

## Overbooking: Rethinking 'sustainable tourism' in the 21st Century

10.11.2022 H14:45

11.11.2022 H10:30

Via Liguria 20, Roma

In collaboration with the Embassy of Switzerland in Italy, the Ca' Foscari University of Venice, the University of Lausanne, the University of Lucerne

The global health crisis caused by Covid-19 since 2020 has severely affected national economies and the global tourism industry. National travel restrictions, together with quarantine measures and test obligations, temporarily interrupted the free movement of people. As a result, the tourism sector suffered from unseen breakdowns. This made crystal clear how much our global world, and in particular our cities, rely on tourism and mobility as both a lifestyle and a source of income. In Italy, Switzerland and elsewhere, the fact that the tourists stayed away was a burden for many economic actors, but it was also felt as a relief by many local people with view to their social and natural habitats. This crisis of tourism caused by the pandemic brought some structural key problems inherent to modern tourism back to our awareness, among them the negative effects of (over)tourism on the life-quality of local populations, environmental impacts, or the precarious work conditions of social classes depending on tourism. At the individual level, the experience of travel restrictions provoked reflections on our habits and needs regarding leisure time and working conditions. Expectations were high that the crisis would turn out as an opportunity for a fundamental change in global tourism.

The 2022-edition of the DISPUTE series puts the future of tourism up for debate. It invites experts from academia, the public and the private sector as well as citizens to critically assess and debate the state of tourism after the crisis. How will the 'new normal' in tourism look like? How do the tourism industry, political decision-makers and NGO activists respond to the reinforced return of tourists in our city centres? Finally: is the ever-growing tourism industry, are we, the tourists, able to learn? And which decisions need to be taken to transform growth-driven tourism into more responsible forms of tourism in the future that care for both people and the planet?

The event will be opened by a keynote-conversation between Marco D'Eramo and Lucia Tozzi. To allow for a deeper understanding of the local dynamics and ambivalences of modern global tourism, the event presents three sessions focussing on three individual case studies in Italy and Switzerland: Venice, Rome, and Lucerne. Each of the sessions discusses different challenges of modern tourism that are emblematic of the specific urban contexts. The session on Venice is complemented by a film screening that will take place at Casa del Cinema. A fourth session presents a roundtable in which stakeholders from Italy and Switzerland discuss challenges and possible solutions for more sustainable forms of tourism.

The annual DISPUTE series at Istituto Svizzero provides a platform for citizen engagement relating to the globalization and the future of contemporary societies. Proposing a new topic every year, the forum aims to strengthen civic participation and public debate. Previous editions featured debates on migration, democracy, humanitarian law and the future of work.

**The two-day conference will be held in Italian and English, simultaneous translation will be provided. The event can also be followed online.**

**Programme:**  
**Thursday 10.11.2022**

H14:45 – Welcome Coffee

**H15:15 – Welcome Addresses**

**Joëlle Comé**, Director Istituto Svizzero and **Maria Böhmer**, Head of Science Istituto Svizzero  
**Julien Stauffer**, Chief of Affairs, Embassy of Switzerland in Italy, Malta and San Marino

**H15:30 – Keynote conversation**

**Marco D'Eramo**, author, in conversation with **Lucia Tozzi**, journalist

**H16:30 – SESSION 1**

**Venice: overtourism between carnevale, cruisers, and the right to housing**

Moderation: **Petra Reski**, author and journalist, Venice

**Giovanni Favero**, Professor at Venice School of Management, University Ca' Foscari Venice, *At the origin of overtourism in Venice: Winter tourism and the invention of the modern Carnival*

**Giacomo-Maria Salerno**, postdoctoral researcher in Engineering-based architecture and urban planning, La Sapienza University of Rome, *Right to the city and tourist monoculture: a social movements perspective from Venice*

**Anna Moretti**, Professor at Venice School of Management, University Ca' Foscari Venice, *Exploring collaborative dynamics in times of crisis: the case of Venice*

H18:00 – Apéro

H19:30 – Screening of the film *Welcome Venice* (2021) by Andrea Segre (in presence) at Casa del Cinema, Largo Marcello Mastroianni, 1

H21:00 – Apéro

**Friday 11.11.2022**

H10:30 – Welcome Coffee

**H11:00 – SESSION 2**

**Rome: eternal tourism between cultural heritage and 'airbnbzation'**

Moderation: **Isabella Clough Marinaro**, John Cabot University Rome

**Roberta Gemmiti**, Professor of Economic and Political Geography, La Sapienza University of Rome, *La città di tutti, la città di nessuno. Il ruolo del turismo nello sviluppo di Roma*

**Sarah Gainsforth**, author and journalist, *The perfect place to be: Airbnb's growth and impact in Rome*

**Filippo Celata**, Professor of Economic and Political Geography, La Sapienza University of Rome, *Is it just tourism? Overtouristification and temporary populations in the short-term city*

H12:30 – Break

**H14:30 – SESSION 3**

**Lucerne: global tourism between luxury shopping, parking lots, and citizen engagement**

Moderation: **Anja Nora Schulthess**, author and journalist, Lucerne

**Timo Ohnmacht**, Professor of Transport Sociology at Institute of Tourism and Mobility, Hochschule Luzern (HSLU), *From Over-Tourism to Zero-Tourism and back? Opportunities for a New Beginning in Lucerne*

**Mario Stübi**, member of city parliament of Lucerne (Grossstadtrat, SP), *Stopping the 'avalanche of sheet metal': local democratic resistance to tour busses*

**Marija Bucher-Djordjevic**, lic. iur., dipl. Hotelmanager HF, Boutique Hotel Schlüssel | since 1545, Lucerne

H16:00 – Coffee Break

**16:30 – SESSION 4****Sustainable tourism – challenges and solutions in Italy and Switzerland**Moderation: **Chiara Rabbiosi**, Professor of Economic and Political Geography, University of Padova**Pierluigi Musarò**, Professor of Sociology, University of Bologna, Director Festival IT.A.CÀ, *Encouraging creativity and innovation to tackle over-and under-tourism problems: the case of IT.A.CÀ Festival of Responsible Tourism***Claudio Visentin**, journalist and lecturer, Università della Svizzera Italiana, *(Tourist) Switzerland: Heaven or Hell?***Piccarda Frulli**, Svizzera Turismo, Deputy Director Italy, *Swisstainable, viaggiare sostenibile***H17:45 – Wrap-up****Mathis Stock**, Professor of Geography, University of Lausanne

H18:00 – Closing apéro

**Biographies****Marco d'Eramo** (Rome, 1947). Originally a theoretical physicist, he went to study sociology with Pierre Bourdieu in Paris. He contributes to *The New Left Review*, *Die Tageszeitung*, *MicroMega*. Among his books: *The Pig and the Skyscraper*, *Chicago: an History of our Future* (it. 1995, new updated edition in 2020; German 1998; English 2002; Swedish 2004), *The World in a Selfie. Inquiry into the Tourist Age* (Italian 2017; German 2018; Spanish 2019; English 2020), *Domination. The Invisible War of the Powerful against their Subjects* (Italian 2020; Spanish 2022; English to be published in 2023).**Lucia Tozzi** is an independent scholar and urban policy critic. She has written for *Il Manifesto*, *La Stampa*, *Domus*, *il Giornale dell'architettura*, *Arquine*, *Architectural Design*, *Critica Urbana*, *Napoli Monitor*, *Gli stati generali*, and has served on the editorial boards of *Abitare* and *Alfabeta2*. Lucia Tozzi's publications include *City Killers. For a Critique of Tourism* (Libria, 2020), *After Tourism* (nottetempo, 2020) and *Naples. Against the Panorama* (nottetempo, 2022).**Petra Reski** was born in Germany and is a writer and journalist. She studied French literature, sociology and political science in Paris, Münster and Trier and attended journalism school in Hamburg. She began her journalistic career as a reporter at the foreign service of *STERN magazine*. She has lived in Venice since 1991 and writes about Italy and the world for numerous German-language media such *Frankfurter Allgemeine Zeitung*, *DIE ZEIT*, *NZZ*, *GEO*. She has published numerous essays, novels and books of inquiry that are translated into many languages, including Italian. The centerpieces of her work are Venice and the Mafia. For her journalistic and literary work Petra Reski has received numerous awards in Germany and Italy, including the renowned Ricarda-Huch literary prize. To the problem of overtourism in Venice she has devoted not only numerous articles and a film with the prophetic title *Gli ultimi veneziani* (1998), but also books, most recently a very personal book on life in Venice *Als ich einmal in den Canal Grande fiel. Vom Leben in Venedig* (Droemer 2021). In Italy it was published under the title, *Venezia, atto finale. Veder morire una città* (Zolfo Editore 2022); and in France, *Venise n'est pas à vendre* (Éditions Arthaud 2023). More information here.**Giovanni Favero** is professor of Business History in the Venice School of Management at the Ca' Foscari University of Venice. He got his PhD in Urban and Rural History at the University of Perugia in 1999 and was a visiting fellow at Harvard Business School in 2018. His research interests focus on the critical study of quantification processes in historical perspective, microhistory and historical methods for social sciences. Ongoing projects span from overtourism to local processes of industrialisation and deindustrialisation in Europe. He published in *Business History*, *Enterprise and Society*, *Accounting History*, *Management and Organizational History*, *The Journal of Transport History* and *The Journal of Organizational Ethnography*.**Giacomo-Maria Salerno** (Venice, 1986) is a research fellow at the Department of Civil, Construction and Environmental Engineering (DICEA) of La Sapienza University of Rome. With a background in philosophy and urban studies, he has done research in Venice, Rome and Barcelona on cities, tourism and social movements. He is author of *For a Critique of Tourism Economics. Venice between museification and commodification* (Quodlibet 2020), he is a member of OCIO - Osservatorio Civico sulla casa e sulla residenza and of the research group Short Term City - Digital platforms and spatial (in)justice [STCity].**Anna Moretti** is Associate Professor at the Department of Management, Ca' Foscari University of Venice. Her research interests include numerous areas, including network governance, interorganizational innovation processes, organizations as political systems, social movements. Since 2009, she has been teaching management and strategy within the marketing and management modules of the master's degree programs in tourism management (CISSET) and cultural activities (MaBAC). Since 2013 she has been teaching in management courses for students of bachelor's degrees at Ca' Foscari University of Venice, incorporating lectures on Economics and Management of Innovation and Destination Management in master's degree courses at Ca' Foscari University Venice in 2014. Since 2020, she has been scientific director of the NOIS (Network Organization, Innovation, and Strategy) research center of the Department of Management at Ca' Foscari University Venice.**Andrea Segre** (Dolo, Venice, 1976) has directed three feature films, all of which were presented at the Venice Film Festival. He realized various documentaries, such as: *Come un uomo sulla Terra*, *Il sangue verde*, *Mare chiuso*, *Indebito*, *I sogni del lago salato*, *Il pianeta in mare*. He is a founding member of ZaLab, a production, distribution and socio-cultural action laboratory.**Isabella Clough Marinaro** is Professor of Sociology and Italian Studies at John Cabot University, Rome. Her research focuses on a range of social processes in contemporary Rome, with particular attention to the city's informal politics and economies. She has published two books on Rome: *Global Rome: Changing Faces of the Eternal City* (2014) and *Inhabiting Liminal Spaces: Informalities in Governance, Housing, and Economic Activity in Contemporary Italy* (Routledge, 2022). She also co-edited *Italian Mafias Today: Territory, Business and Politics* (2019). Her current projects explore how Italian social movements campaign on issues of crime, legislative reform and social justice.

**Roberta Gemmiti** is a professor of economic geography at the Faculty of Economics of Sapienza University of Rome. She has a long track record of research in urbanization, economic development and globalization, spatial inequalities, urban development and the city of Rome, tourism, sustainability. Her recent research interests lie in environmental justice in Italy global value chains and environmental conflicts. Her teaching focuses on economics and regional sustainable development. She is editor of *Memotef Annals* and referee for several international journals.

**Sarah Gainsforth** is an independent researcher and freelance writer. Her work focuses on urban planning, housing, social inequalities, gentrification and tourism. Author of *Airbnb Città Merce, Storie di resistenza alla gentrificazione digitale – Airbnb city product, stories of resistance to digital gentrification* (Derive Approdi, 2019); Premio Napoli 2020 finalist; *Oltre il turismo, Esiste un turismo sostenibile? – Beyond tourism. Is sustainable tourism possible?* (Eris Edizioni, 2020); *Abitare Stanca, La casa: una storia politica - Housing struggles: a political history* (Effequ 2022).

**Filippo Celata** is full professor at the University of Rome La Sapienza, where he teaches Economic Geography, Local Development and Spatial Data Analysis. His more recent research is about how digital platforms, short-term rentals, touristification, and temporary inhabitants impact the social, economic and spatial morphology of cities. He is co-editor of the *Rivista geografica italiana*, coordinator of the PhD curriculum in Economic Geography of La Sapienza, member of the Scientific Council of the Italian Geographical Society, founding member of the association Roma Ricerca Roma, and principal investigator of the research project *The short-term city: digital platforms and spatial (in)justice*.

**Anja Nora Schulthess**, studied philosophy, cultural analysis and general and comparative literature at the University of Zurich. She works as a freelance author and journalist and lives in Lucerne. She is currently writing her debut novel; a non-fiction book on the underground magazines in the context of the Zurich youth unrest will be published in 2023. In 2021 she received a grant from the Albert Koechlin Foundation - Talent Promotion Literature. In 2022 she was awarded a work grant by the Central Switzerland Literature Promotion and the Office for Culture St. Gallen.

**Timo Ohnmacht** (Rottweil am Neckar, 1979) is a Transport Sociologist. He studied Transportation and Sociology at the Technical University of Berlin, University of Lancaster (UK), and at the Swiss Federal Institute of Technology Zurich (ETHZ). He researches and teaches in the field of tourism, transport and society in the Competence Centre for Mobility at the Institute of Tourism and Mobility ITM at the Lucerne University of Applied Sciences and Arts.

**Mario Stübi** (1984) studied cultural sciences and works as freelance editor about topics like sustainability, spatial planning, and culture. Since 2014 he is member of the parliament of the City of Lucerne for the Social Democratic Party. His political focus is traffic infrastructure, zoning plans, interim use, climate change and tenants' rights.

**Marija Bucher-Djordjevic** is professor at the SHL-Schweizerische Hotelfachschule Luzern, among her areas of expertise: International Commercial Arbitration, Arbitration rules and proceedings, Global Business.

**Chiara Rabbiosi's** research interests address the social and spatial dimensions of mobilities, including tourism mobilities. At the University of Padova, she is the coordinator of the Master in Local Development and an active member of the MoHu and Mobilab centres at the DISSGeA. She is currently working on tourist spatial imaginations of Europe and on the transit of tourism (including walking and multi-modal transport) in an embodied and performative way.

**Pierluigi Musarò** is Full Professor of Sociology, Culture and Communication at the Department of Sociology and Business Law, University of Bologna, Italy. He is Honorary Professor at Melbourne University, and Research Fellow at the London School of Economics and Political Science, at the Institute for Public Knowledge-New York University (USA), and at Monash University (Australia). He is author of several books and papers in the field of media and migration, borders and human rights, performing arts and active citizenship. He is President of the Italian NGO YODA; founding Director of IT.A.CÀ\_migrants and travellers: Festival of Responsible Tourism; founding member of the Italian Network against Hate Speech.

**Claudio Visentin** teaches History of Tourism at the Università della Svizzera italiana. He studies and reports on new travel styles in the pages of the Sunday supplement of *Sole24Ore* and in *Azione*. He is the creator of the Scuola del Viaggio. He has written *In viaggio con l'asino* (Guanda, with Andrea Bocconi), *Alla ricerca di don Chisciotte* (Ediciclo, with Stefano Faravelli), *Lights on the Sea. Luci sul mare. Viaggio tra i fari della Scozia sino alle isole Orcadi e Shetland* (Ediciclo). He has made several travel documentaries for Rete Due RSI.

**Piccarda Frulli** (Zürich, 1965) has a law degree and did postgraduate training at Union of Swiss Banks in Lugano and Zurich. She has a master's degree in Marketing and is a registered publicist. She was Marketing manager at UBS Lugano, corporate credit department and is now Deputy director Italy and head of media at Svizzera Turismo.

**Mathis Stock** is full professor with the Institute of Geography and Sustainability at Lausanne University, Switzerland. His research is on the modalities of inhabiting in contemporary social figurations in which mobility and digitality play a predominant role. Tourist practices as specific forms of spatial practice and as part of individual styles of inhabiting have been especially in the focus. His project *Overtourism* deals with the political and symbolic issues attached to the quantification of tourism. His most recent book is *Progress in French Tourism Geographies. Inhabiting Touristic Worlds* (Springer, 2021). He is editor-in-chief of the scientific journal *Mondes du tourisme*.

**Valentin Groebner** (Vienna, 1962) is a professor of History at the University of Lucerne, Switzerland, and the author of two books on the paradoxes of tourism, *Retroland. Geschichtstourismus und die Sehnsucht nach dem Authentischen* (2018) and *Ferienmüde. Als das Reisen nicht mehr geholfen hat* (2020).