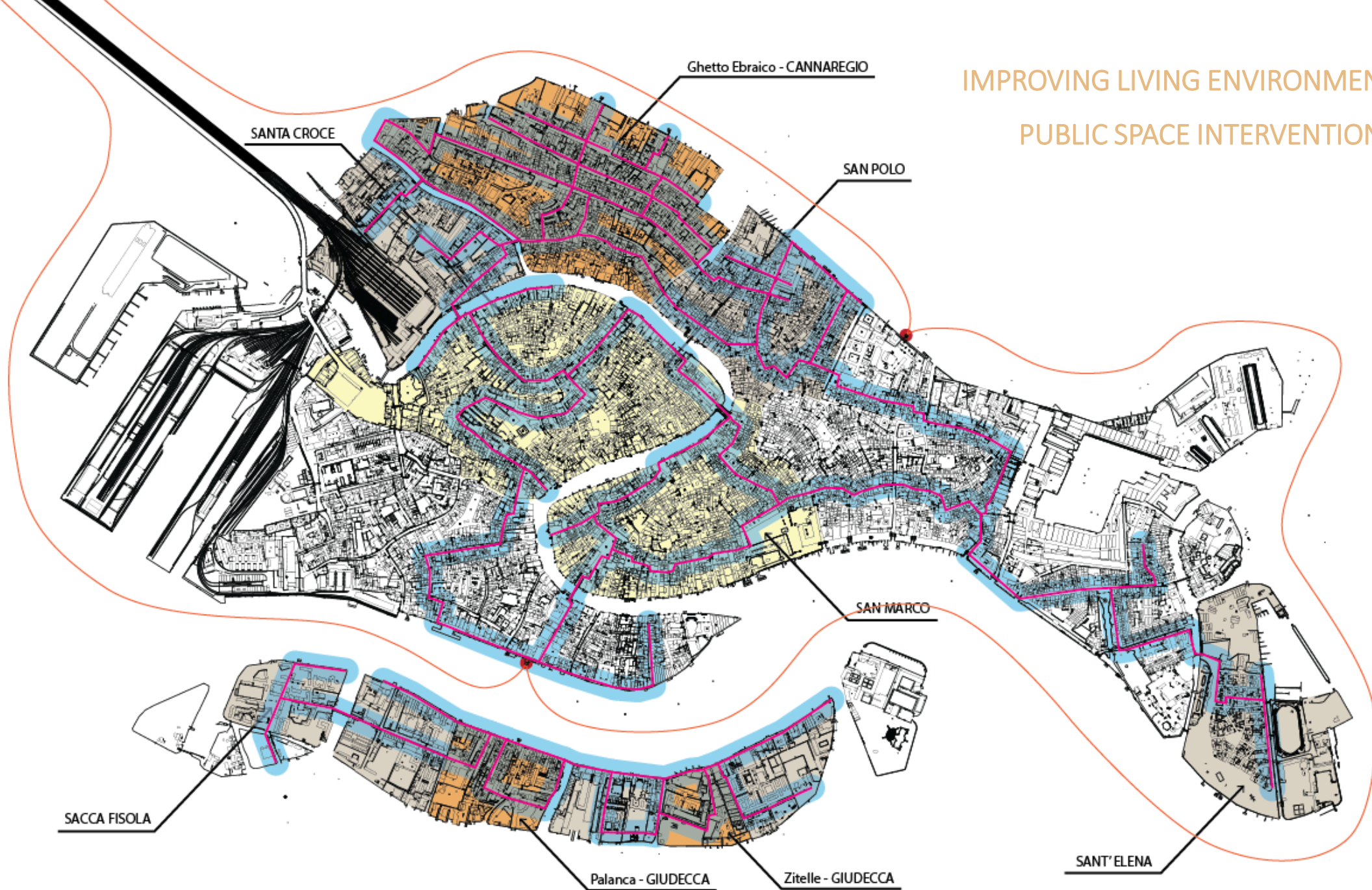
S2 – TRANSITION: RESIDENCE



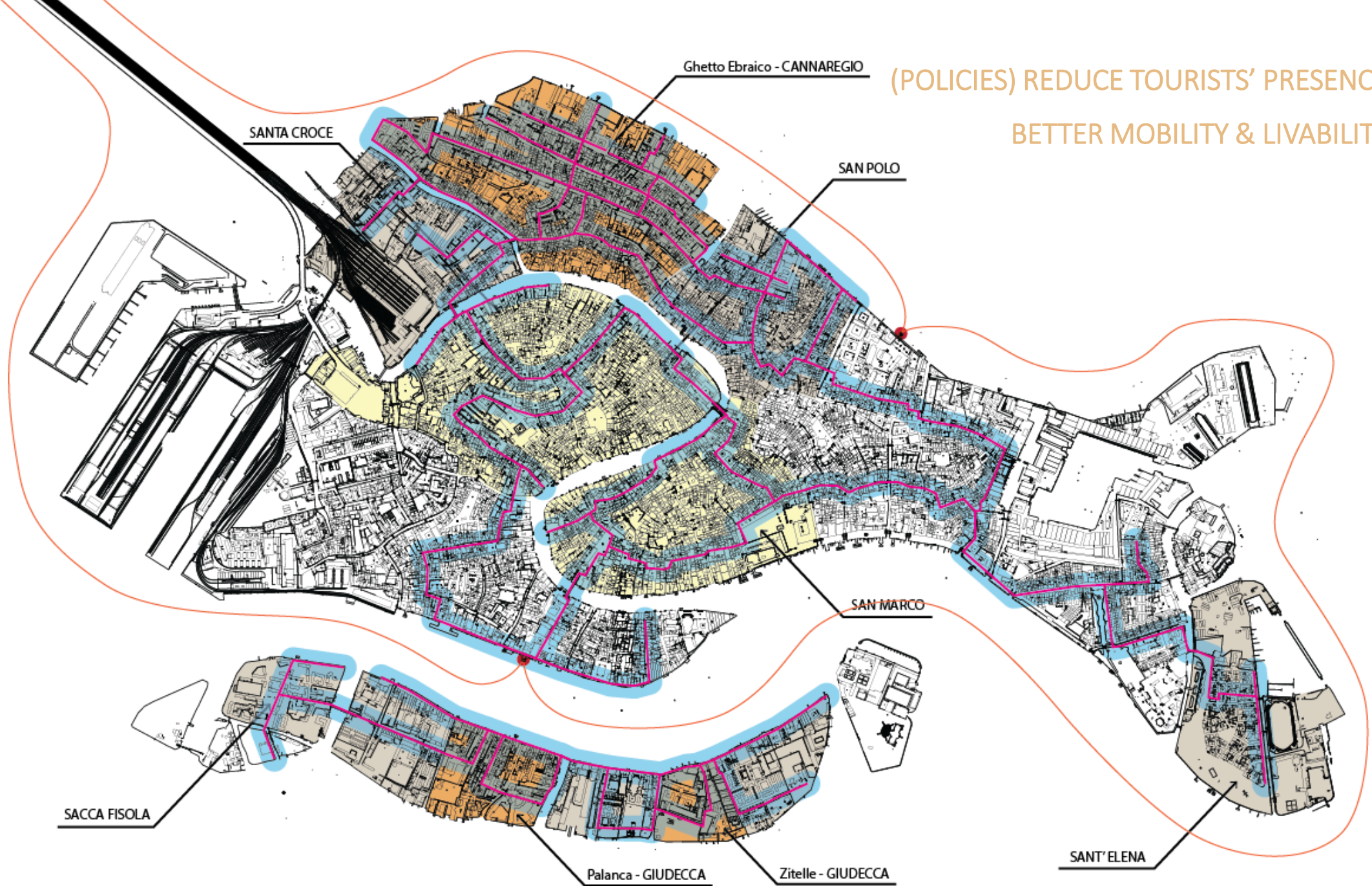
ATTRACTIVE FOR FUTURE RESIDENTS
OUTSIDE TOURISTIC LOCATIONS



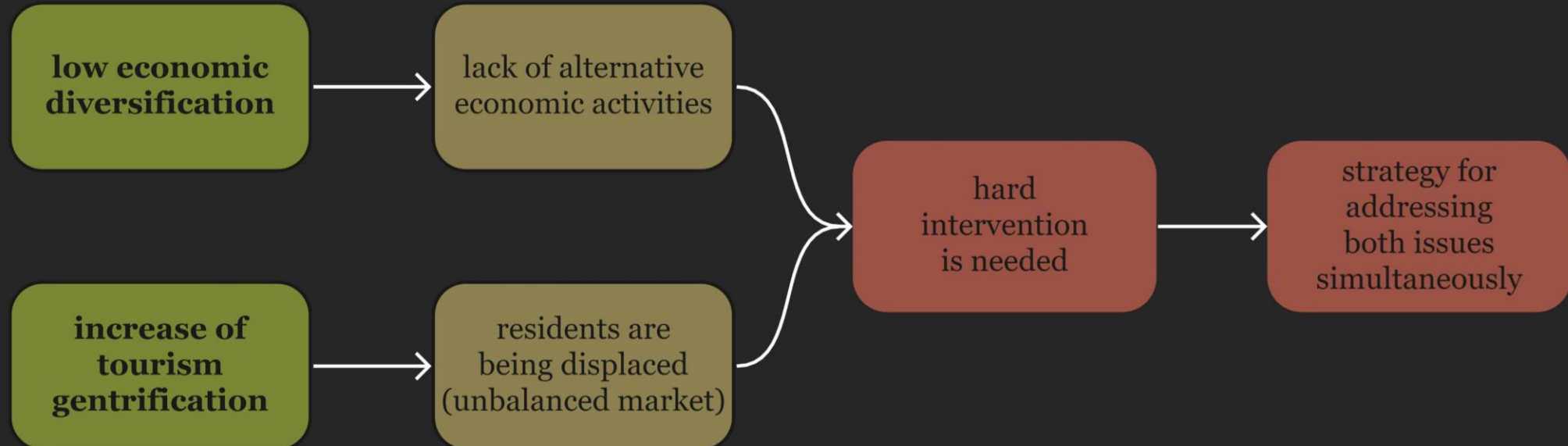
IMPROVING LIVING ENVIRONMENT PUBLIC SPACE INTERVENTIONS



(POLICIES) REDUCE TOURISTS' PRESENCE
BETTER MOBILITY & LIVABILITY



S3 – TRANSFORMATION: EDUCATION



ALTERNATIVE MARKET CENTRAL LOCATIONS



EDUCATIONAL AMENITIES

JOB AVAILABILITY

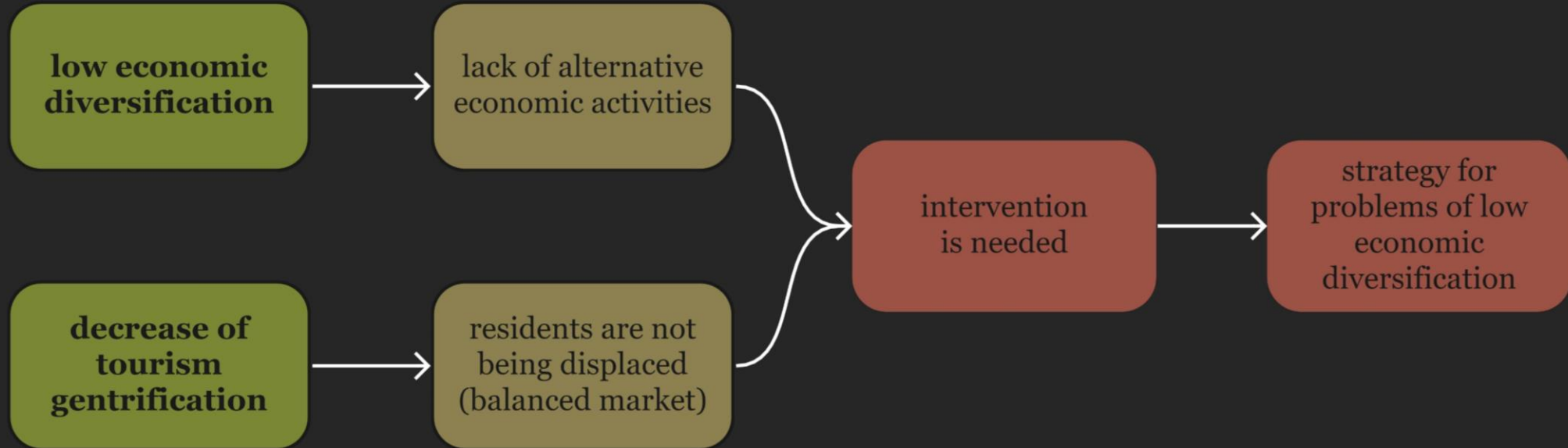
STUDENT HOUSING

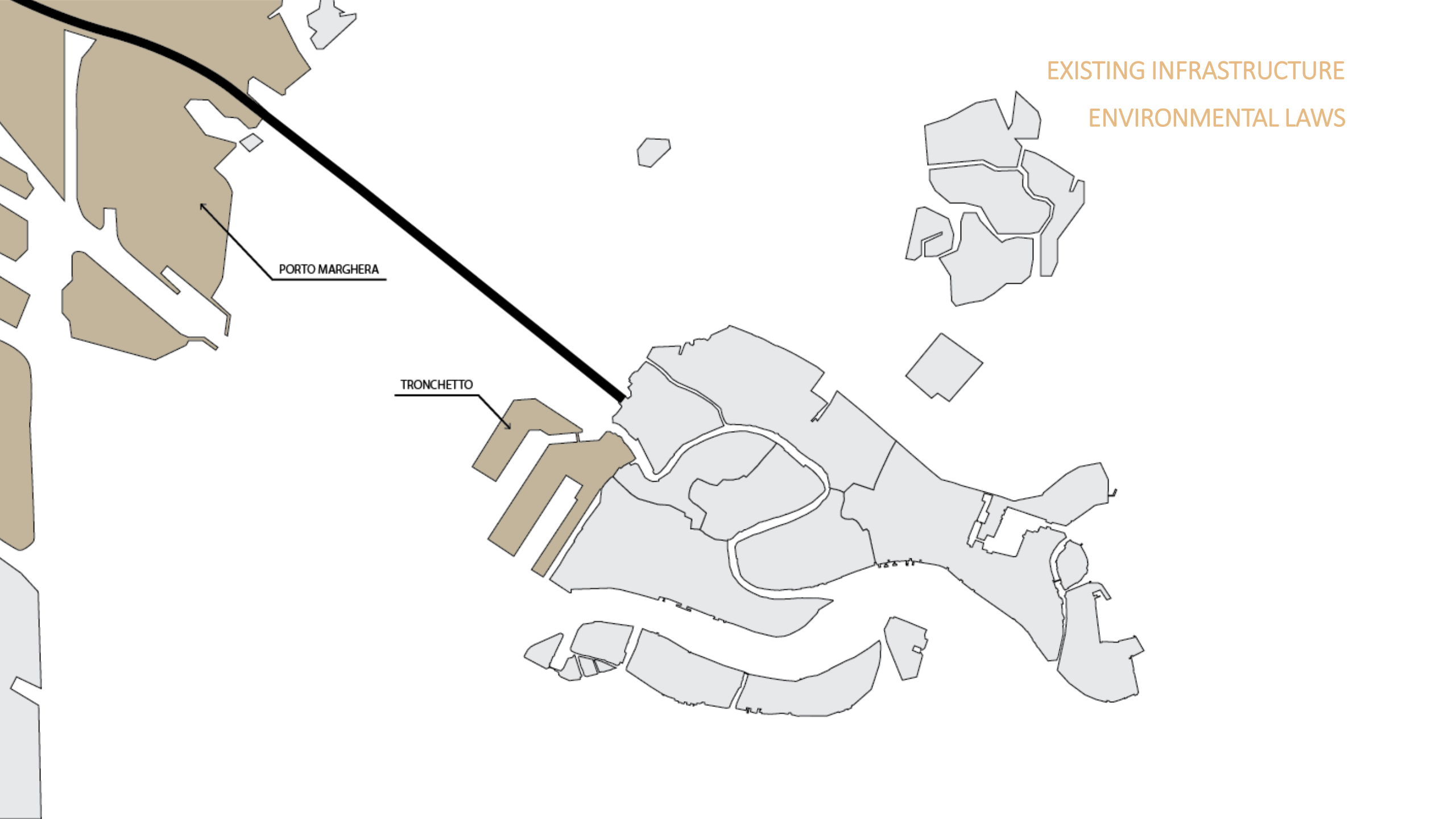


ALIGN KNOWLEDGE TAUGHT
ECONOMIC MARKETS



S4 – REHABILITATION: INDUSTRY





EXISTING INFRASTRUCTURE

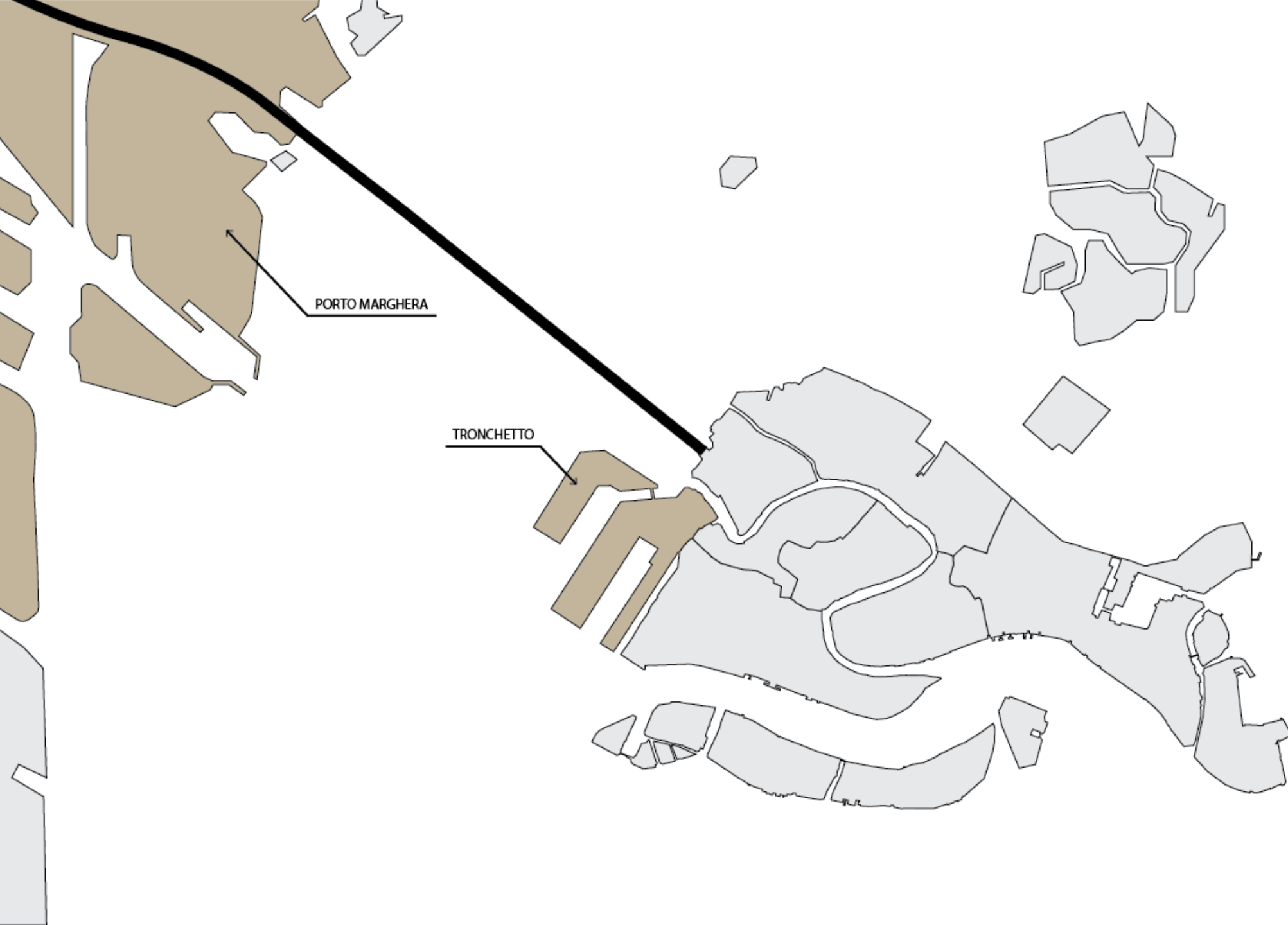
ENVIRONMENTAL LAWS

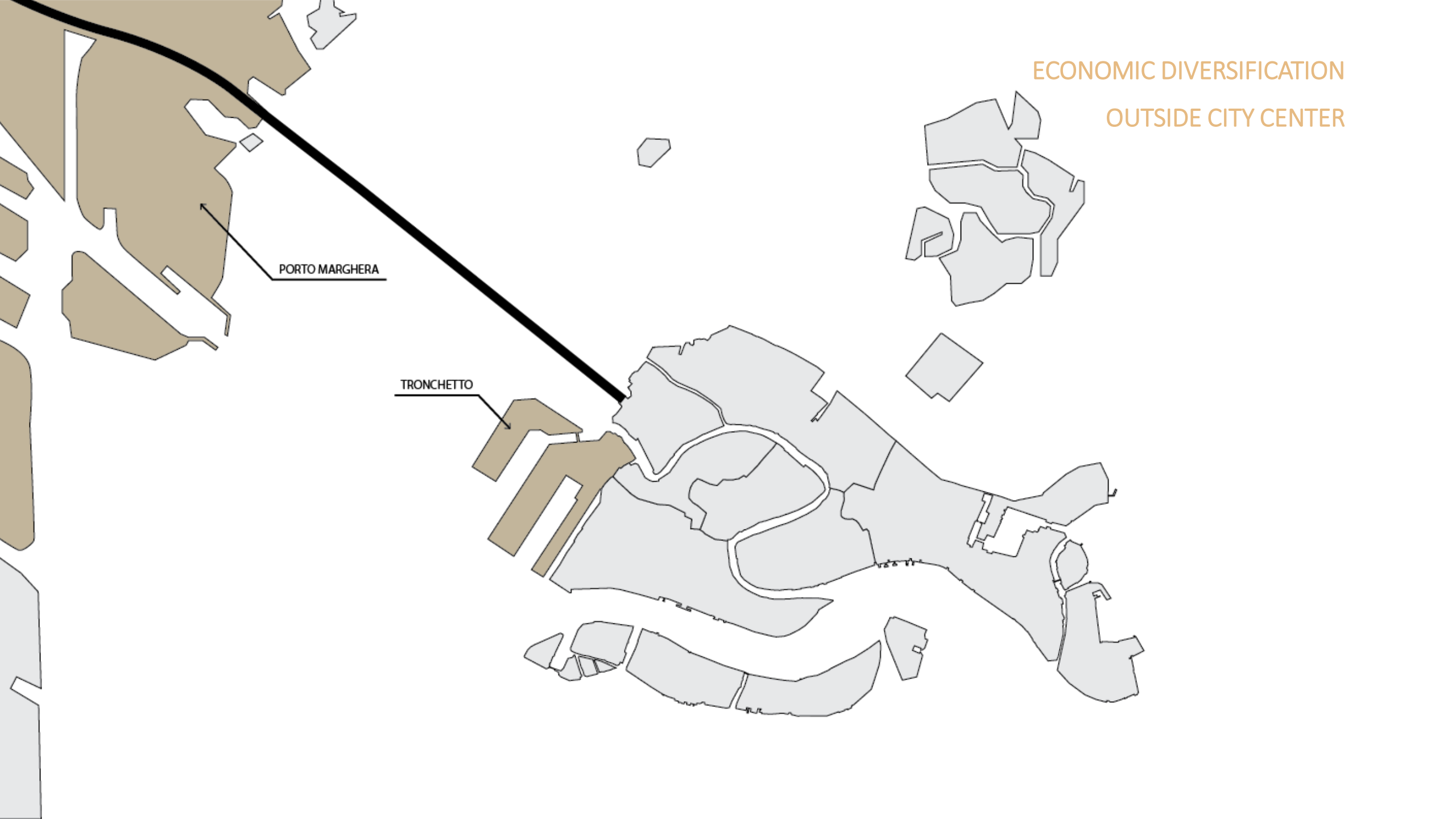
PORTO MARGHERA

TRONCHETTO

REGIONAL VISION

ZONING PLAN



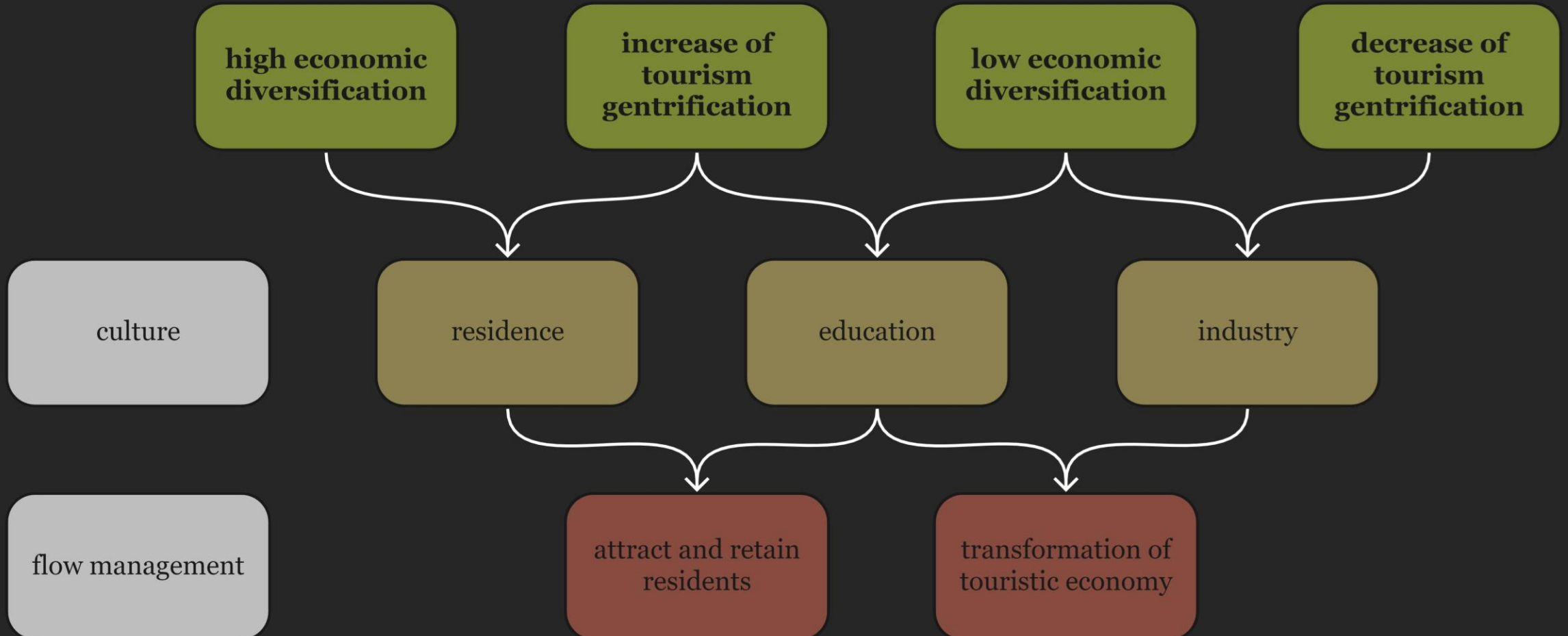


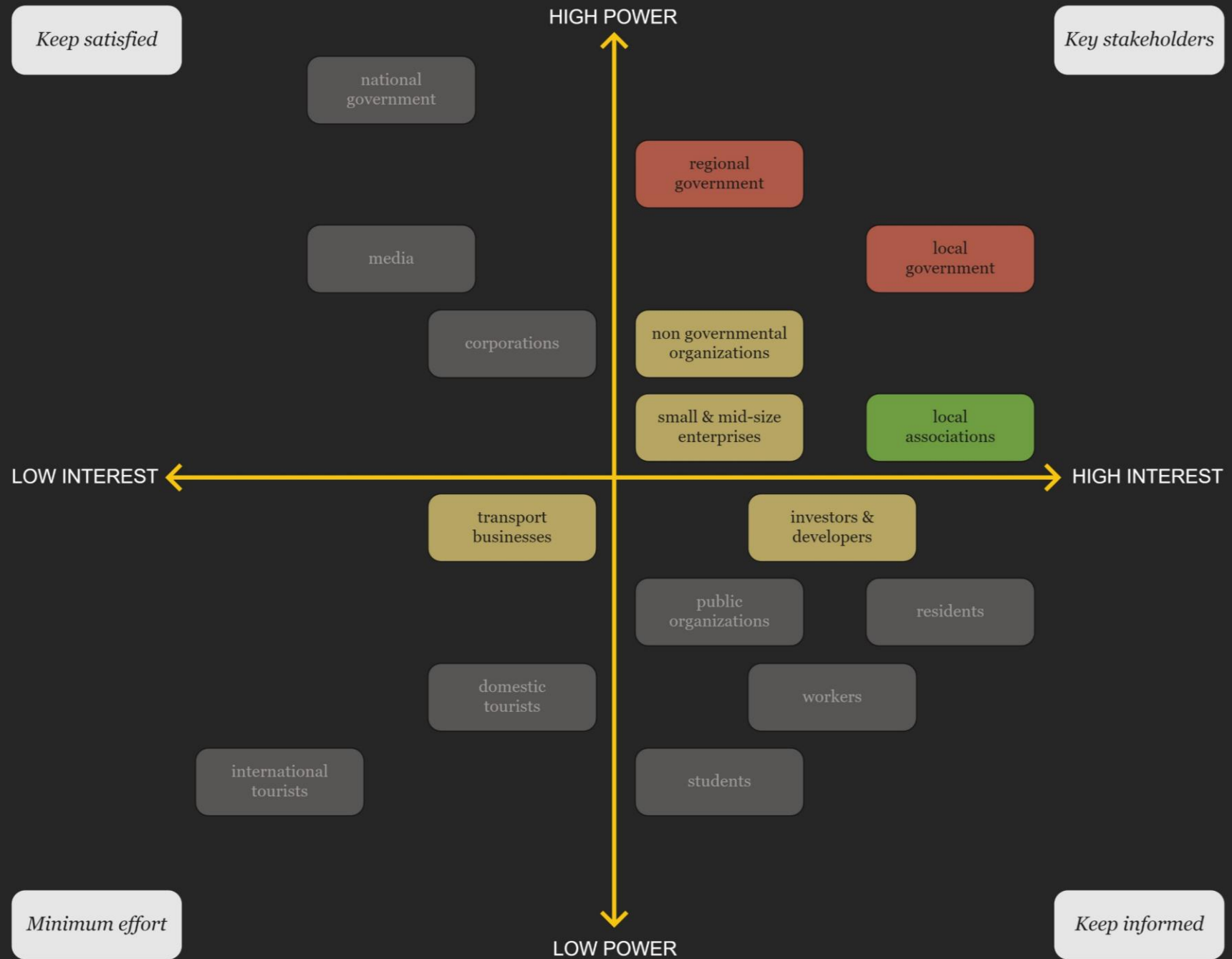
ECONOMIC DIVERSIFICATION
OUTSIDE CITY CENTER

PORTO MARGHERA

TRONCHETTO

FINAL STRATEGY





EXISTING



EXISTING



CULTURE



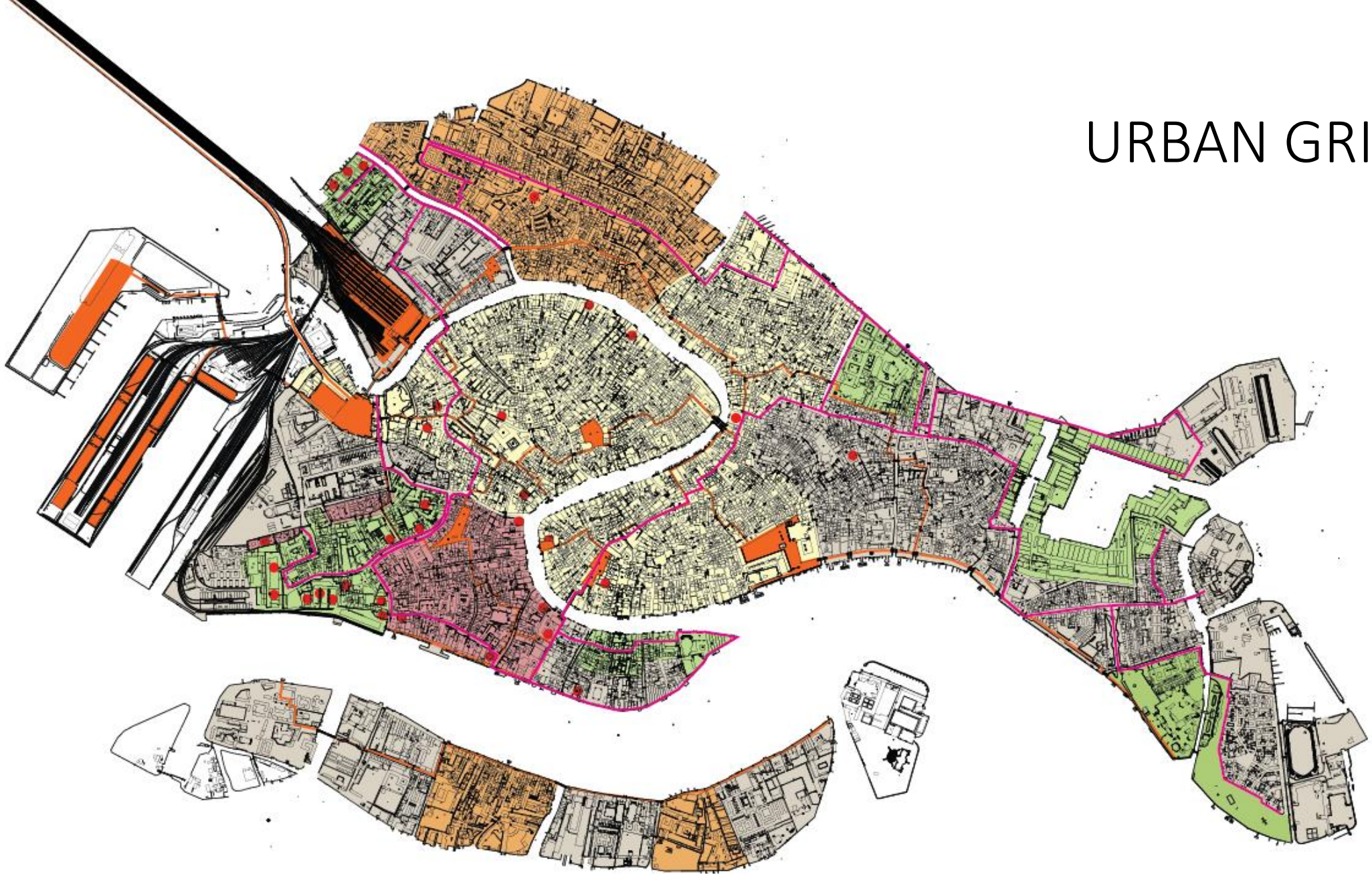
RESIDENCE



EDUCATION



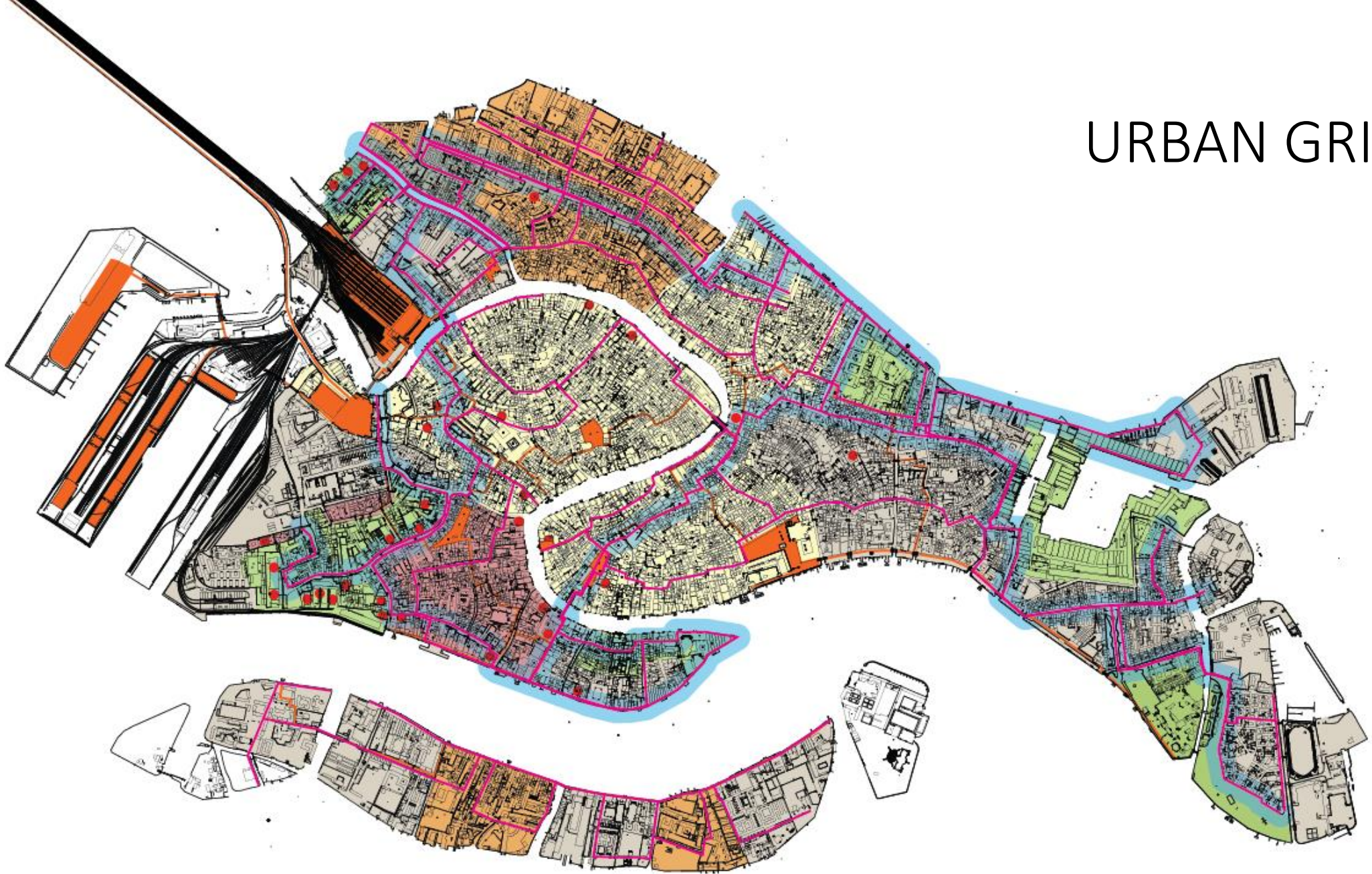
URBAN GRID



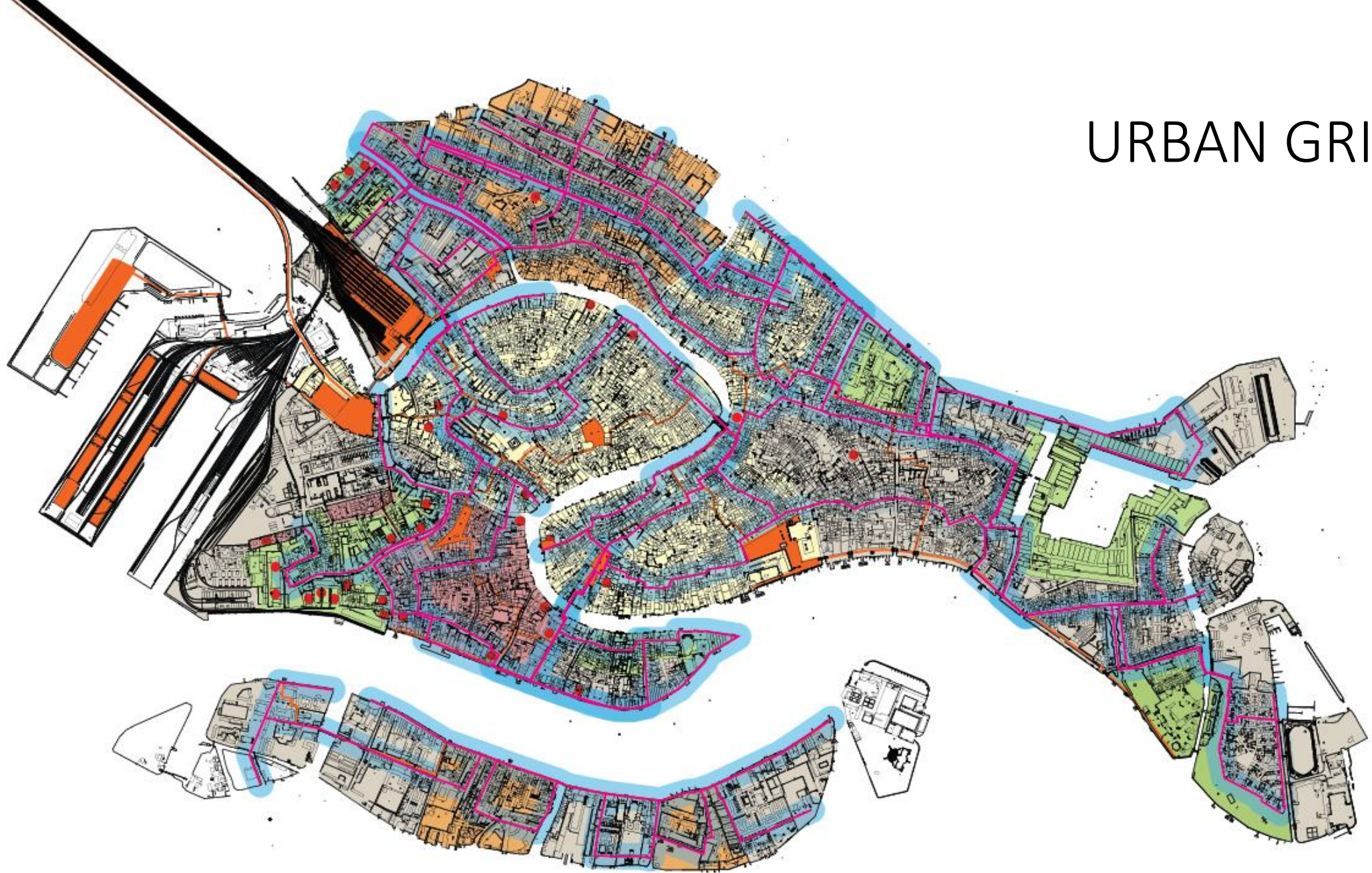
URBAN GRID



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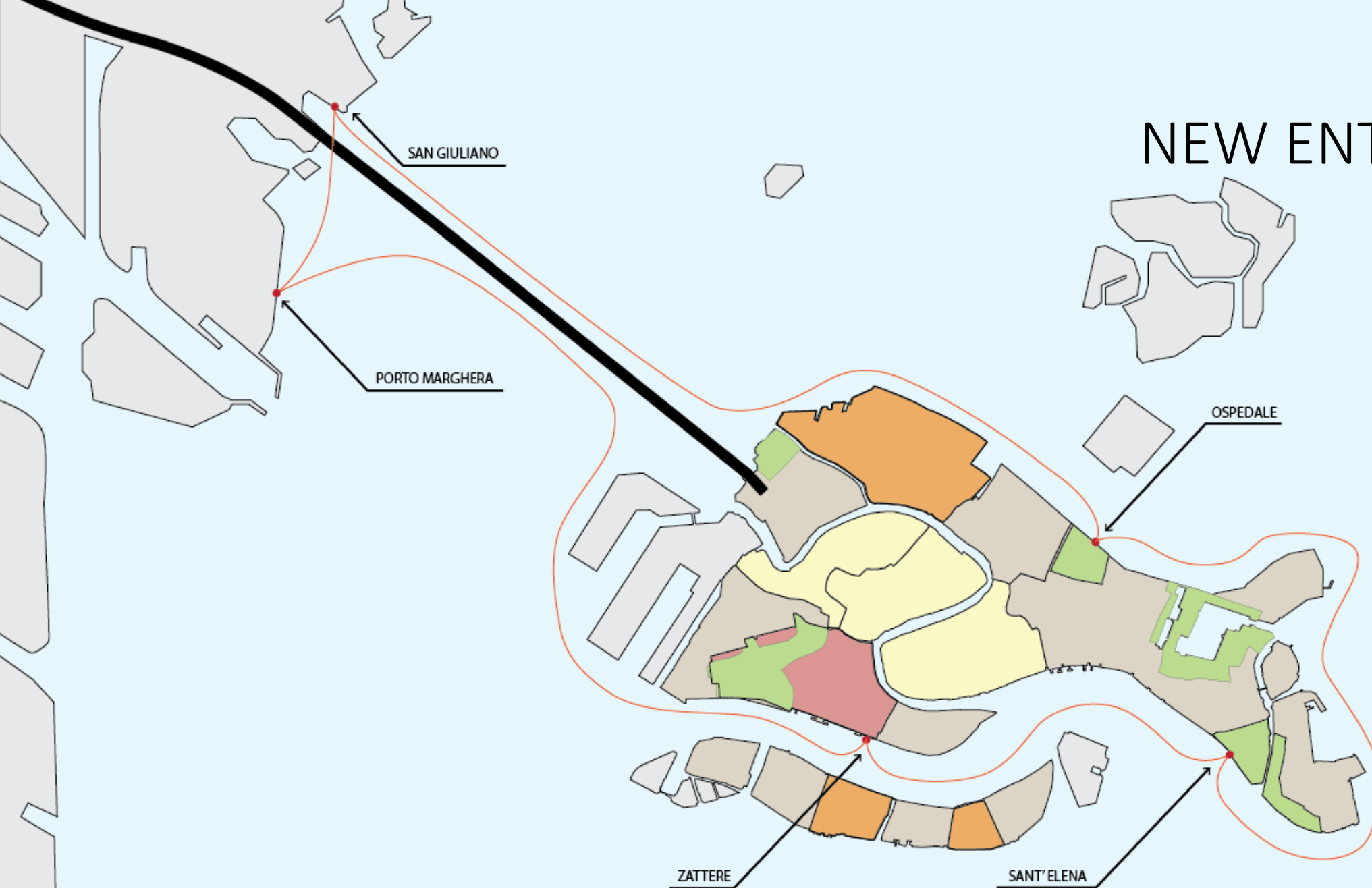
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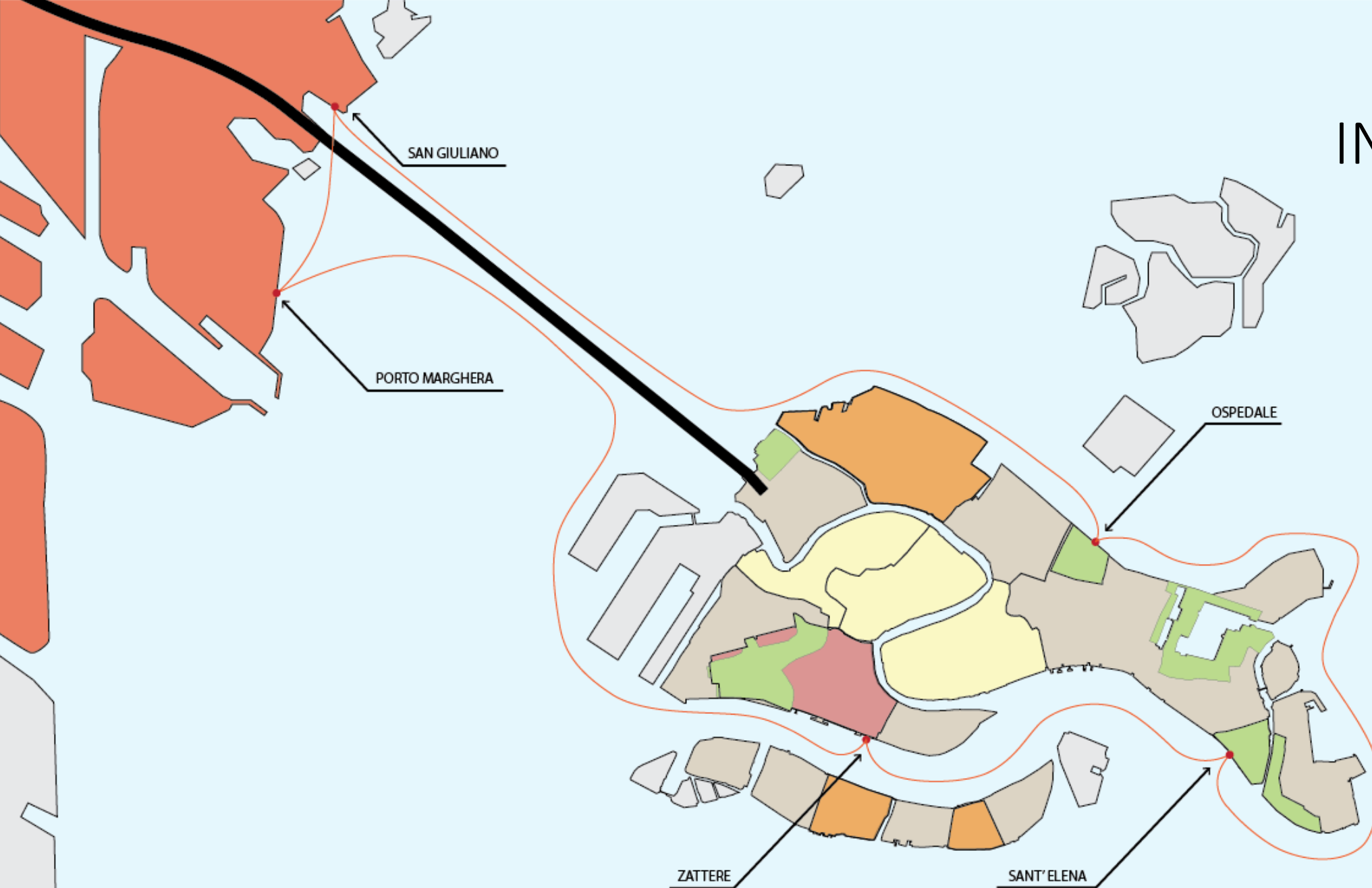
NEW ENTRANCES



NEW ENTRANCES

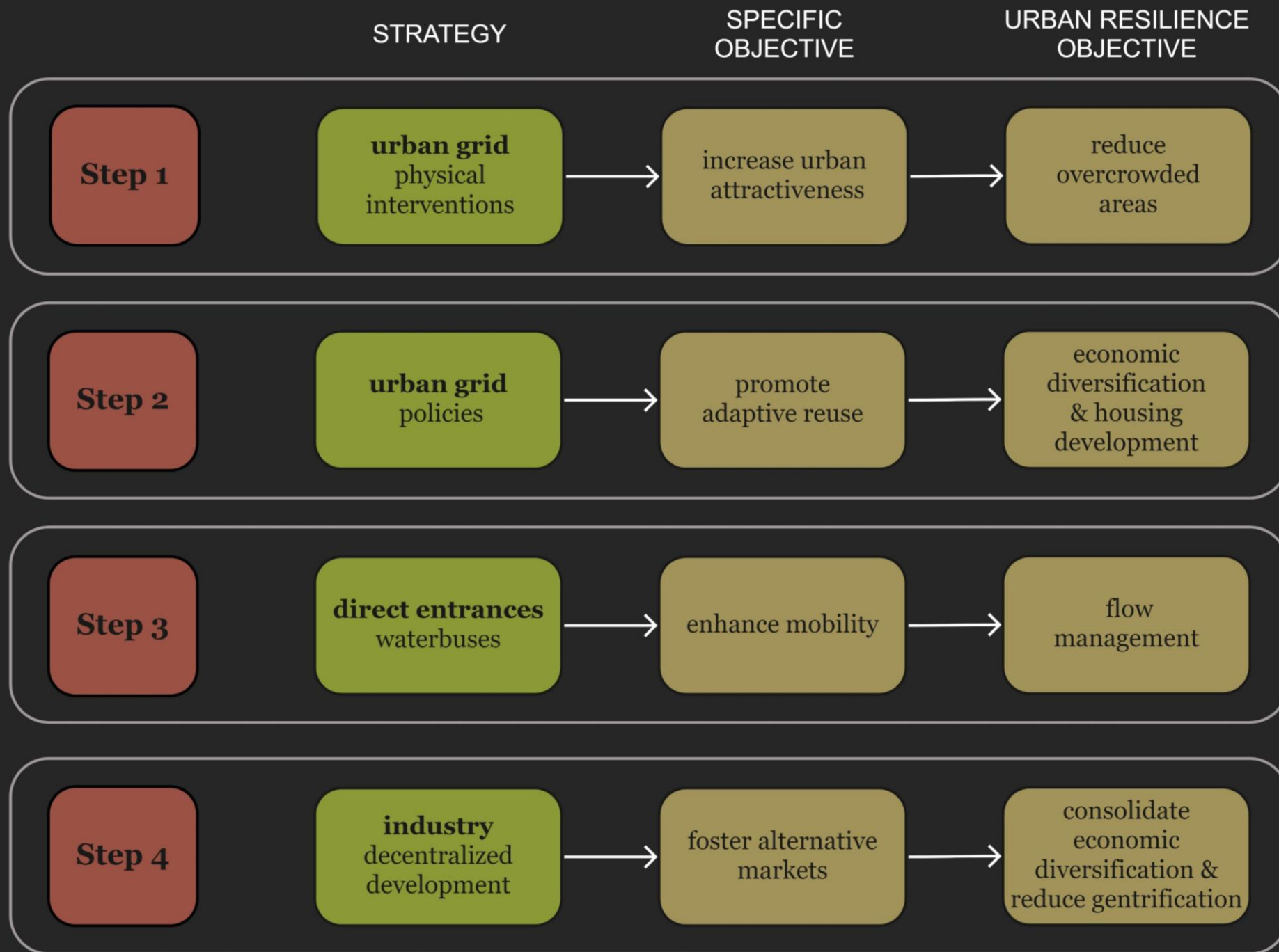


INDUSTRY

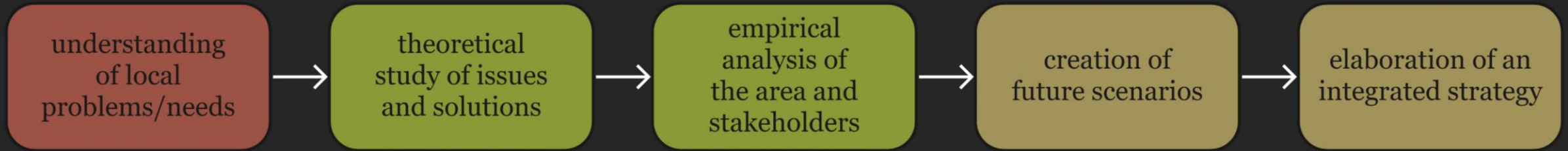


An aerial photograph of Venice, Italy, with a futuristic architectural plan overlaid. The plan features a large, irregularly shaped landmass in the center, colored in shades of orange and red, with a winding canal system. To the left, a large, dark, branching structure resembling a tree or a network of canals is shown. The surrounding water is dark blue, and the land areas are a mix of green and brown. The word "FUTURE" is written in white capital letters in the top right corner.

FUTURE



RECOMMENDATION





The Venice I want to go to (Parmar, 2021)