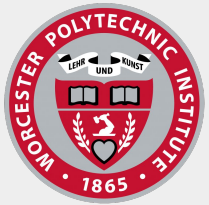
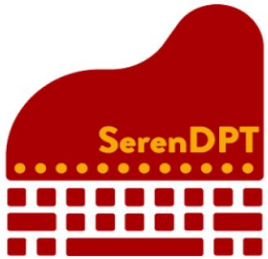
The Sustainable Future of Tourism Post COVID-19 in Venice



WPI

SMARTDEST

CITIES AS MOBILITY HUBS:
TACKLING SOCIAL EXCLUSION THROUGH
'SMART' CITIZEN ENGAGEMENT



Presented By: Madison Di Vico, Martin McCormack, Lucas Micheels, Lauren Revene, and Joseph Sorrenti

Advisors:
Professor Fabio Carrera
Professor Jennifer deWinter

Through this project our team contributed to the development of policies for sustainable tourism in Venice.

SmartDest: Horizon 2020 Research Project

SMARTDEST

CITIES AS MOBILITY HUBS:
TACKLING SOCIAL EXCLUSION THROUGH
'SMART' CITIZEN ENGAGEMENT

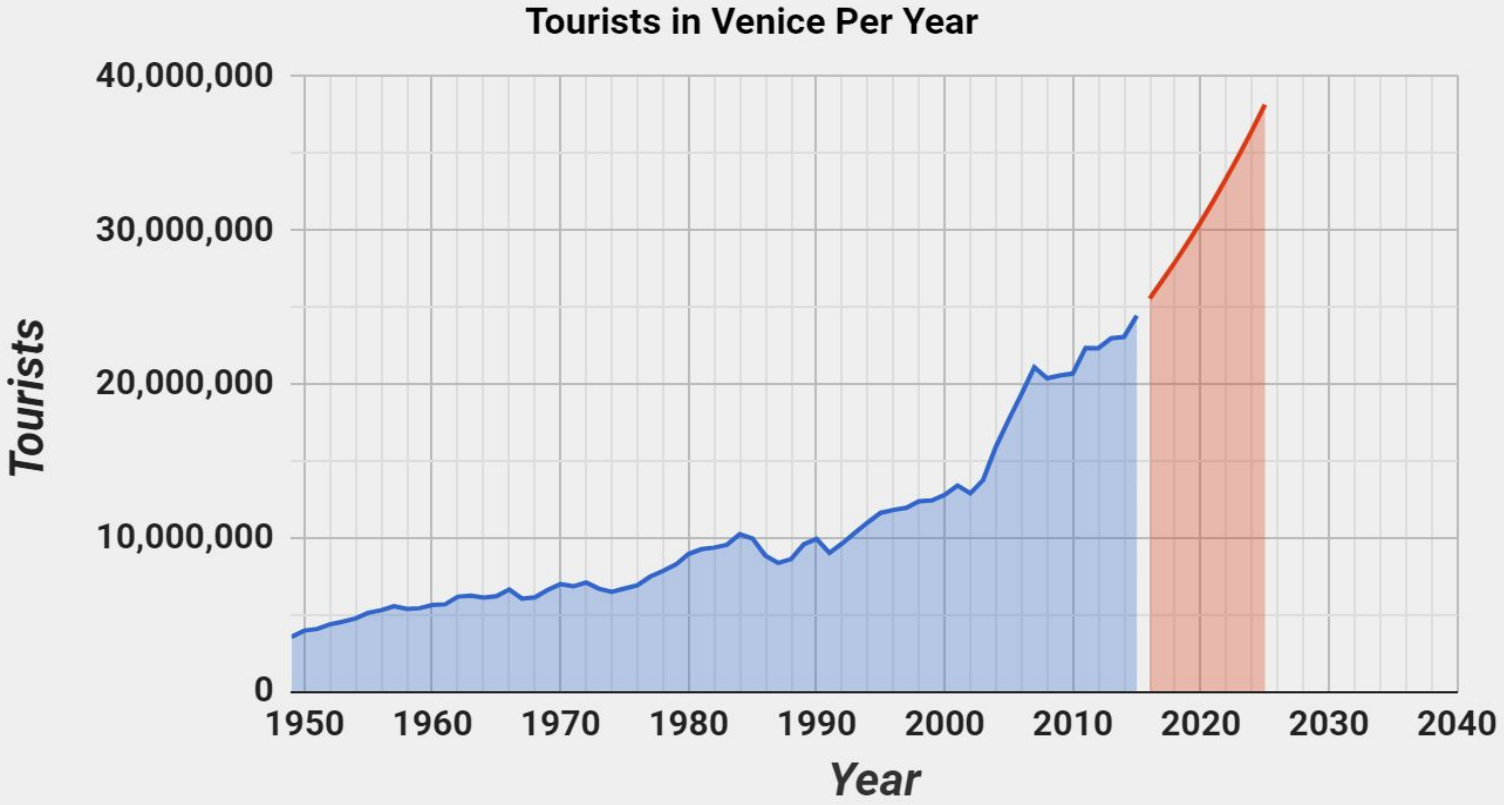
- Three year project
- 8 case study cities
- SerenDPT is in charge of the Venice case study

SerenDPT

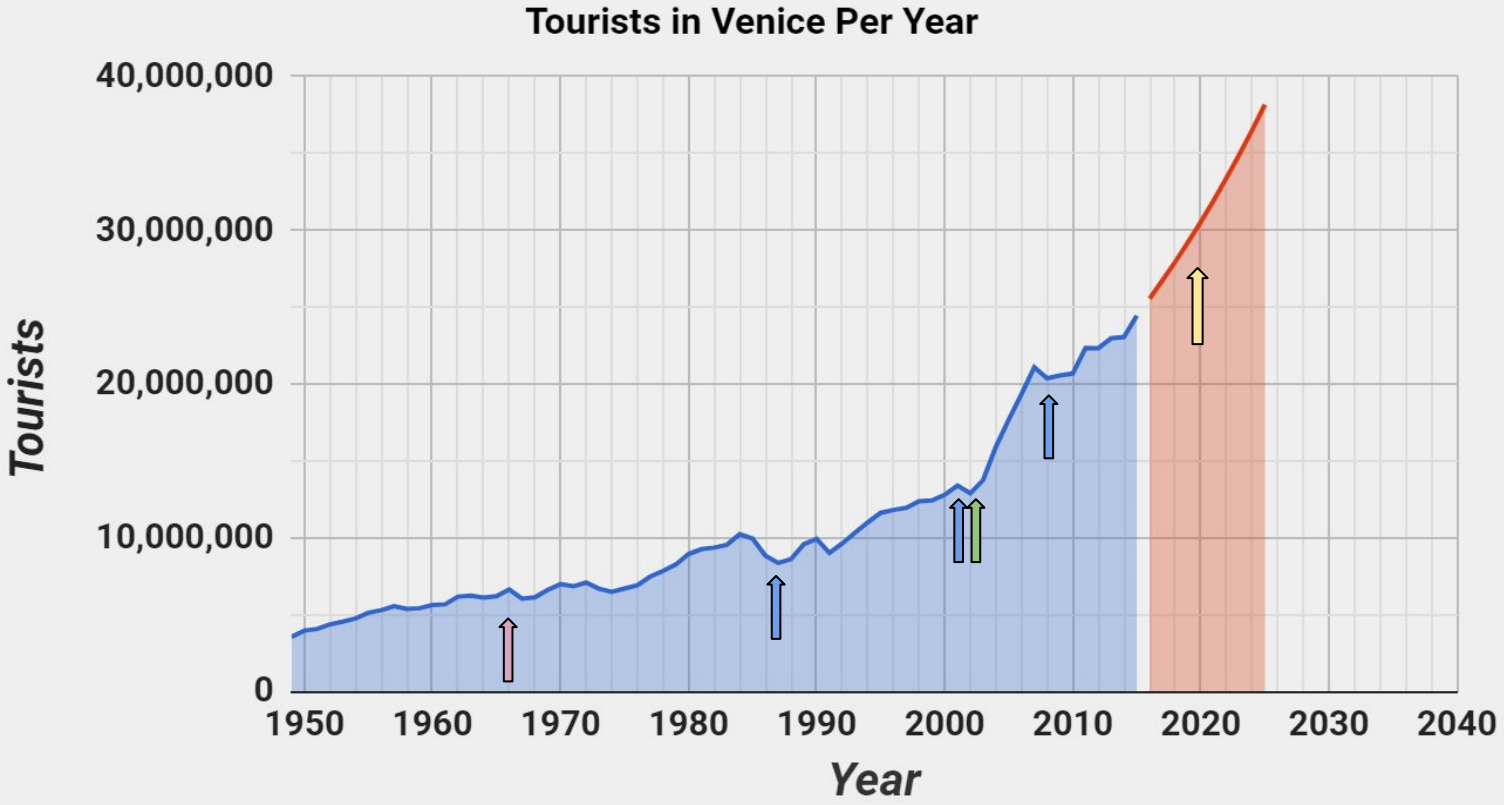
SmartDest's Original Plan Was to Mitigate Over-Tourism

Pre- COVID Goal:
Mitigate the effects of overtoursim through new policies

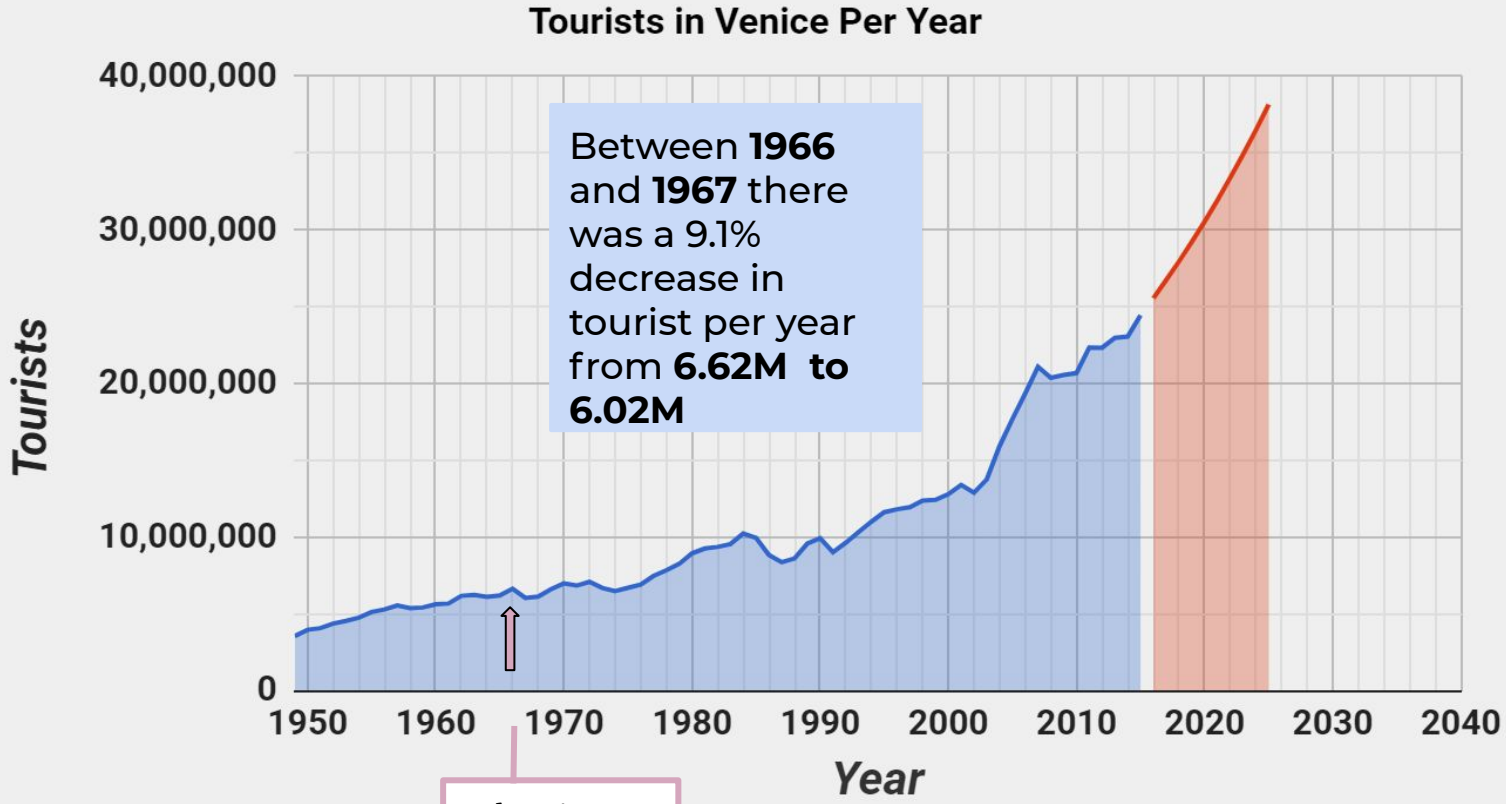
Venice was Chosen as One of The 8 Case Studies Due to The Exponential Growth in Tourism



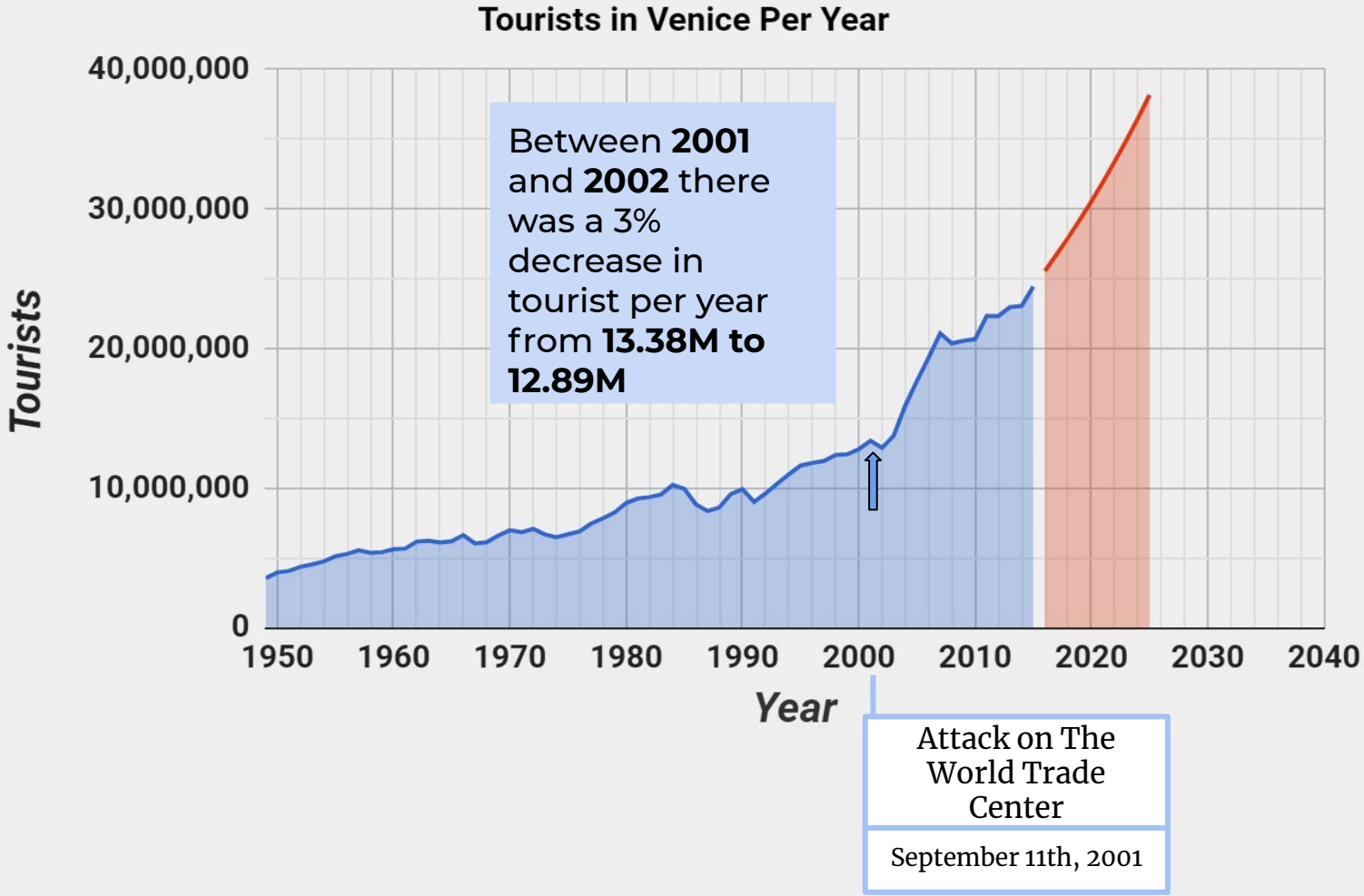
Events Affect Tourism in Venice



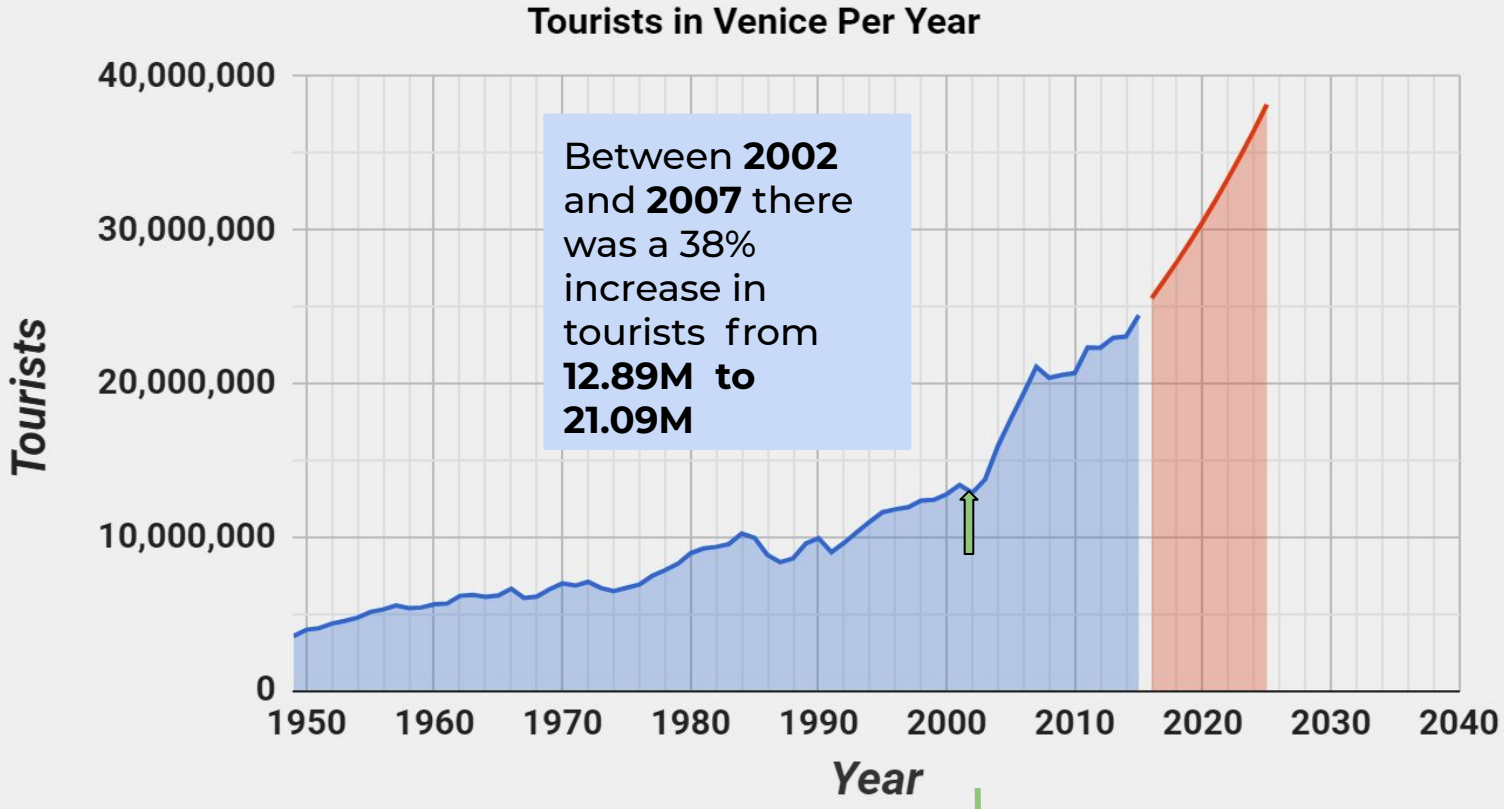
Flooding and Other Natural Disasters Affect Tourism in Venice



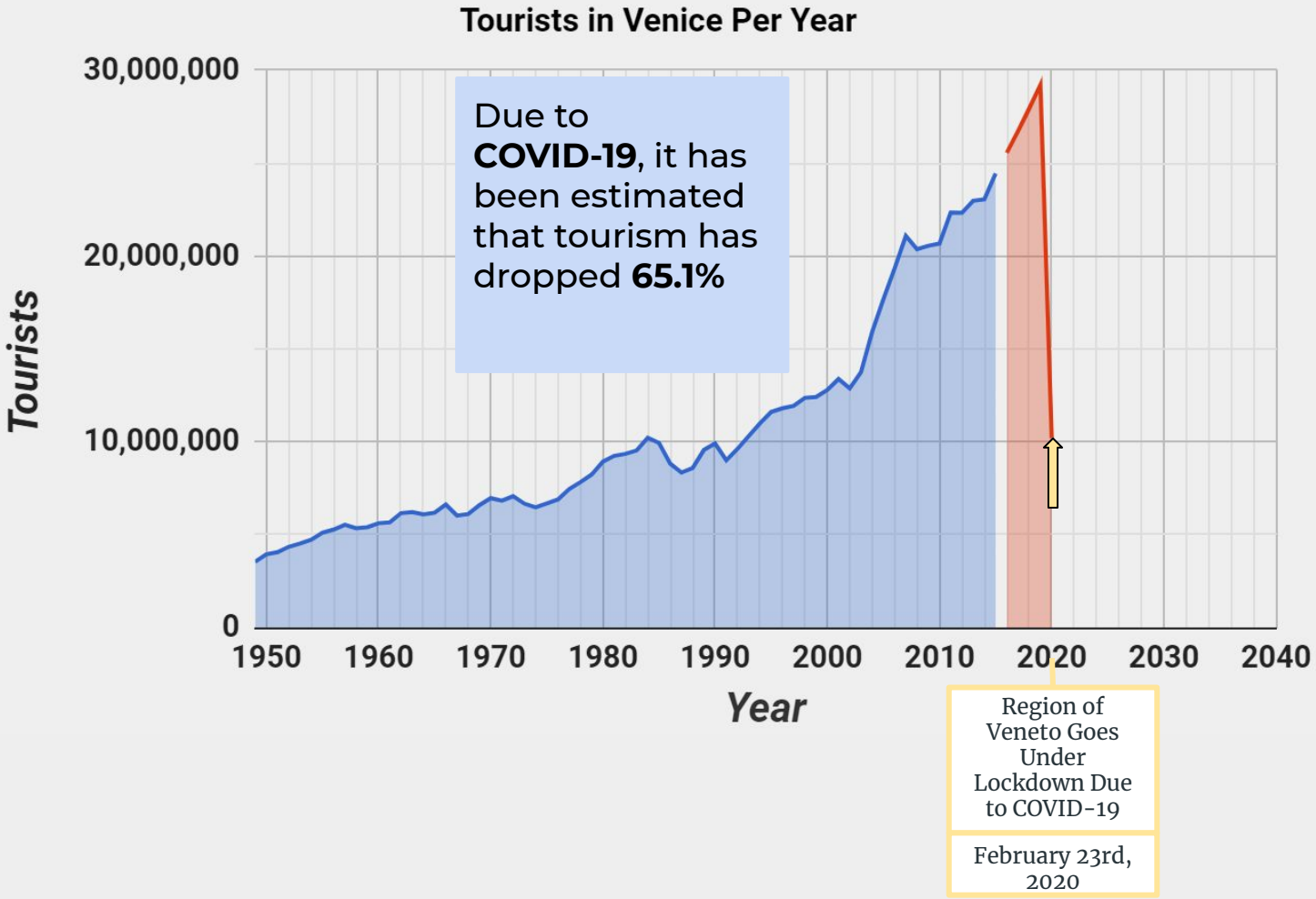
International Events Affect Tourism in Venice



New Policies and Laws Affect Tourism in Venice



COVID-19 Affects Tourism in Venice

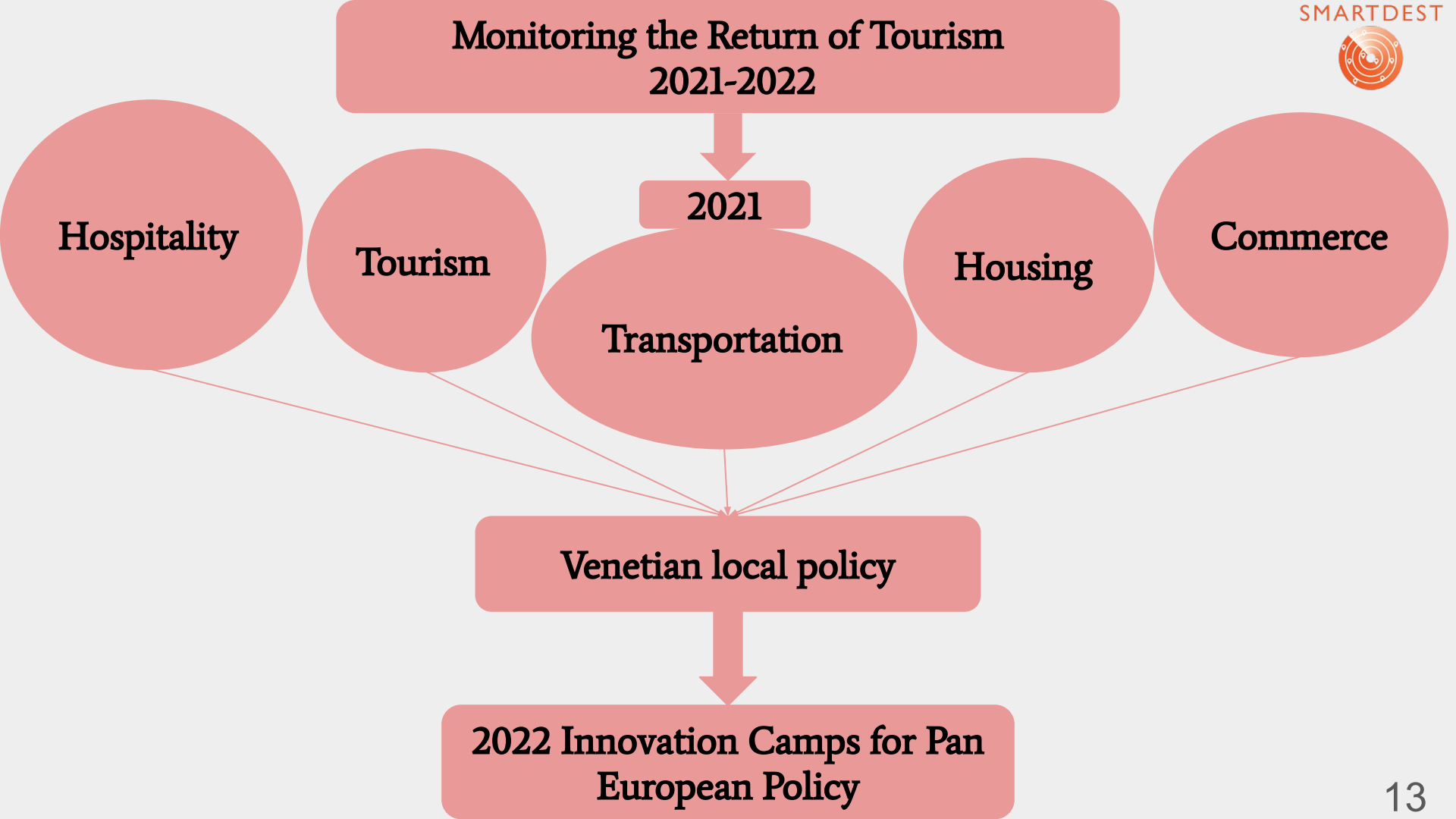


The COVID-19 Pandemic Transformed The SmartDest Project

SmartDest's Plan for Future Tourism

Pre- COVID Goal:
Mitigate the effects of overtoursim through new policies

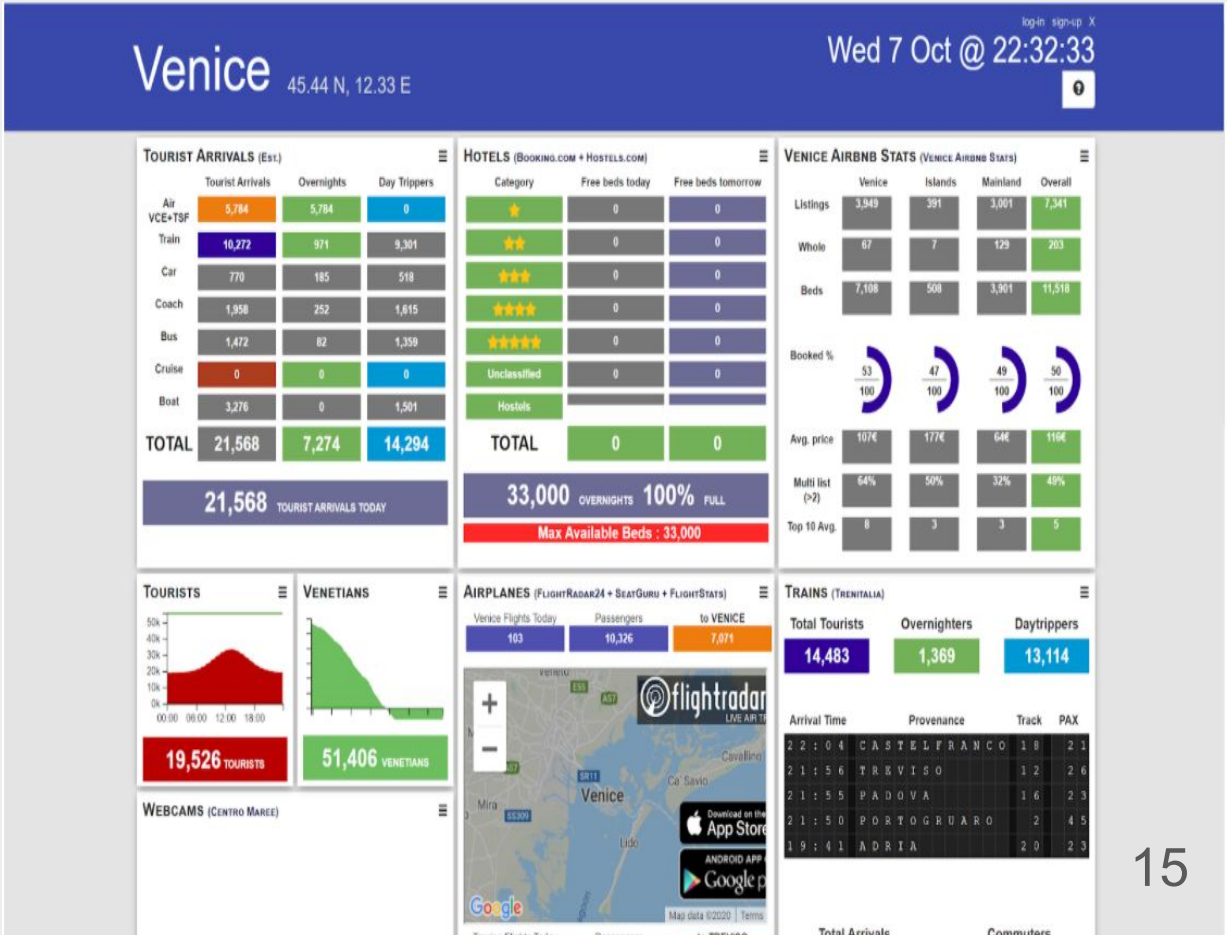
Post-COVID Goal:
To **monitor** the return of tourism and **develop policies** to achieve sustainability


Monitoring the Return of Tourism 2021-2022
2021
Hospitality
Tourism
Transportation
Housing
Commerce
Venetian local policy
2022 Innovation Camps for Pan European Policy

Monitoring the Return of Tourism
2021-2022

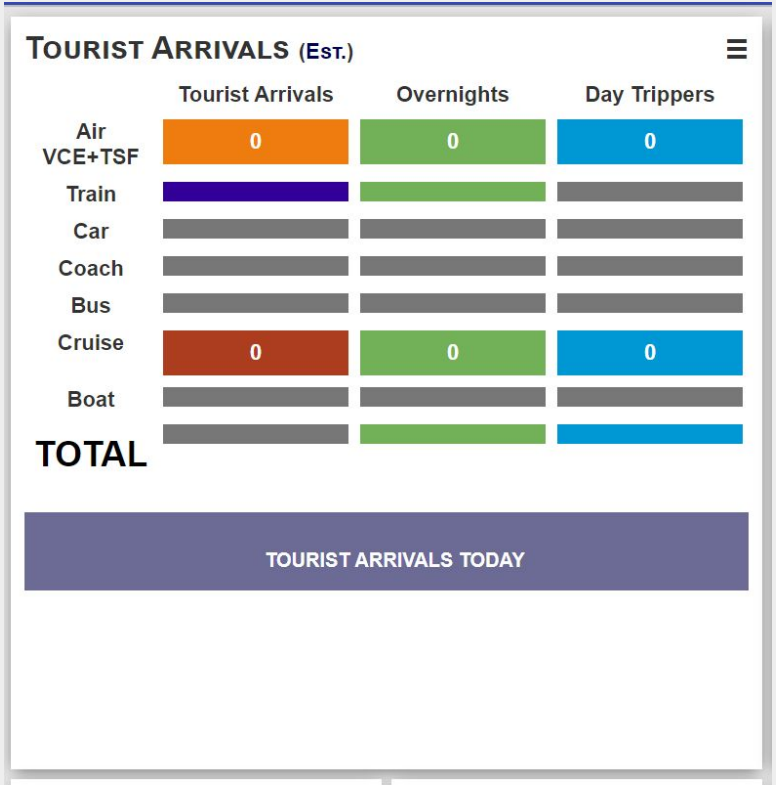
A Real Time Dashboard can Monitor Tourism

- WPI Created the Venice Dashboard on their 25th anniversary
- Provide real-time tourism data in the city
  - Displayed in widgets
- The primary user: tourists



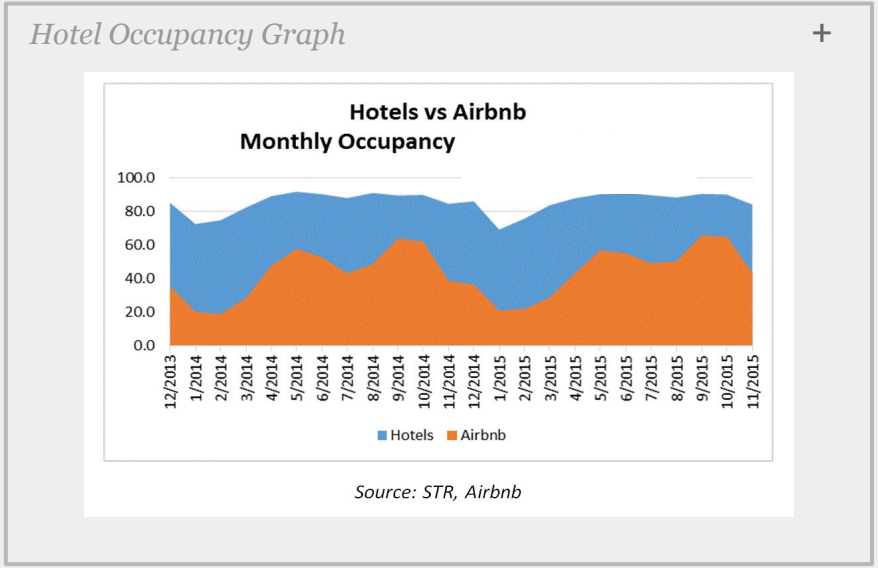
A Widget has the Ability to Displays Live Data

- Individually functioning tool that gathers, displays, and stores real-time data
- Data is pulled from various websites



Updates Made to the New Venice Dashboard Widgets

- All of the code is written using Javascript
- Stores and displays real time data
- Each widget is able to be added or removed from the users customizable homepage
- Each widget will still be adjustable in size and location on the screen



The New Dashboard will Assist Researchers Working Towards Sustainable Tourism

- The people working on the SmartDest Project
- Future WPI students
- City Officials
- Stakeholders

SMARTDEST

The New Venice Dashboard can Store and Display Real Time Data

The Venice Dashboard

Live Updates from Venice, Italy

Welcome to The Venice Dashboard, where you can get up to date information about the historical city of Venice, Italy! Customize your dashboard by scrolling through the list of widgets and clicking the + button to add to your dashboard1`

November 18th, 2020
11:07 Am
50°F

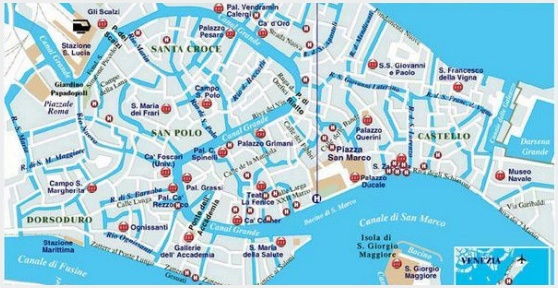
The Venice Dashboard

Live Updates from Venice, Italy

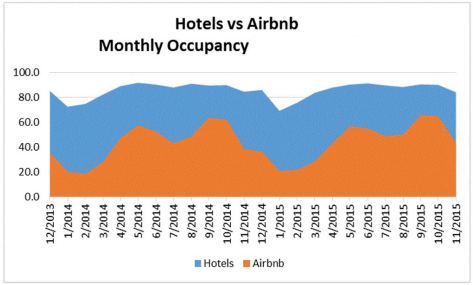
- Hotel
- Airbnb
- Real Estate

Interactive tabs that can bring you to organized pages of widgets

Venice Hotel Map



Hotel Occupancy Graph



Source: STR, Airbnb

Hotel Occupancy

Category	Free beds today	Free beds tomorrow
★	0	0
★★	0	0
★★★	0	0
★★★★	0	0
★★★★★	0	0
Unclassified	0	0
Hostels		
TOTAL	0	0

33,000 OVERNIGHTS 100% FULL

Max Available Beds : 33,000

Hotel Information

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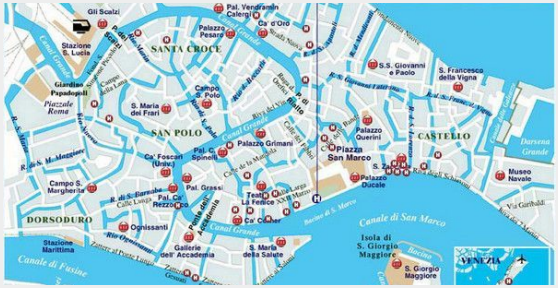
The Venice Dashboard

Live Updates from Venice, Italy

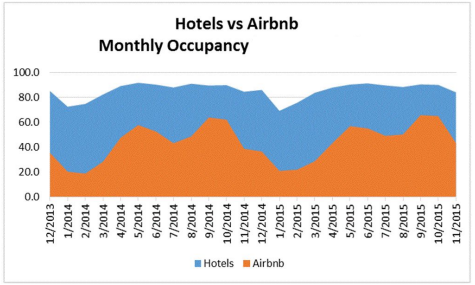
- Hotel
- Airbnb
- Real Estate

The + sign is used to add widgets to the homepage of the customizable dashboard

Venice Hotel Map +



Hotel Occupancy Graph +



Source: STR, Airbnb

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November 18th, 2020
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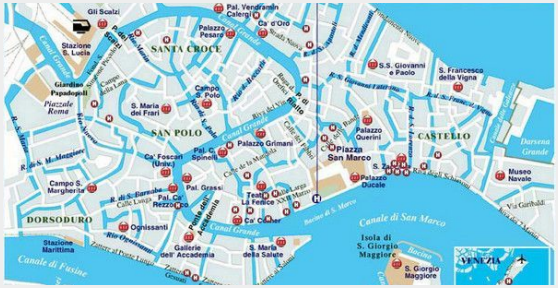
The Venice Dashboard

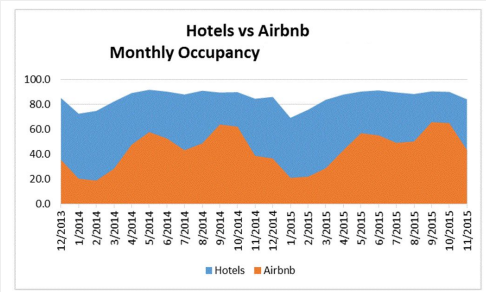
Live Updates from Venice, Italy

Clicking on "The Venice Dashboard" Brings The User to Their customizable dashboard

Venice Hotel Map +



Hotel Occupancy Graph +



Source: STR, Airbnb

Hotel Occupancy +

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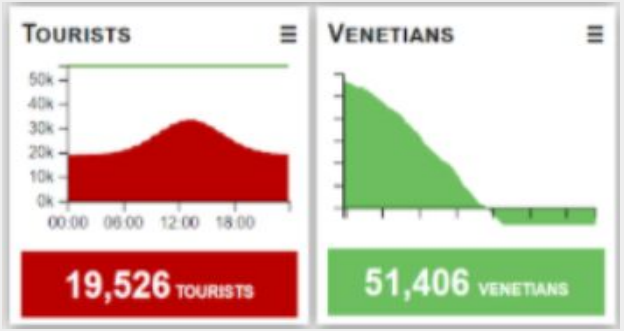
The Venice Dashboard

Live Updates from Venice, Italy

Hospitality | Transportation | Tourists and Resident Data | Finance | Environment and Weather | Other... | Help | Search

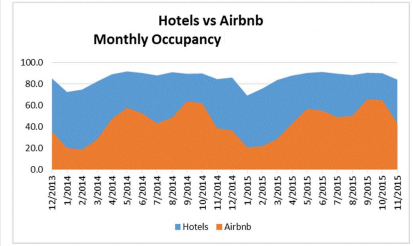
Tourist and Resident Population



Train Arrivals and Departures

Arrival Time	Provenance	Track	PAX
22:04	CASTELFRANCO	18	21
21:56	TREVISO	12	26
21:55	PADOVA	16	23
21:50	PORTOGRUARO	2	45
19:41	ADRIA	20	23

Hotel Occupancy Graph



Source: STR, Airbnb

This is an example of what a user's dashboard might look like after adding widgets to their homepage.

Airplane Arrivals

Live Arrival Information

Time Period: Current Time

Airliner	Flight	Origin	Status	Sched.
Austrian	OS 529	Vienna Schwechat (VIE)	Landed (Delayed)	18:25
Air Dolomiti	EN 8206	Munich (MUC)	Scheduled	20:45

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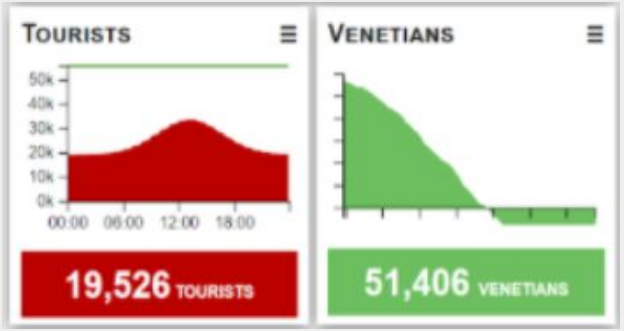
The - sign is used to remove widgets from the customizable dashboard

Tourist and Resident Population -



-

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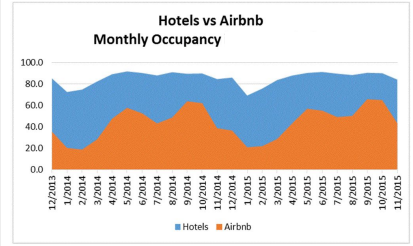
Hotel Occupancy Graph -



Source: STR, Airbnb

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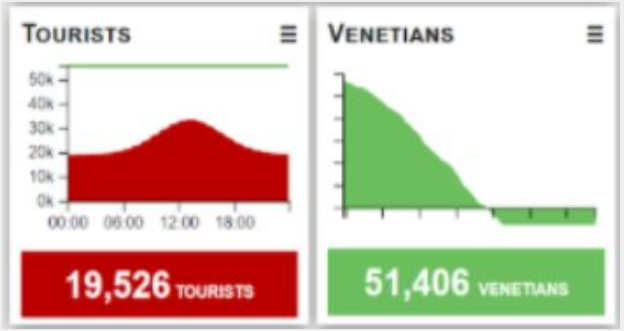

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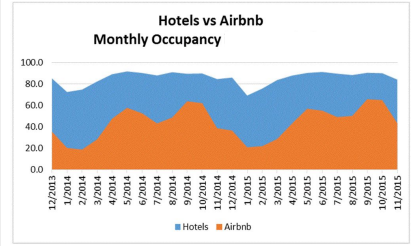

Source: STR, Airbnb

User can move widgets around the screen adjust the size and location of it.

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Co-Developing Shared Policies for Sustainable Tourism Through The CityLab Events

The CityLab Events will be a Series of Events to Discuss The Future of Sustainable Tourism

- Each event will include:
  - A specific theme for discussion
  - Stakeholders related to that event's theme
- The 8 Case Studies will be preparing for the Innovation Camp through their own CityLab Events

Monitoring the Return of Tourism
2021-2022

2021

Hospitality

Tourism

Transportation

Housing

Commerce

Venetian Local Policy

2022 Innovation Camps for Pan European Policy

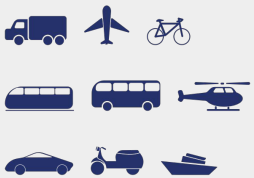
There will be Individual CityLab Events Based on Common Themes

Hospitality Associations

Discuss ways to efficiently host tourists

Tourism Associations

Discuss ways to collaborate within to maintain the flow of tourism

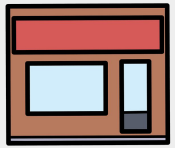


Transportation Organizations

Discuss ways to decrease tourist pollution and traffic

Housing Associations

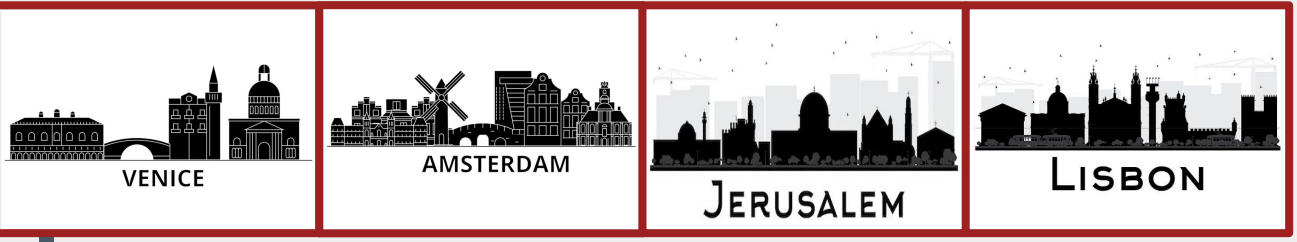
Discuss ways to ensure residents have sufficient housing accommodations



Commerce Organizations

Discuss ways to increase local income and find alternative income sources

2022 Innovation Camps for Pan-European Policy



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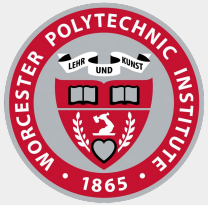
Developing Pan-European Policies Through The Innovation Camps

- Constructive discussions to upgrade European urban policy by empowering innovative humanitarian and geographical solutions

Acknowledgements

- Fabio Carrera & Jennifer deWinter - Advisors
- Marco Bertoldi
- Daniele Scarano
- Antonio Paolo Russo
- Dario Bertocchi
- Filippo Rossi
- And all other contributors to The SmartDest Grant



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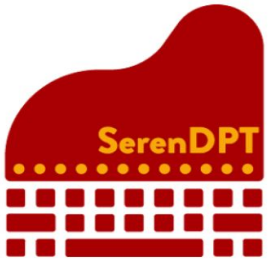

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Thank you!

Email: gr-ve20-tour@wpi.edu

Website: https://sites.google.com/view/tourism-in-venice/home

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COVID-19 is curbing overtourism in cities Like Venice. (2020, August 13). *Airguide Online*, NA. https://link-gale-com.ezpxy-web-p-u01.wpi.edu/apps/doc/A635166832/GPS?u=mlin_c_worpoly&sid=GPS&xid=60f1d4f5

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