

In the solar year tourist flows appear to be very high in the spring and summer. The months in the year 2012 that have registered the increased number of tourists, were July and August, while the months with a smaller number of tourist presences were in the winter, especially in January and December.

The main effects that these tourism inflows cause to the City can be summarized as:

- Decrease of the ratio quality/price of the main products and services;
- Increase in the cost of living for residents;
- Concentration of the accommodation structures in the historic centre;
- Congestion of the area and public transportations.

The City has developed some tools to try to limit the phenomenon, for example, it is attempting to distribute events of particular tourism call throughout the year (to limit the overlap in the months of high season), and has created an ad hoc instrument: through the municipal portal *venice connected* you can book the means for public transport, parking lots, visits to museums, access to the Casino and taking advantage of several good discounts if you decide to book in a date considered "low affluence", as indicated by attached calendar.

Some other Italian cities (for eg Milan), provide the obligation to use this type of instrument to visit several attractions of particular art appeal, such as the Cenacolo Vinciano.

CONCLUSIONS

The city of Venice is a confirmed pole of tourist attraction internationally recognized. As shown, the high tourist flows throughout the year makes the land "consumption" extremely elevated. Therefore it is necessary to plan about sustainable policies in order the long period competitiveness, otherwise an over exploitation could cause environmental damages that can never be repaired.

However this setting cannot ignore that the tourism is a key economic sector for Italy and for Venice, not only from the point of view of the turnover *four cost* but, given the particular Italian economic situation, especially in the field of employment. Within this process, it is important to remind the need to combine housing and tourism, so as to ensure the liveability of the inhabitants of the city.

The tourism in Venice will develop and will be more sustainable at the same time only if a systemic view of the sector will be accrued and private intervention and entrepreneurship will operate in synergy with the public administration.

In particular, it would be desirable that the city increasingly develops measures that would allow a better distribution of tourism flows throughout the year, in order to reduce the excessive congestion in the centre of the City, especially during the summer months.