



# CHRISTA

Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions

Thessaloniki, 23-24 May 2016

## ***1. «Introducing the Veneto Region»***

**Nicola Panarello**

Tourism Project and EU Program  
Veneto Region - Tourism Department

# CHRISTA

Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions

## Topics:

1. **Tourism in Veneto** Region (Economic Impact, Comparison with the Italian and EU Context, main characteristics and Challenges)
2. **Focus on:**
  1. **Venetian Lagoon Islands** (target area of the CHRISTA project actions in Veneto)
  2. **CHINA:** increasing tourist market (**Silk Road**);

# Veneto Region

**Location:** North East of Italy (Adriatic Sea)

**Population:** about **5 million**

**Borders:** FVG (Austria, Slovenia, Croatia), Trentino Alto Adige (SudTirol), Lombardia, Emilia Romagna.

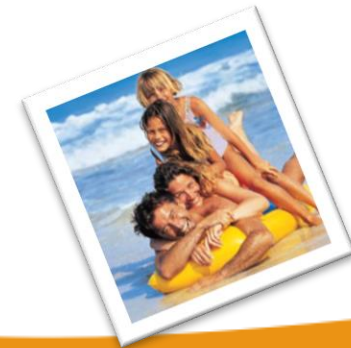
**Airports:** **Venice** (Marco Polo), **Treviso** (Canova) and **Verona** (Catullo)



# Tourism in the Veneto Region

## Economic Impact:

- 11,3 billion Eur Turnover;
- 8,3% of Regional GDP;
- 53% of Manufacturing Turnover («Core Business»).



# Tourism in the Veneto Region

## Comparison with National/European Context:



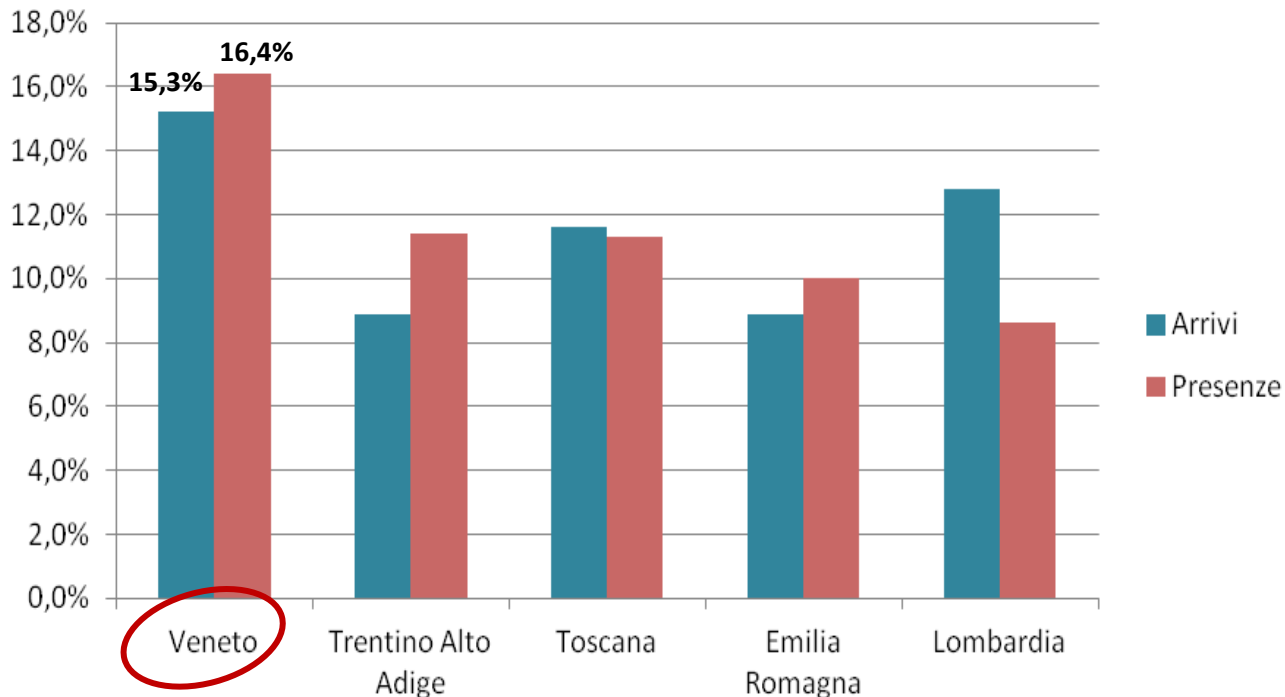
# Veneto Market share (Italy)

Top 5 Italian Regions (arrivals and overnights 2015)

**1st. Italian Region (2015):**

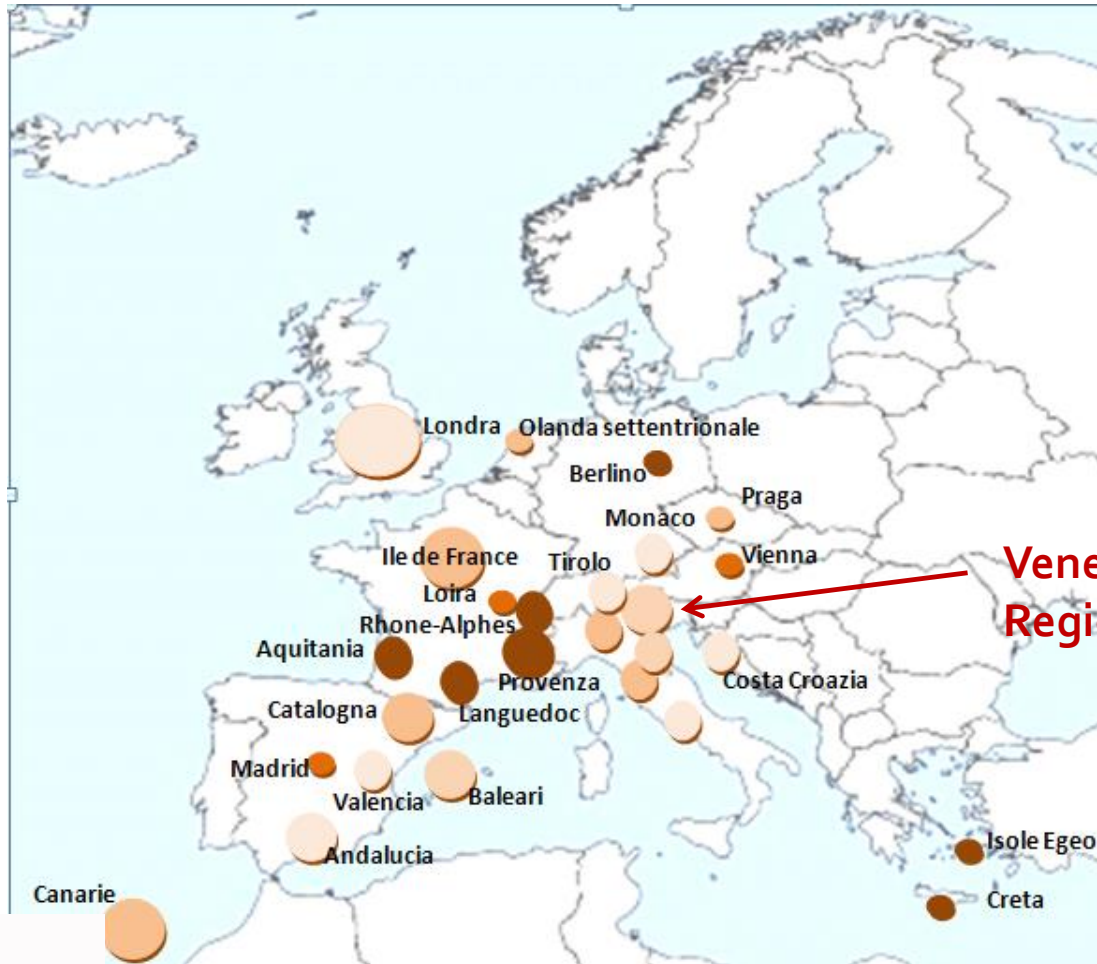
**Arrivals: 17.3 million  
(+6.1%)**

**Overnights: 63.5 million  
(+2.2%)**



Fonte: SIRT su dati Istat – Regione Veneto

# Veneto - main European destinations



**Veneto:**  
arrivals (5°)  
overnights (6°)

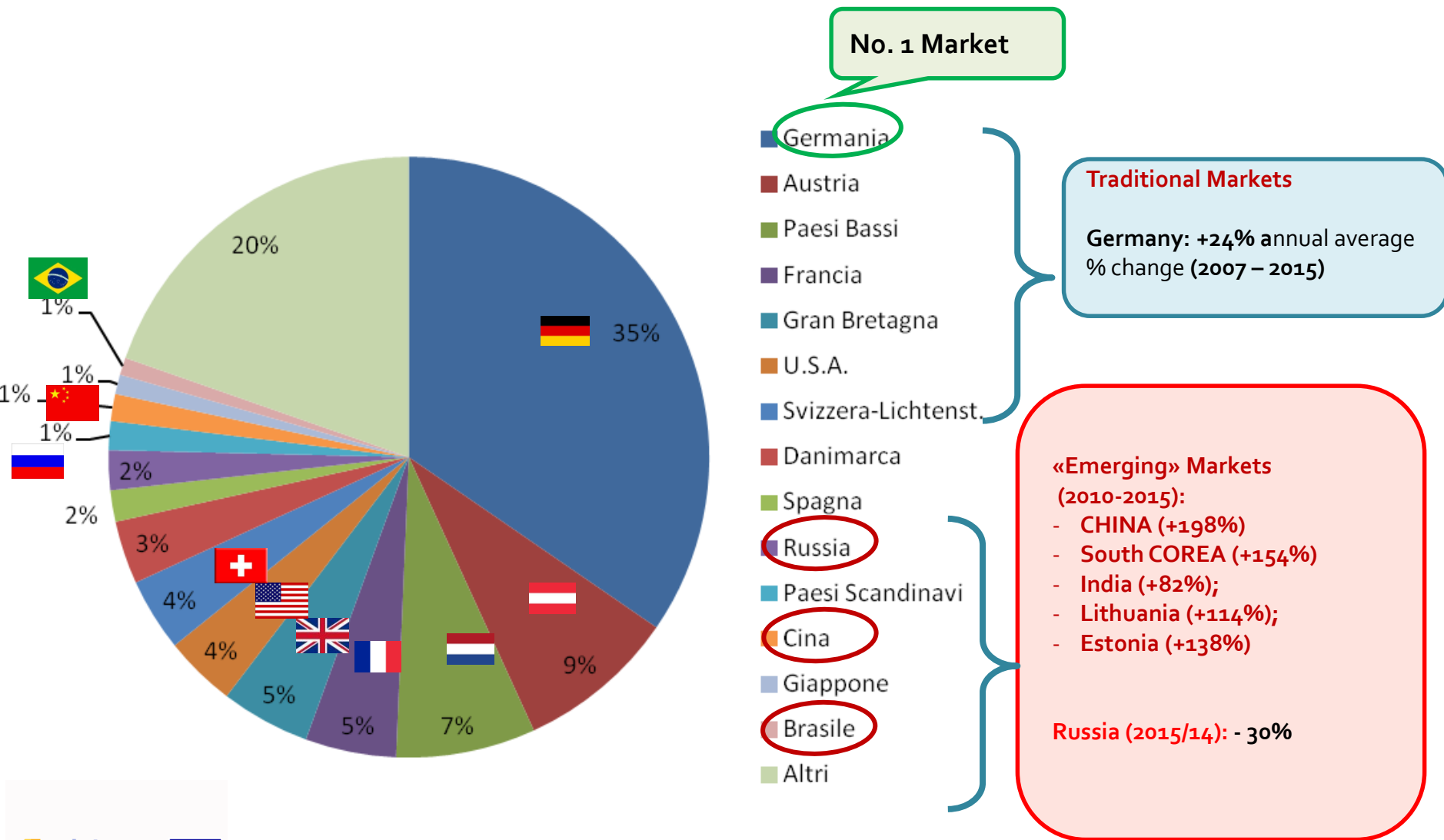


# Choice Range – Thematic products

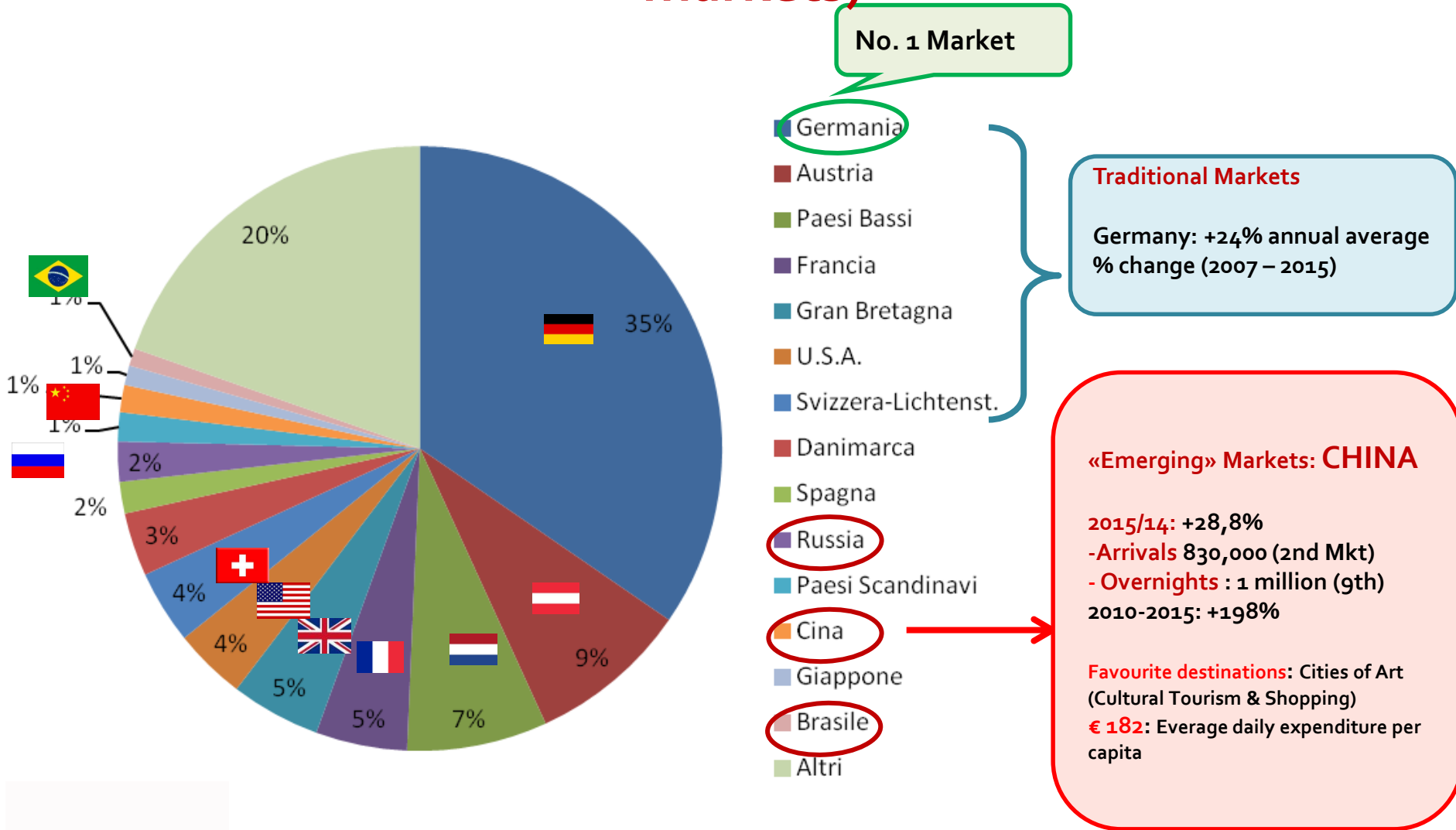




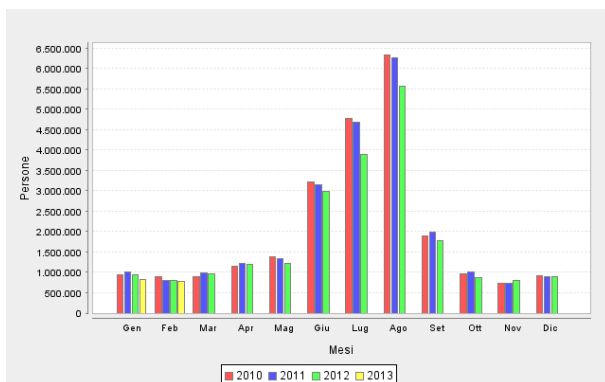
# A World wide Market (65% international tourists)



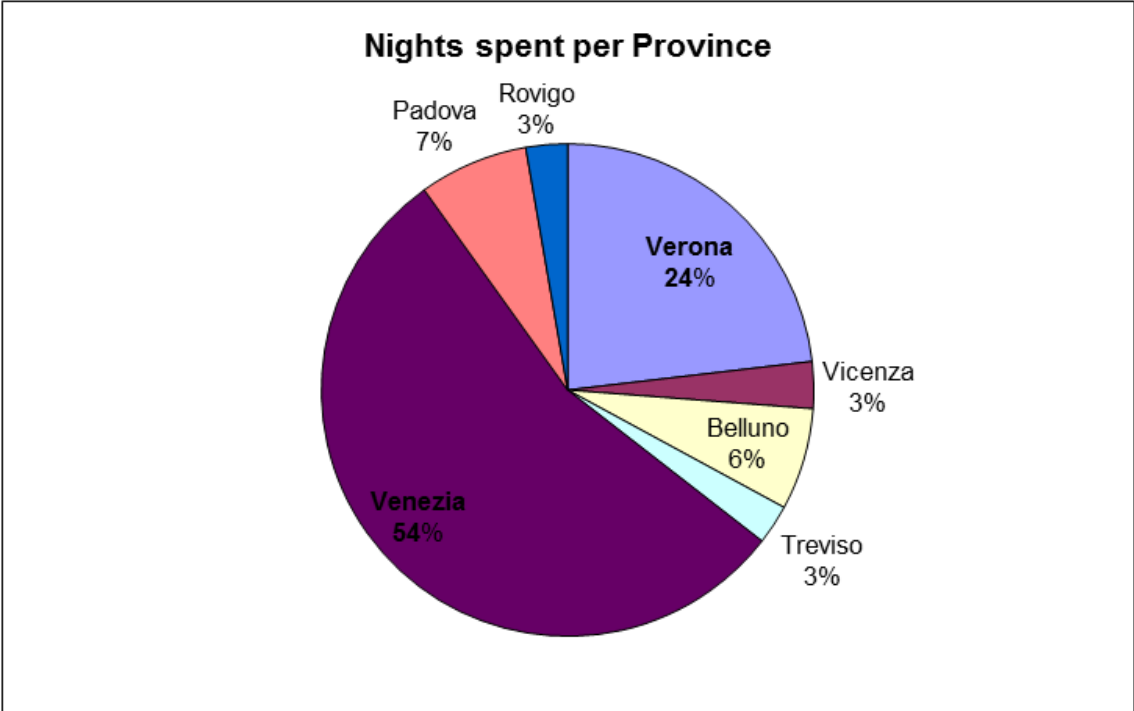
# A World Wide Market (Traditional vs «Emerging» markets)



# Tourist Flows «Concentration» by PLACE/TIME (NIGHTS SPENT per Province /over the Year)

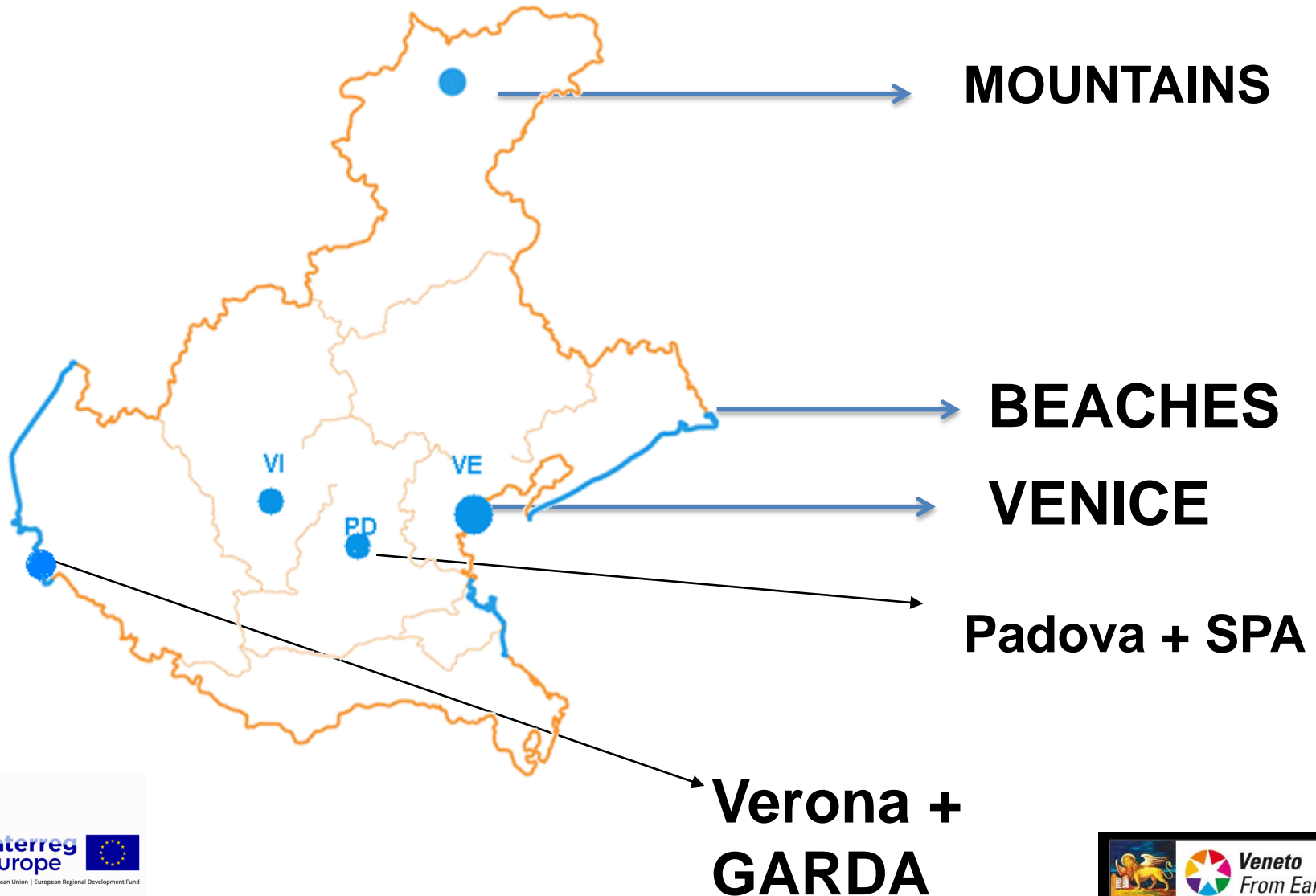


**Nights spent per province**



**Nights spent per Month**

# Tourist flows Concentration by PLACE



# CARRYING CAPACITY: How much?



"Vaporetto collides with gondola"



LA STAMPA.it CRONACHE

TORINO - CUNEO - AOSTA - ASTI - NOVARA - VCO - VERCELLI - BIELLA - ALESSANDRIA - SAVONA - IMPERIA e SANREMO

ATTUALITÀ | OPINIONI | ECONOMIA | SPORT | TORINO | CULTURA | SPETTACOLI | COSTUME | MOTORI | DONNA | CUCINA | SALUTE | VIAGGI | FOTO | VIDEO

HOME | POLITICA | ESTERI | CRONACHE | TECNOLOGIA | TUTTOGREEN | LAZAMPA | I TUOI DIRITTI | DESIGN | MARE | MONTAGNA | SPECIALI | INSERTI

Cerca...

CRONACHE  
17/08/2013

## Scontro tra vaporetto e gondola turista tedesco muore a Venezia

L'incidente, all'altezza del ponte di Rialto, dovuto a una manovra errata. Famiglia finisce in acqua, la figlia rimasta ferita lievemente

Per mesi è risuonato l'allarme sui rischi delle "grandi navi" davanti a San Marco, poi la tragedia è arrivata nel Canal Grande tra due mezzi "veneziani", un vaporetto e una piccola gondola, sulla quale ha trovato la morte oggi un turista tedesco di 50 anni. Si chiamava Joachim Reinhard Vogel, era un affermato criminologo, docente di diritto penale in un ateneo di Monaco. Ferita anche la figlioletta di 3 anni, ricoverata all'ospedale di Padova per un trauma facciale, e poi dimessa.

Le grandi navi non c'entrano quindi, ma le polemiche sono (e saranno) roventi, perché l'incidente mette comunque sotto la lente la delicatezza e la complessità della città sull'acqua, dove anche il "Canalazzo" è intasato come un'autostrada a Ferragosto. Le barche, a remi o a motore, sono troppe, e sono in sovrannumero i pontili privati per i natanti, che "strozzano" la larghezza del canale riducendo gli spazi di sicurezza: lo dicono da anni i gondolieri, lo sa anche il Comune che, non a caso, ha installato dal 2008 il sistema di monitoraggio "Argo", con 14 telecamere, per tenere sott'occhio i flussi dei natanti. La tragica conferma di un problema di "viabilità" acquea non più rinviabile a Venezia l'ha data lo scontro tra la gondola e il vaporetto, avvenuto vicino al Ponte di Rialto, nodo fra i più intasati.

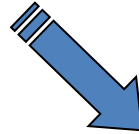
L'incidente è avvenuto all'altezza del ponte di Rialto

FOTOGALLERY  
La tragedia in Laguna, ecco la gondola colpita

Ultimi Articoli

- + Rischio camorra a Pompei La Dia ispeziona i cantieri La Dia (Direzione Investigativa Antimafia) di Napoli, con Polizia ...
- + "Il suicidio di Paola coperto da un patto del silenzio?" È difficile trovare una foto in cui Paola Vairoletti sorri ...
- + Il vaticanista Allen: "Il Papa agisce sempre da solo e stimola a seguirlo" Dietro le mosse più sorprendenti di Papa Francesco c'è squo ...
- + Il Comitato scientifico boccia "Stamina" Il metodo Stamina messo a punto da Davide Vannoni, e che utilizza ...
- + Grandi navi in Laguna, Pd in pressing "Subito un tavolo per il numero chiuso" «I dati diffusi oggi dal Ministro Andrea Orlando sui traffici ...
- + Concordia, Gabrielli detta i tempi:

# CHRISTA



- To **DIVERSIFY** (new DESTINATIONS/new PRODUCTS/MARKETS)

- **NETWORKING**

- European projects (best practice exchange/international routes)
- Involving private sector and all relevant local entities
- Awareness of local population about Cultural/Natural Heritage
- **Governance** - (Regional Law 11/2013: **DMO** and DMPlan)




- **ROP-ERDF (2014-2020):**

- OT 3 Competitiveness – 40 Million Eur for SME Investments in Innovation
- To invest in a “quality territory”



“Accessibility”  
“Sustainability”  
“Services”  
Facilities





**CHRISTA project**  
**Target area: “Native Venice”**  
**(Venetian Lagoon Islands)**

**«Why Venetian Islands?»**

**1 High potential (Cultural/Natural Heritage to be discovered)**

**2 Current situation:**

**just daily excursion - only linked to Venice**  
**Depopulation caused by lack of services**

**Actions:**

- **More direct links with mainland;**
- **To give new job opportunities to local people (Tourism related jobs**
- **more beds for tourists (islands as destinations);**
- **coordinated public and private shared actions for local sustainable development (creating an integrated tourism offer)**

# Focus on CHINA 1/2

+

1. Arrivals (2015: 830,000) – Nights spent (2015: 1,000,000);
2. 1% of Total Veneto Market (2010/2015: **+200%**);
3. Chinese prefer artistic/historical Cities (Cultural Tourism is undergoing massive growth, with high potential and is not subject to seasonability)
4. Chinese arrivals are constant throughout the year
5. They invest in activities like luxury shopping
6. They choose Hotels (95%)
7. Eur 183: daily expenditure (Veneto average: Eur 95)



To increase the number of nights (**1,8** days vs Germany: **5,1** days)

**CHRISTA innovative actions: increasing Cultural Relationships** : *“not just to count heads but to meet people! That is to say: find out the tastes, needs and cultural diversity encouraging even more the diffusion of the language skills, interpretation facilities”*



# Focus on CHINA 2/2

## Link with CHINA

The Chinese Government has launched a strategy named «**One belt, One Road**» (has invested 40 billion US dollars in the enhancement of the Maritime **Silk Road**)

The **Silk Road** is a **link between East and West**, referring to Culture and Trade. To focus on available Silk Road heritage and its potential in creating new tourism routes, products and joint initiatives along the Western link of the Silk Road;

In **Venice** we are organizing on **24 and 24 November 2016** an **International Silk Road Conference** (partners: UNWTO, Municipality of Venice, the Italian Ministry of tourism and culture, Council of Europe Venice Office):

*We would like to include the Venice Silk Road International Conference among the CHRISTA events to publicise the project and its goals.*

“Così conversando discendevamo lungo il **Brenta**, lasciando dietro di noi splendidi giardini, magnifici palazzi, guardando rapidamente i villaggi ricchi e popolosi situati sulla riva.”

**Johann Wolfgang von Goethe**  
**Viaggio in Italia**



Thank you! 😊

[nicola.panarello@regione.veneto.it](mailto:nicola.panarello@regione.veneto.it)



REGIONE DEL VENETO



# CHRISTA

Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions

Thessaloniki, 23-24 May 2016

## 2. «*CRISTA: Financial Mgt and Study Tour in Veneto*»

**Nicola Panarello**

Tourism Project and EU Program  
Veneto Region - Tourism Department

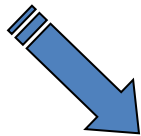
# CHRISTA: Veneto Region budget (Eur 168.977)

Office & Administration (6,2%): € 10.497,00

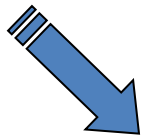
Travel & Accommodation (14,2%): € 24.000,00

External Expertise & Services (38,1%): € 64.500,00

Staff costs (41.5%): € 69.980,00



BUDGET LINES	BUDGET VR	COMPONENTS	BUDGET COMPONENT	ACTIVITY
<b>Staff Costs</b> and <b>Office &amp; Administration</b>	€ 69.980,00  <u>€ 10.497,00</u>  80,477	<b>C1</b>  <b>Management &amp; Coordination</b>	€ 24.980 + <u>€ 10.497</u>  <b>35,477</b>	<b>Staff Unit V.R.</b>  <b>(nr. 2)</b>  +  <b>Total O&amp;A</b>
		<b>C2</b>  <b>Communication &amp; Dissemination</b>	<b>€ 22,500</b>	<b>Staff Unit</b>  <b>(nr. 1)</b>  <b><i>In-House provider</i></b>
		<b>C3</b>  <b>Exchange of Experiences</b>	<b>€ 22,500</b>	



<b>BUDGET LINES</b>	<b>BUDGET VR</b>	<b>COMPONENTS</b>	<b>BUDGET COMPONENT</b>	<b>ACTIVITY</b>
<b>Travel and Accomodation</b>	<b>Eur 24,000</b>	<b>C1 Management &amp; Coordination</b>	<b>Eur 12,000</b>	<b>Staff Unit V.R + In House (nr. 2/3)</b>
		<b>C2 Communication&amp;Diss emination</b>	<b>€ 6.000</b>	<b>Staff Unit V.R + In House (nr. 2/3)</b>
		<b>C3 Exchange of Experiences</b>	<b>€ 6.000</b>	

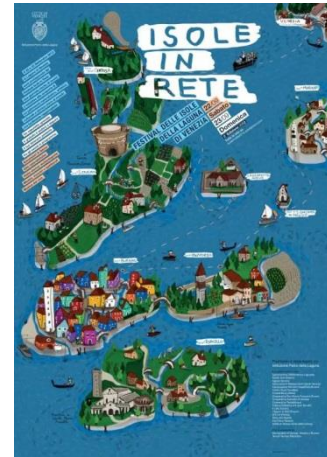
BUDGET LINES	BUDGET VR	COMPONENTS	BUDGET COMPONENT	ACTIVITY
EXTERNAL EXPERTISE & SERVICES	64,500	C1 Management & Coordination	5,000	FLC
		C2 Communication & Dissemination	24,500	<p>1 International Event in Venice (24-25 November 2016)</p> <p>2 local dissemination events</p> <p>Video recordings, brochure in Italian, roll ups, posters</p>
		C3 Exchange of Experiences	35,000	<p>4 SH group meetings</p> <p>SH participation (8 pax - 6 events)</p> <p>External support for Action Plan</p> <p>Study Tour in MAY 2017</p>

# Focus on STUDY TOUR

**WHEN: May 2017**

**WHERE:** Veneto Region - Venetian Islands

**WHAT:** CHRISTA S.T. will give us the opportunity to experience first-hand the Venetian islands life, exchanging experiences/suggestions on policy instruments. We will meet local SH, visit cultural and natural attractions (The lagoon is Unesco heritage like Venice), be familiar with traditional handcrafts (e.g Burano laces, Murano glasses,) and local food .....



**Allocated Budget: Eur 15,000**



“Così conversando discendevamo lungo il **Brenta**, lasciando dietro di noi splendidi giardini, magnifici palazzi, guardando rapidamente i villaggi ricchi e popolosi situati sulla riva.”  
**Johann Wolfgang von Goethe - Viaggio in Italia**



Thank you! 😊

[nicola.panarello@regione.veneto.it](mailto:nicola.panarello@regione.veneto.it)



REGIONE DEL VENETO

