



Where Next for Tourism? A new Opportunity for a more Sustainable Tourism

Venice considers a new tourism model after COVID-19 lockdown

The Coronavirus crisis is prompting authorities in the Italian port of Venice to reconsider its mass-tourism model.

Up to 30 million people visited in 2018. Now, like so many other places, the city is deserted. 'We've gone from one extreme to the other,' explained a member of the Venessia Association. 'Here, a few months ago, we couldn't even pass each other. Now the streets are empty.' The owner of a well known Hotel Group adds: 'In the beginning, we were talking about one or two months, then 3 to 4 months. Many talk about a resumption of activity at the beginning of next year. We see that the major movements are for February and March 2021.'

Time for a rethink

The city's reliance on mass-tourism meant Venetians could rarely greet each other on the street. There's a certain charm about the empty waterways and piazzas, but it is an enchantment that comes at a high cost to the city's businesses, especially for those who make their money directly from tourism.

With colossal numbers of tourists passing through Venice particularly by cruise liners there is a strong movement of Venetians wanting to claim back their city. They were overwhelmed by visitors, many of whom arrived on vast cruise liners. Now, according to the city's mayor, it could be time to consider a softer model, even if it means physically limiting the number of visitors. This will be an opportunity to move towards intelligent tourism. With tourists who take the time to understand and get away from the frenetic tours of other times. It will be a difficult move to make, given the city's reliance on tourism, but for now, admittedly under terrible circumstances, the streets belong to Venetians.

(299 words)

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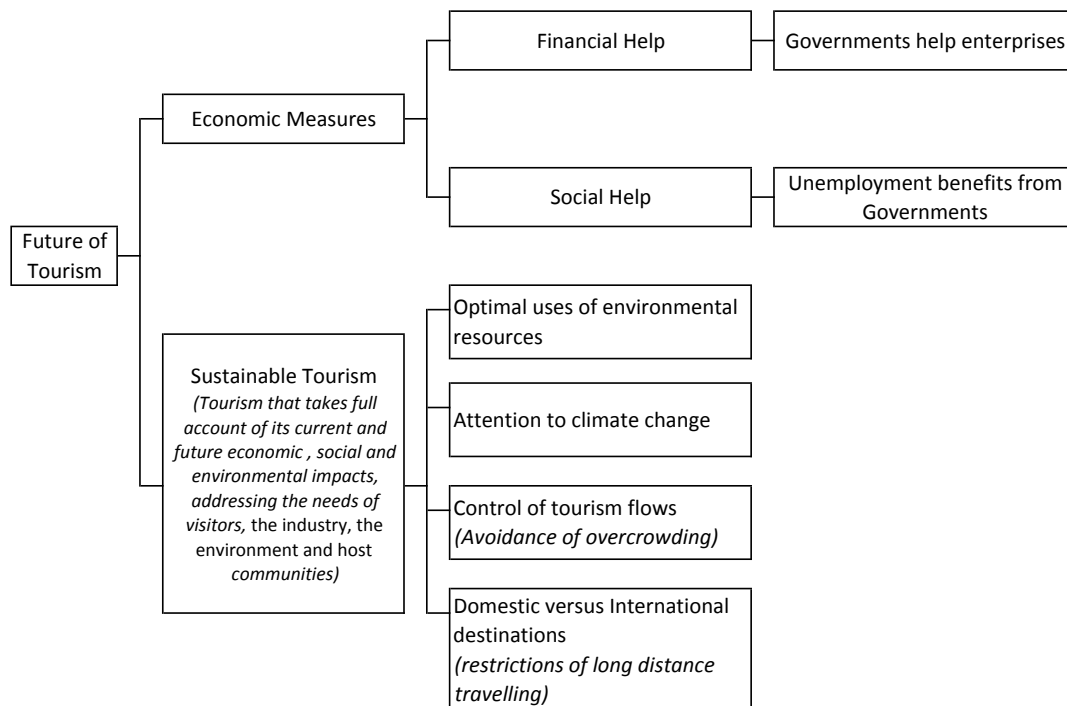
Understanding ideas

1. What is the difference between the year 2018 and the present in terms of tourist arrivals in Venice?
2. How long do stakeholders think it will take to resume activity?
3. What caused the sudden disappearance of tourism?
4. What tourism model did Venice rely upon?
5. Venice's empty streets have recovered their old charm, but what is the problem?
6. Why are some Venetians happy about the decline of tourism in Venice?
7. What reaction took place as the quantity of tourists from cruise liners increased enormously?
8. Does the present mayor refuse tourism completely?
9. How can COVID 19 be considered an opportunity, according to the mayor?
10. How would you define this kind of tourism?



Connecting ideas

This mind map is about the future of tourism. It also supplies a definition of Sustainable Tourism and the factors you need to take into account for its implementation. You can use the mind map to organize a talk centred on the need of implementing sustainable tourism, or to organize and describe a sustainable itinerary.



Production

With the help of the mind map, write a short passage to prepare your lecture about the future of tourism (about 300 words); in particular, focus on the criteria tourism should be based upon in order to survive.



TIPS

A few examples the students might consider:

- *economic measures imply: financial help from the government to help the industry survive and mitigate the effects of the lockdown. Financial help should especially include small and medium sized enterprises. Social help should include the victims of the rising unemployment in the sector.*
- *Tourism in the future must change if it is to survive.*

Mass tourism cannot be a model for the future: so students should organize itineraries based on small groups (control of tourist flows/overcrowding avoidance), visiting an Italian destination rather than going abroad (Domestic versus International destinations/Restrictions on long distance travel); use of clean forms of transport (Attention to climate change /e.g. walking, cycling- which also mean travelling shorter distances and avoiding or slowing down car and air travel); respecting host communities (avoidance of overcrowding)

Understanding Ideas - KEY

1. *In 2018 there were about 30 million tourist arrivals; today there are none/In 2018 there were so many people that it was difficult to walk along the streets/now the city is empty.*
2. *It will take about a year.*
3. *COVID-19 and the lockdown that followed.*
4. *It relied on mass-tourism.*
5. *The problem is that it damages those who make a living on tourism.*
6. *Because they have recovered the city to themselves.*
7. *A strong movement against tourism appeared in Venice as a reaction to mass-tourism.*
8. *No, he doesn't. He thinks of a 'softer' kind of tourism.*
9. *It will encourage change and it will correct the mistakes of the past/ It will promote a kind of tourism that respects the beauty of the city and preserves the quality of life of its inhabitants.*
10. *Sustainable Tourism.*