

LOCAL DEVELOPMENT AND SUSTAINABLE TOURISM



City & organisation	Venice, Ca' Foscari University
Urban challenge(s) addressed	Overtourism, Depopulation, Environment
Name/title of learning practice	LOCAL DEVELOPMENT AND SUSTAINABLE TOURISM
Type of case study	Curricular
Programme level learning practice/ case study	Regional (between cities)

BACKGROUND AND HISTORY

Years of establishment: 2011

Motivation behind intervention: N/A

General content of intervention

The course focuses on the main concepts relating to environmental issues affecting tourism, in order to improve students' expertise in analyzing and explaining territorial complexity.

Heritage concept and touristic supply and demand dynamics are considered. The course pays special attention to environmental and historical heritage protection and management, with special focus on riverscapes and wetlands. A special case study considered as part of the course is about the historical European waterways, with special regards to their evolution, focusing on their recent recovery as an opportunity to develop best practices for sustainable tourism.

Special interest is devoted to the concept of both environmental and cultural heritage. Rural landscapes, riverscapes and wetlands are deeply considered. Waterways are finally considered as noticeable opportunities to project and manage the improvement of local tourism.

Target group: University students

Length of the course: 60 hours

Average number of students attending: From 60 to 90

URBAN CHALLENGES ADDRESSED AND THE CONTEXT

Which urban challenge: Overtourism, Depopulation, Environment

Why was it addressed: N/A

How is it addressed

The Venice case is considered in regards with the project YOUINHERIT <https://www.interreg-central.eu/Content.Node/YouInHerit/Pilot-in-Veneto.html> (https://www.unive.it/pag/18702/?tx_news_pi1%5Bnews%5D=6914&cHash=bf3ca0aaf74bd502fb8f309786a8fe52)

ORGANISATIONAL DESIGN

Stakeholders involved:

Centro Internazionale Civiltà dell'Acqua (<http://www.civiltacqua.org/>); Museo della Navigazione Battaglia Terme (<https://museonavigazione.eu/it/>)

Resources required (human, capital, physical): N/A

LEARNING DESIGN

ECTS: 12

Learning objectives

The instructional goal of the course is the development of knowledge about:

- the relevance of the environment as a main asset in tourism development, with special regards to natural characters and to cultural heritage;
- the concept of "Heritage" with its manifold aspect, focusing on the specific role of rural and watery landscapes.

The achievement of specific skills refers to:

- the assessment of fluvial and lagoon landscapes as tourism and recreation assets, evaluating both environmental and aesthetic qualities;
- the role of natural and cultural heritage in planning tourist itineraries;
- the proper use of digital tools to set up a census of natural and cultural heritage in building up local itineraries.

Training methodologies

Seminars with Industry operators and managers from the territory; activities on the field such as hiking, biking and boating among the inland waterscapes; in Veneto, never in Venice.

Format: Lectures, discussions, presentations

Student support systems: N/A

Assessment methods: N/A

Integration into curricula (if applicable): N/A

HINDERS

In relation to urban challenges: N/A

In relation to delivery of intervention: N/A

ENABLERS

In relation to urban challenges: The introduction of the issues related to the revaluation of urban waterfronts, with only slight references to Venice.

In relation to delivery of intervention: N/A

REFLECTION

Success factors: N/A

Outputs, outcomes and impact

The analysis of topics related to the river landscapes has brought to the creation of a research team that has obtained various funding, among which the most conspicuous is the one dedicated to the European Minor Rivers (<https://www.heritageresearch-hub.eu/project/euwather>; <http://jpi-ch.eu/wp-content/uploads/EUWATHER1.pdf>). From these fundings, the Water Museums Global Network was created (<https://www.watermuseums.net/>), and it has been essential for Ca'Foscari to obtain the UNESCO Chair at the University (https://www.unive.it/pag/16584/?tx_news_pi1%5Bnews%5D=8419&-cHash=c95bb17b64661a58c92aafc9ceeb0439)

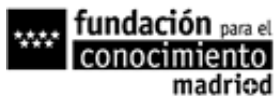
Lessons learned and recommendations: Several dissertation projects on the topic of the 'blue space' issues

Other: N/A

Note: The information contained on this description was extracted from the "Case Study report" (published by the Urban GoodCamp consortium in March 2022), available at: https://www.urbangoodcamp.eu/uploads/1/6/2/1/16214540/ucamp_-_case_study_report_1.pdf

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