

the demand avoiding as much as possible the undermined interest of the parties. It is well known, in fact, that supply and demand tend to perpetuate actions aimed at the satisfaction of their own goals, but the important is to find a balance, a meeting point, which allows both parties to reach their own purposes, in mutual respect.

VENICE, THE STRATEGIC PLAN AND A MODEL FOR SUSTAINABLE TOURISM

The economic growth, translated also in a higher income per capita, has meant that a more and more increasing number of people have the possibility to spend a portion of their time and their income available in tourist activities. This fact has in fact placed under pressure several areas of the world and Italy, as Venice. The city, therefore, has accrued the awareness of the importance to develop a strategic plan that promotes processes of retraining and modernization in favour of a stronger and more adequate positioning of the Venetian system in the economic, social and territory processes of the North East and Europe. The purpose is to make a city characterized by high quality of life of its inhabitants (in its various aspects, relational, cultural, etc.) and its structure economic and environmental, but also to create a shared and participatory process, whose purpose is to design, through a meeting point between public and private actors, future shared choices. The Veneto Region recognizes Venice and the lagoon as a tourist thematic and territorial system as territorial homogeneous terms of tourist types and specialized in terms of presence tourist resources, capable of standing the development and the promotion of an integrated range of large and consistent tourism products (Regional law development and sustainability of tourism in Veneto, 2013). The difficulty in creating a model of sustainable development for Venice lies in the complexity of the territory and in the correlation between its variables. A choice that can bring benefits and solve certain situations can rise to new problems or aggravate others already existing.

METHODOLOGY

To achieve the present goal, the official statistics have been analysed to assess the main actions and policies taken so far for the management of sustainable tourism in the city to determine whether they can be considered really effective and valid for the pursuit of a sustainable tourism development. The increase or decrease of the tourist flow (*stock*) and their distribution throughout the year will be evaluated, as well as the strategic plan that the city of Venice has prepared.

The city of Venice has, in fact, drawn up a strategic plan, "Strategic Plan Of Venice 2004-2014", i.e. a process of a programmatic elaboration oriented to generate those decisions and those actions that are crucial to realize the vision of the desired future from the main social and economic factors of the city.