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DIPARTIMENTO DI  
ARCHITETTURA COSTRUZIONE  
CONSERVAZIONE

Workshop: 17 > 21 settembre  
Presentazione: 17.09 ore 9.15  
Ex Cotonificio, Auditorium  
Pechakucha session: 19.09 ore 17  
Ex Cotonificio, aula Gradoni  
Mostra finale: 21.09 ore 15

### **A Week With IND [Inter.National.Design]**

17-21 settembre, Ex Cotonificio aula A2  
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### **DON'T TOUCH ME**

#### **A new welcoming strategy for cruise tourism in Venice**

Cruise ship tourism has been one of the most stable growth industries in the recent decades. Yet its impact on the cities is docks can be seen by many as problematic from several perspectives. Despite all criticism the amount of money that is on the table and the jobs it helps to create make a discussion on these topic a delicate and complex matter. For Venice gets even more complicated as the numbers of visitors are substantial and the heritage of the city is clearly affected by this powerful industry. How far can you take your city in order to make money for the one's involved in the business without disturbing the peace of the others? Are there better ways to address cruise tourism in Venice?

It is well known that several people are against the presence of the cruise ships in the city, specially problematic is the size and concentration of matter in one boat that is able to host 6000 passengers and in the future close to 10000. Can Venice devise a strategy that keeps the jobs and economic benefits of the locals without increasing the tensions between the industry and the local population? Can the study of tourism flows serve as a base for new strategies of decentralization, rerouting and perhaps the creation of buffer zones? Can Venice become the first world city to find a win-win situation where locals, heritage people, environmentalist and businessman agree on a third way of doing cruise tourism?

For the first phase the workshop aims to understand the current flows of cruise ships during the year, to identify the shops benefitting mostly from cruise tourism and to map the flows that tourists undertake on a regular cruise trip. For the last phase we ask the students to divide in 3 teams and propose a logistic system for the re-directioning of tourist flows based on the repositioning of the cruise port in 3 locations: by the sea / Santa Maria del Mare / Marghera.

Deliverables: Mapping phase:

Group 1: Tourist flows by hierarchies and with hot spots

Group 2: Shops benefitted by cruise passengers by type

Group 3: Photograph collection of cruise-ship and Venice with location maps

Re-routing phase:

Maps with new location, flows of passengers to Venice and relationship of pedestrian paths, shops and photo location.

Final precise location to be decided by students

1 collage of before and after new terminal

Group 1: Location Santa Maria del Mare

Group 2: Location by the Sea (no port of call)

Group 3: Location: Marghera.

Final location to be decided by students

Bibliography:

<http://www.harvarddesignmagazine.org/issues/39/destination-whatever-touring-the-cruise-industry-of-the-caribbean>

HERITAGE to HERITAJE. How economic path dependencies in the Caribbean cruise destinations are distorting the uses of heritage architecture and urban form