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Project TERRA AQUAE - European Network for the sustainable development of Waterway Land Tourism

Eastern Venice Territory 2012-2013



The Brand

- *Waters are the real brand of our territory : they confirm a specific identity not comparable with other ones.*
- *Waters are a message of the landscape and a seal of the land : they are everywhere, in form of rivers, lagoons, channels : a real Unique Selling Proposition, a landmark.*
- *They are also a promise : waters quality of the beaches, rivers and channels transmit a sense of cleanness and integrity.*
- *The achievement of certifications of sustainable tourism criteria offer a guarantee for all the visitors and shape a positive perception of the hospitality and welcome*

Waterland

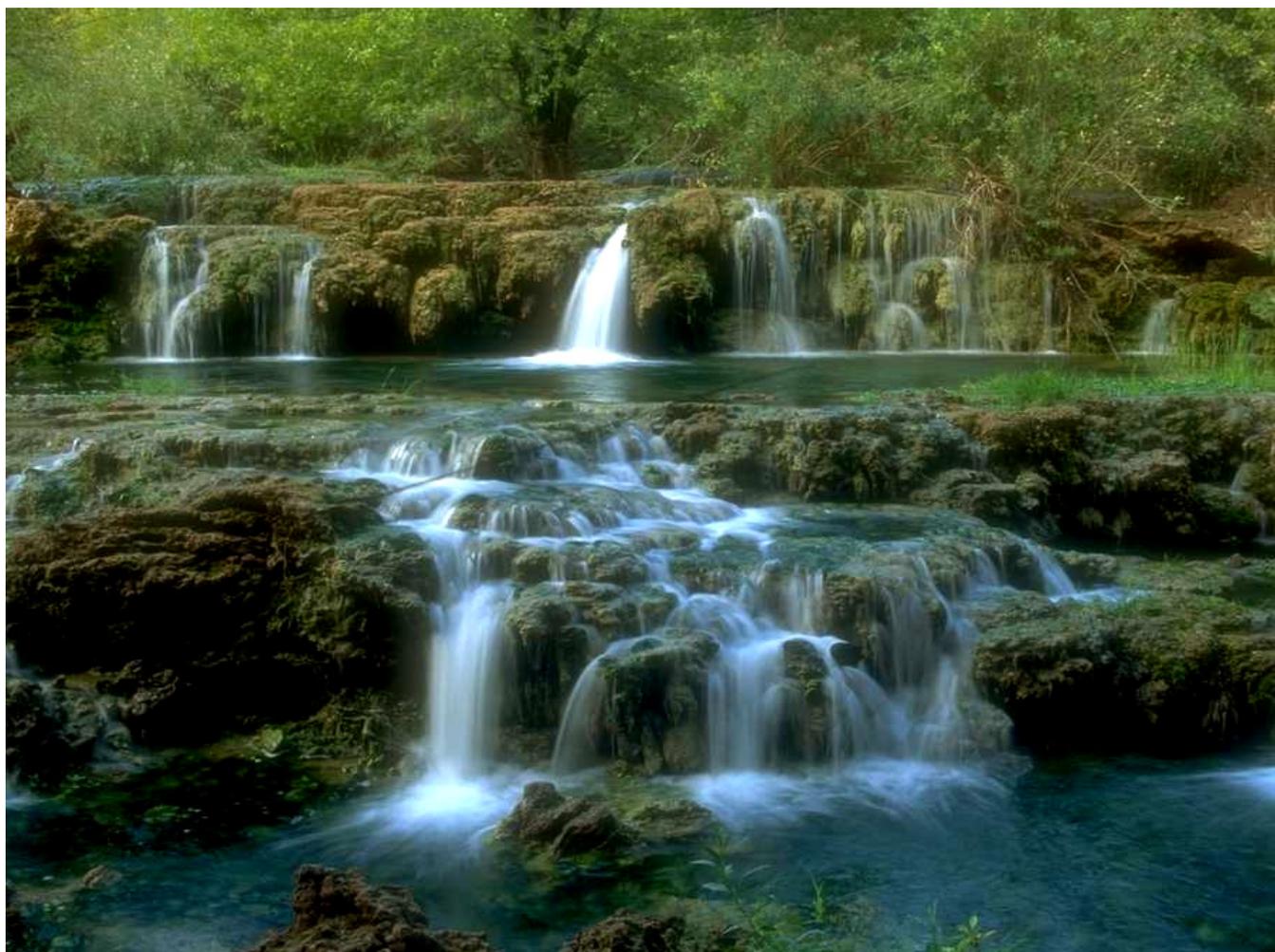
Aqua et vita υδωρς και ζοη acqua e vita apă și viață Wasser und Leben water and life eau et vie agua y vida água e vida



Enjoy waters

Waters are the most visible sign of the Eastern Venice Territory : a real Mesopotamia, with 5 rivers, 3 lagoons, 50 kilometres of coast.

This territory was a cradle of the Most Serene Republic : the first Duke of the Venice Republic was elected in the little island of the lagoon near the present towns of San Donà di Piave and Eraclea- The “roman citizens”, escaped from the cities of the area under the pressure of the barbarian invaders, rescued a form of self-government similar to the ancient republic of Rome.

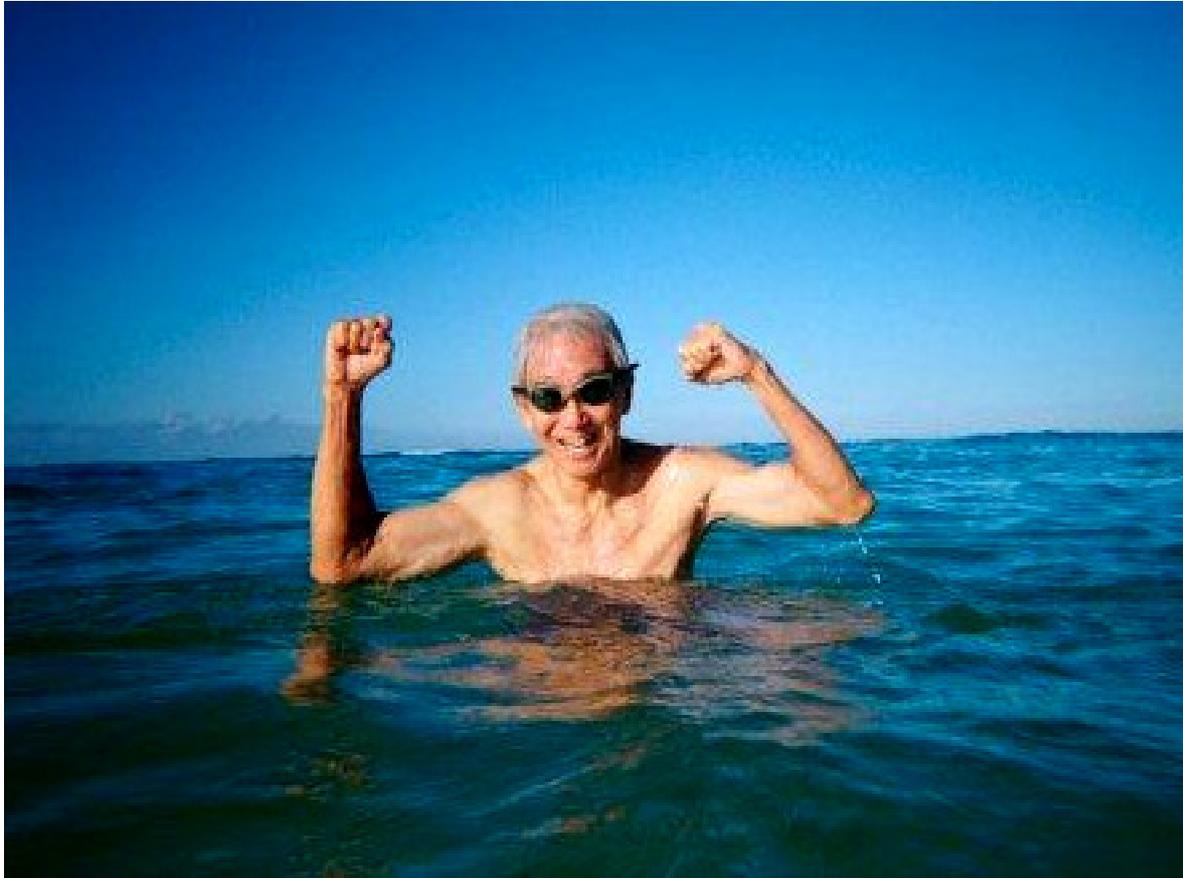


Waters were at the same time defence and resource.

Protected from the aggressive attacks of barbarian, the new community organized itself as free society : the waterways both in the sea and in lagoons and rivers have been the key factor of success for Venice.

The original settlement in our territory (between San Donà and Eraclea) was left, because of the progressive fill of earth of the channels and rivers : community moved towards a most interior place of the lagoon and established its definite see in Rio Alto (Rialto) and the group of little islands therein.

Waters became also the element of the new lifestyle : all the efficiency and development strategies were founded on the activities connected with water. Shipping and trading was adopted as “mission” of the new Republic. Moreover, the waters’ management involved the major efforts of Venice with great works for



the

Rivers’ deviation, in order to save the integrity of the lagoon : Adige, Brenta, Dese, Sile, Piave were diverted towards new channel around the lagoon. Traffic by boats ensured the hegemony of Venice in the economic trading and exchanges with all the neighbour regions and cities, from Adria sea to Verona, Pavia, Ferrara, Trieste and slavish populations. Venice in XIII century, according to the historian of OECD Maddison¹, was the richest state of all the Mediterranean areas, until the beginning of XVI century (1250-1510). Rare are the countries or cities which can show such a performance in duration and power.

Water are the path of that duration and power : when Venice took possession, mostly with the consentement of the cities and territories acquired, the wholes Veneto Region, Friuli Region and Provinces of Bergamo and Brescia, waters (rivers) were the networking system embedded in its economic interests and commercial flows, together with the fertility of well-watered fields.

As far as the tourist valorisation of the waters, Venice was already in the past very oriented to establish its Villas along the Rivers and ither water-courses : the most famous location of these fanciful Villas was (and it is so far) the Riviera del Brenta.

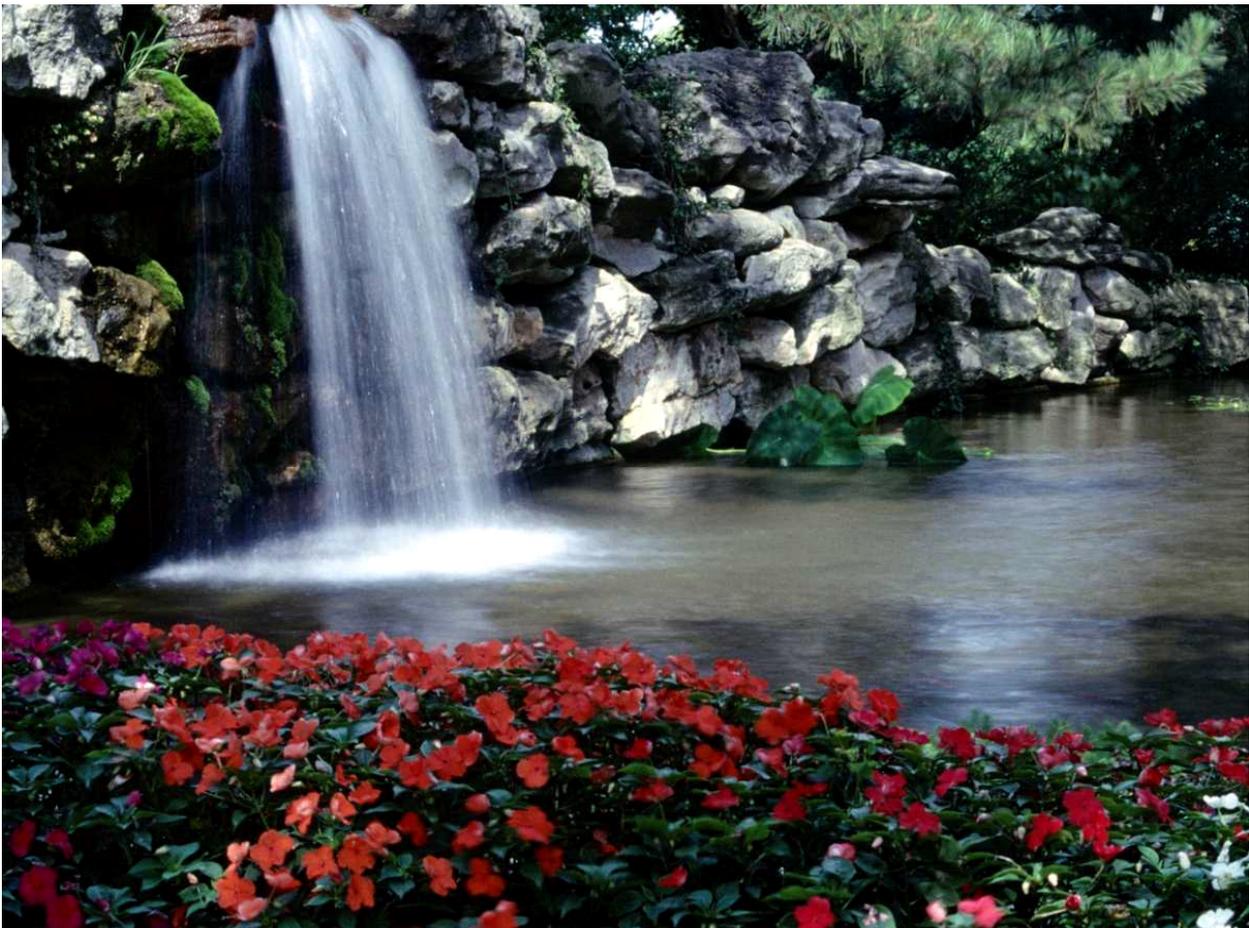
¹

Venice adopted many centuries ago the principles of “sustainability” : the respect of the environment (waters, forests, landscape) was ensured by severe Regulations, and any attempt against the integrity of the waters and forests was considered an attempt on the Republic, like a treason.

This is the reason why Veneto Region kept till now so many beautiful landscapes and nice historical centres: e.g. the territory concerned by our Project, has a clear conformity to the best practices of the waters and land valorisation.

Tourism is one of the most developed economic sectors and Veneto region has a highest positioning in number of overnights and arrivals.

The Venetian Villas are spread everywhere : 4000 historical buildings can be considered as a landmark and trademark of all the region.



Eastern Venice Areas’ Tourism is mostly interested to coastal destinations, with beaches well kept : all have adopted at least one of the most important sustainable tourism accreditations and certifications : EMAS, Agenda 21, Eco procurement, Blue Flag.

Province of Venice has established in 2011 a Strategic Plan for sustainability and created a close networking between coastal destinations, historical Centre of Venice and all the interior small towns and villages, especially for a great number of greenways along the rivers and water-ways, bike routes, horse riding, farms and wine caves, sport activities, events, festivals and traditional celebrations.



“Che cos’è la nostra vita ? Il cammino di un viandante : appena ha raggiunto un certo luogo, gli si aprono le porte, abbandona gli abiti da viaggio e il bastone del pellegrino ed entra in casa sua”
(Giovanni di Kronstadt, mistico russo)

“Il viaggio più serio è quello che porta all'incontro con Dio”.
(Antonio Bello, Vescovo)

“Is not the path which is the difficulty ; rather, it is the difficulty which is the path”
(Soeren Kierkegaard)

“Colui che vuole viaggiare felice, deve viaggiare leggiero”
(Antoine de Saint-Exupéry)

“A journey is best measured in friends rather than in miles”
(Tim Cahill)

“Viaggiare insegna lo spaesamento, a sentirsi sempre stranieri nella vita, anche a casa propria, ma essere stranieri fra stranieri è forse l’unico modo di essere veramente fratelli. Per questo la meta del viaggio sono gli uomini- Dove i luoghi diventano insieme tappe e dimore del cammino della vita. La strada è una dura, ma anche buona maestra. Altre cose, altri valori e sentimenti si trovano, s’incontrano, con gli occhi e i sensi aperti. E per viaggiare in questo modo è necessario viaggiare con lentezza : gradita o sgradevole, l’accelerazione è una realtà dell’epoca e della vita, ma è possibile resistere e difendere quei margini di lentezza senza i quali il vivere perde senso. Si dovrebbero praticare ogni giorno degli esercizi di lentezza : per conservare, nell’incalzare quotidiano, oasi di tempo più lungo e disteso, a tener aperti quegli spiragli attraverso i quali può irrompere nella vita il senso di ciò che trascende, l’intuizione dell’eterno”
(Claudio Magris)

“La velocità è la forma di estasi che la rivoluzione tecnologica ha regalato all’uomo. A differenza del motociclista, l’uomo che corre a piedi è sempre presente al proprio corpo e più che mai consapevole di se stesso e del tempo della sua vita”
(Milan Kundera)

Gli uomini non hanno visto granché del mondo andando lenti, figuriamoci se vedranno di più andando veloci “
(John Ruskin)

“Si viaggia per contemplare : ogni viaggio è una contemplazione in movimento”
(Marguerite Yourcenar)

“ Il viaggio è una porta attraverso la quale si esce dalla realtà conosciuta e si entra in un'altra realtà inesplorata, che assomiglia al sogno “
(Guy de Maupassant)

“Se la vita è un percorso, è un percorso che si svolge in salita”
(Susanna Tamaro)

“La mia via non è la vostra via, dunque non posso insegnarvi nulla. La via è in voi, ma non in dei, né in dottrine, né in leggi. In noi è la via, la verità e la vita”
(Carl Gustav Jung)

“Who travels for love finds a thousand miles not longer than one”
(Proverbio giapponese)

“I sentieri si costruiscono viaggiando”
(Franz Kafka)

Tourist destinations are complex; in order to develop and qualify them, many ‘players’, elements and factors are involved, among them: local authorities, any kind of tourist firms, farmers and cattle-breeders, producers of typical food and crafts, staff of the protected areas, of the recreational facilities, transport, tour operators, etc.

The chain of values results from all the sectors that compose it and from the integrated quality of its composition: the beauty of the landscape is important (perhaps the main aspect of attraction), but also the preservation of culture and local traditions, gastronomy, accommodation facilities, reception and information. At the same time, the demand of sport, recreational activities and entertainment are more and more increasing. The traveller’s experience as well as the visitor’s and the tourist’s is varied and at the same time must be integrated, **in accordance with the ‘global’ vision of the territory.**

The players are asked to develop in a more convincing way a very close cooperation among them, centred around common programmes and around quality management models, identifying an area quality certification which sums up the value and the contents of the promise (the claim). The tourist destination has to be seen in the same way in which a single firm should be considered and managed. This approach is sometimes hindered by a long tradition of parochialism, but it is necessary to overcome these trends which proved unproductive; it is the only way we have to make our territories competitive on the global market.

Therefore, it is important to underline the role of the methodologies adopted through the Accreditation and Certification Proposals and Best Practices we have selected in our Vademecum: a fruitful benchmarking can suggest many precious and rapid improvements as well, because it gives us a model of analysis and permanent monitoring of our positioning in relation to the best competitors, offers the methodology to test customers’ satisfaction, to ensure a permanent improvement, creativity, creation of new products and services, total

quality management in our tourist destination as a whole, with its landscape, territorial integrity, hospitality services, tourist offers and packages. Moreover, this can allow us to avoid mistakes, wrong investments, useless actions and waste, and to delay our commitment for the Quality in Tourism.