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With the development of the economy and the increase of people's income level, more and more people are using tourism as one of their leisure and entertainment, and the tourism industry has grown rapidly. While frequent tourism activities stimulate economic growth, they also have a certain negative impact on the environment. Venice is a famous tourist city in the world. With a long history of tourism development, Venice has suffered the consequences of overtourism, especially damage to the environment. This paper analyses the impact of tourism activities in Venice and proposes strategies to protect the tourism environment with a view to reducing the negative impact of tourism activities on the environment.

## 2. Background &Old models

Because water is the central concept of public transport in Venice. The city has remained virtually unchanged since the 17th century. Venice has many canals and public transport has to travel on these waterways. The city has absolutely no motorised transport on wheels, their only means of transport are motorboats, gondolas and water taxis. It could be said that Venetian shipping was a spectacle. It is also due to this particular mode of transport that cruising has a huge impact on the environment, including pollution, noise and fumes, which has a negative impact on environmental protection as well as sustainability. <sup>1</sup>

## 3.Over tourism & Influences

Tourism is a related industry that has developed with the relative abundance of material goods as people's living standards have risen. Tourism generates significant economic benefits for the city of Venice, but equally, overtourism has created a number of difficult problems for the city.

## 3.1what is over tourism?

After a significant increase in the standard of living, most people's spiritual world has become extremely empty, how to change the gradually empty and gradually despondent spiritual world, travel is the best way. Excessive growth in travel numbers may not be such a bad thing, but it can often cause problems when all of these growing numbers of tourists choose to go to the same places. The phenomenon of travelling from place to place has also resulted in over-tourism. On 20 February 2018, the academic Greg Dickinson suggested syretourism as a new word for inclusion in the dictionary, according to the official website of the Collins English Dictionary. As reported in the national and international press at the end of 2018 and the beginning of 2019, in 2018 the Oxford English Dictionary included overtourism as one of its words of the year, defined as too many tourists visiting famous sites, resulting in damage to the local environment and disruption to the lives of local people.<sup>2</sup>

27The positive and negative influences in over tourism

The development of tourism can meet the growing material and cultural needs of the people. Through tourism, people can rest physically and mentally, improve their health, broaden their horizons, increase their knowledge and contribute to the development of social production. The development of the tourism industry is based on and governed by the level of

<sup>&</sup>lt;sup>1</sup> Venice: The Problem of Overtourism and the Impact of Cruise Lines, Straits of Gonzales

 $<sup>^2</sup>$  ZHANG Guangrui,  $\,$  A review of the international phenomenon of "overtourism" [j]. Economic Management, 2020,(5):(195-208)  $_{\circ}$ 

development of the national economy as a whole, while directly and indirectly contributing to the development of related sectors of the national economy, such as promoting the development of commerce, food and beverage services, hotels, transport and other related industries. The development of tourism has prompted these departments to continuously improve and perfect various facilities, increase service items, and improve service quality. With the development of society, the tourism industry increasingly shows its important position in the national economy. It can be seen from this that the tourism industry is very obvious to stimulate the economy. The good of the economy is that people's demand for tourism and entertainment increases, and it is a benefit to stimulate local economic growth. At the same time, the development of tourism can also better increase employment opportunities for local residents and promote social prosperity and stability.

In the context of increasing global pollution, taking a step back, even if the original ecological environment is not developed, it is more or less affected by environmental pollution. Especially when the phenomenon of over-tourism occurs, it often brings some disadvantages, especially in terms of the environment. Blind development and utilization of tourism resources will bring a large amount of domestic garbage and noise pollution and seriously affect the local ecological environment. The construction of a large number of tourism supporting facilities will also seriously damage the original ecological environment. This change in land cover and land use will directly lead to the destruction of flora. Overloading tourists, once the environmental capacity is exceeded, will lead to the pollution of water resources, the destruction of wild animal habitats and the loss of ecological environment. Of course, with the impact of the new crown epidemic in the past two years, it is not difficult to find that if the number of tourists is not reasonably controlled, excessive tourism will also lead to the spread of diseases.

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