



# **Tourism Management in Florence**

## **Connectivity between Major Tourist Attractions**



# Outline

- Objective
- Significance
- Methodology
- Findings
- Suggestion
- Conclusion



# Objectives

- To investigate how intra-city transportation network can help facilitate tourism
- To find out **current problems** in relation to transportation
- To give **suggestions for further improvement** on transportation for future tourism development

# Significance

- Good accessibility is important to tourism in Florence in order to
  - Improve efficient flow of traffic
  - Enable tourists to reach more tourist spots
  - Improve image of city with tourist friendly accessibility network



# Study Area

Piazza della Signoria



Cattedrale di Santa Maria del Fiore



Ponte Vecchio

# Methodology

- On site observations
- Interview with tourists
  - (a total of 30 questionnaires at 3 locations)

# Route

- To observe traffic conditions and road signs








# Findings



# Interview Questions

1. **How** did you get here?
2. Do you think there is **enough transportation facility** for you to reach here?
3. Do you think there is **enough signage** for you to reach other tourist attractions or bus/taxi facility?
4. What improvement do you see is needed to **improve accessibility** to other tourists' attractions?

# Transportation Mode

Inter-city	Intra-city 
Rail Coach (travel group) Shuttle Bus from airport Private Cars	Taxi Bus Bicycle By foot

# Method of Travel

- Walking is the dominant method of travel
- 100% Residential Tourists

# Transport Facilities

- Previous expectation
  - Transportation facilities are important so it is more convenient for tourists to reach more destinations



# Transport facilities

- Result
  - But, generally 100% tourists travel on foot as different spots are very near to each other
  - They can enjoy sightseeing along the tour



# Transport facilities

- Other comments :
  - Bus station not close to hotel
  - Difficult to locate bus stops
- Bus mainly for commuters
- Strike every month (between bus driver & management)



# Road Signage

- Quantitative
  - 13/17
  - Majority of them used map to navigate
- Qualitative
  - Inconsistent
  - Confusing
  - Only Italian
  - Include other information (e.g. Hotel, WC)
  - Not eye catching





# Other Problems

- Road safety
- Narrow streets
- Congestions
- Limited expansion due to Heritage conservations

# Improvement

- Redesign road signage (e.g. add map on sign post)
  - Be consistent and clear
  - Include English when possible
- Subway ?
- Wheelchair and baby car friendly ?
- Car free Zone ?
- Pedestrianized Streets



# Limitation

- “No building can be demolished”
  - Redevelopment is “impossible”
- Road sign cannot be too big as facade of historical buildings need to be preserved
- Stone pavement is beautiful but not friendly to baby car or wheelchairs

# Suggestions

- New road sign can improve connectivity between attractions
- More “Saway”
- 100% car free zone
- More car parks outside care free zone



# Conclusion

- Generally high satisfaction level
- Room for improvement

