

To what extent does the tourism industry affect the relocation of major land use?

Cheng Hoi Yee

Ku Ka Man

Kwok Chung Kit

Lai Kai Yin

Lee Chun Yin

Luk Chun Sum

Tsui Oi Yan

Tse Wing Han

Yeung Chun Hoi



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Introduction

When does tourism in Florence starts to flourish?

- Florence was declared a World Heritage Site by the UNESCO due to its important cultural historical heritage in 1982. Since then, tourism become to boom and brings a lot of income to local authority.

Introduction - Definition

- Major land uses
 - Commercial land use
 - Residential land use
 - Transportation land use



Research area



Fig1. research area in Florence.

Objectives

- To understand how the government policy affect the change of land use
- To observe the influence of tourism as well as other forces in influencing different land uses

Objectives

- To look at the restrictions imposed by the government upon land use (zoning, restrictions upon the built environment, etc.)
- To evaluate whether the different theories can be applied in Florence.

Methodology

1. Observing the locations of different land uses
2. Mapping
 - a. restriction zone of transportation
 - b. distribution of commercial land use
3. Interview with local residents
4. Internet resources

Target of interviewees

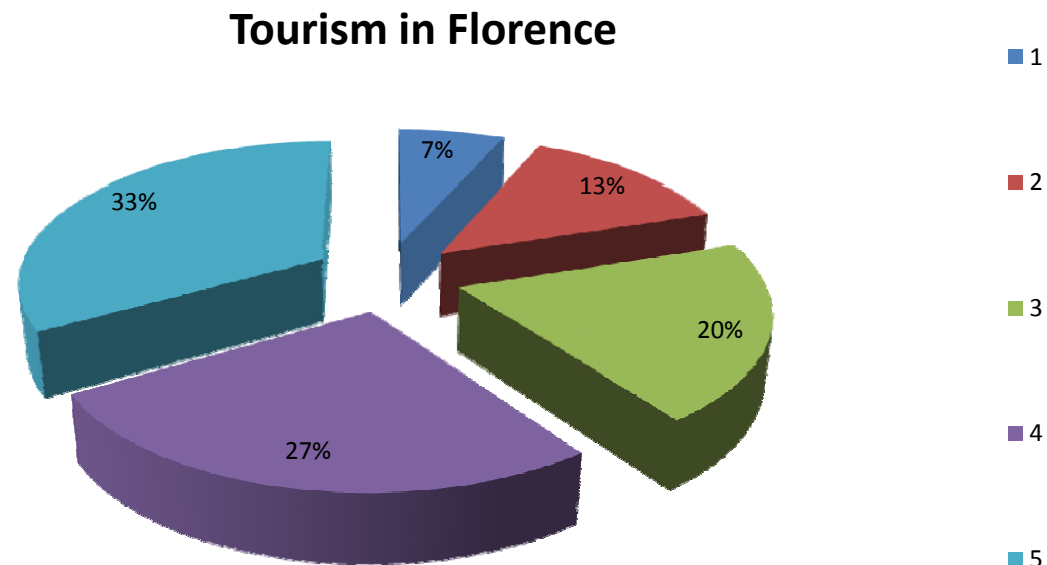
- Tourist information centre
- Hotel owner
- Owner of different shops
- Local residents

Questions

1. Do you live in Florence?
2. How long have you been living in Florence?
3. Do you think tourism in Florence is well developed? (Please Rank)
1 2 3 4 5
4. Do you recognise there is a decreasing number of grocery store?
5. Do you recognise there is an increasing number of brand-name shop?
6. Where do you buy your daily necessities?
7. Do you find your friends moving away to the suburbs?

High-lights of the interviews

- Tourism in Florence is well developed
 - 4-5 marks



A. Commercial land uses

(1) People go shopping both in city centre and the suburb

➤ City centre: convenience, sometimes has discount

➤ Suburb: cheaper

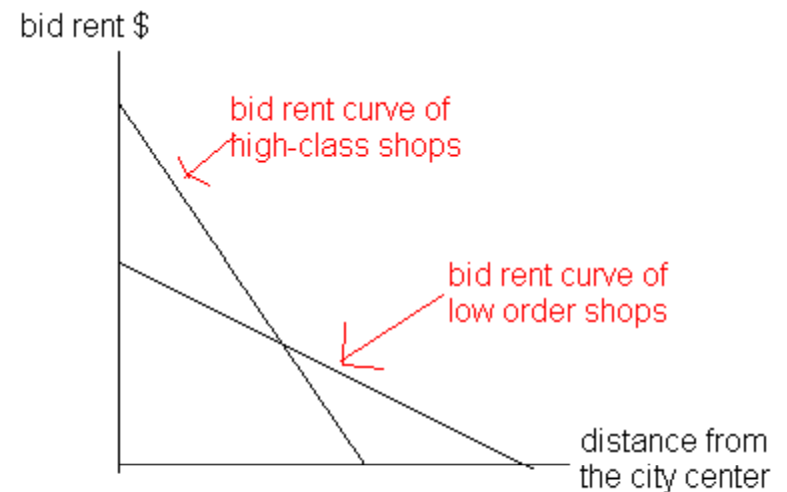
*large supermarkets are not found in the city centre as people want to preserve Florence in old style (according to worker in Hotel)

A. Commercial land uses

(2) Number of grocery stores is decreasing

Land rent is high in city centre

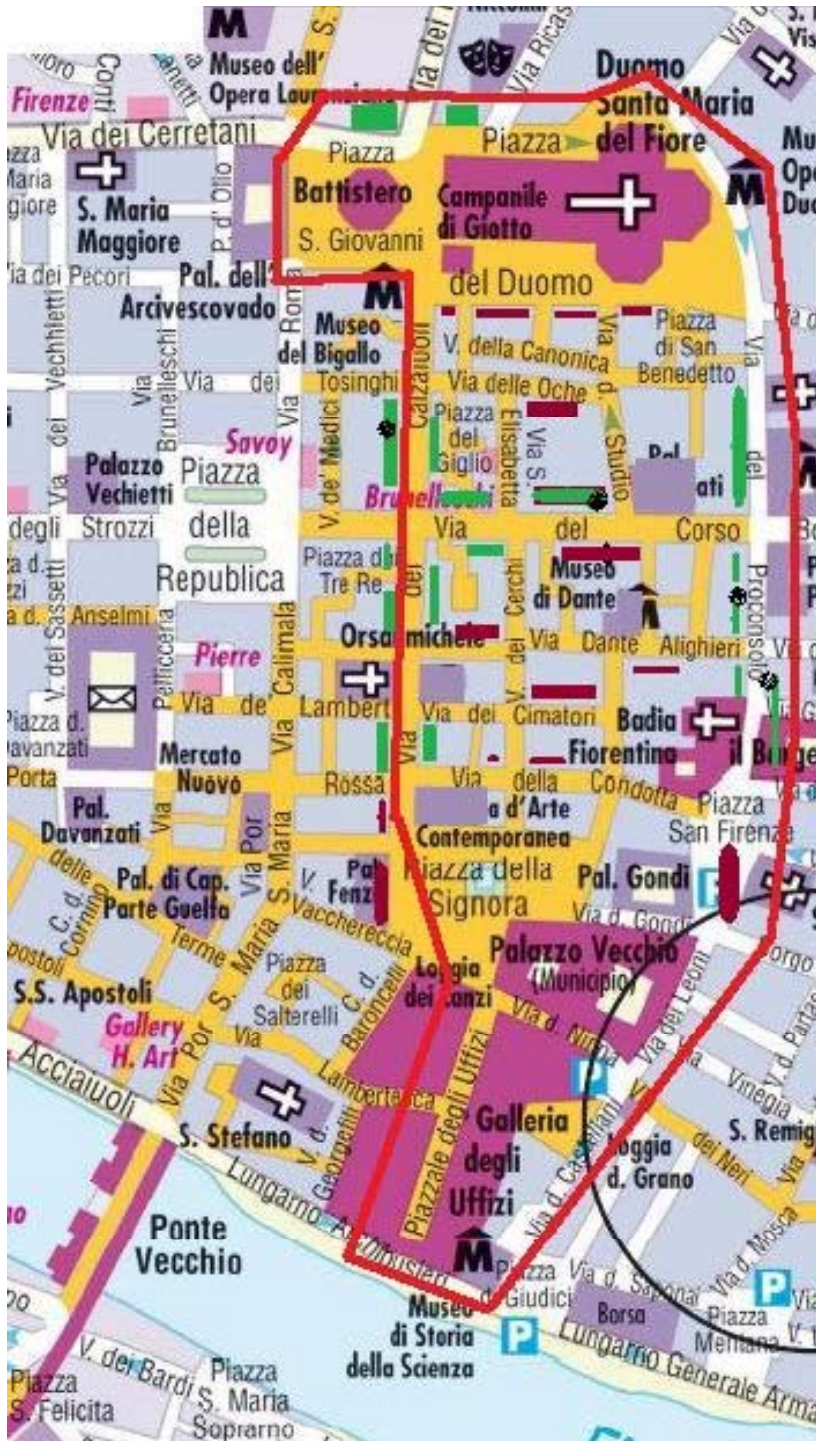
The bid rent ability of shops selling higher order goods is higher, and thus out-bidding the shops selling lower order goods



A. Commercial land uses

(3) Number of brand name shops is increasing

- Past: not found in city centre
- Now: clustered in city centre
- → smaller shops move out to narrow alleys (according to leather shop owner)
- Reasons
 - to accommodate the demand of tourists



Legend

Museum (purple)

High order goods and services (Green)
(banks, High fashion Shops, and etc.)

Low order goods and services (Brown)
(restaurant, store and etc.)

A. Commercial land uses

- High order goods are clustered, can be explained by the theory of cumulative attraction (Rule of retail compatibility)
- stores dealing with similar or complementary types of goods like boutique they will attract more business if they are clustered

A. Commercial land uses

- Low order goods such as restaurants snack bars are repelled to narrow alleys
- Can be explained by the theory of repelling retail because they are selling standardized convenience products

A. Commercial land uses

(4) The turnover rate of the shops in city centre is high.

- i) market mechanism → minimum government intervention (no subsidy)
- ii) bear heavy tax burden → no longer able to cover cost

B. Residential land use

(1) Increase in the renting of houses

- Past: local people live in city centre
- Now: houses are still owned by the local people, but they have moved out to suburb
- the houses in the city centre are rented to non-local people like exchange students and low-paid workers

B. Residential land use

Reasons:

- Urban push factors: urban problems like crime, noise pollution, crowding, high cost of living
- Rural pull factors: car ownership, convenient public transport and short commuting time (worker in hotel: half an hour to travel to city centre)

B. Residential land use

(2) Geographical inertia in city centre

- Some people are reluctant to move out because they :
 - i) Have been staying at the same place for a long time
 - ii) They are old
 - iii) Non-local people : lack of social tie

Conclusion of this section

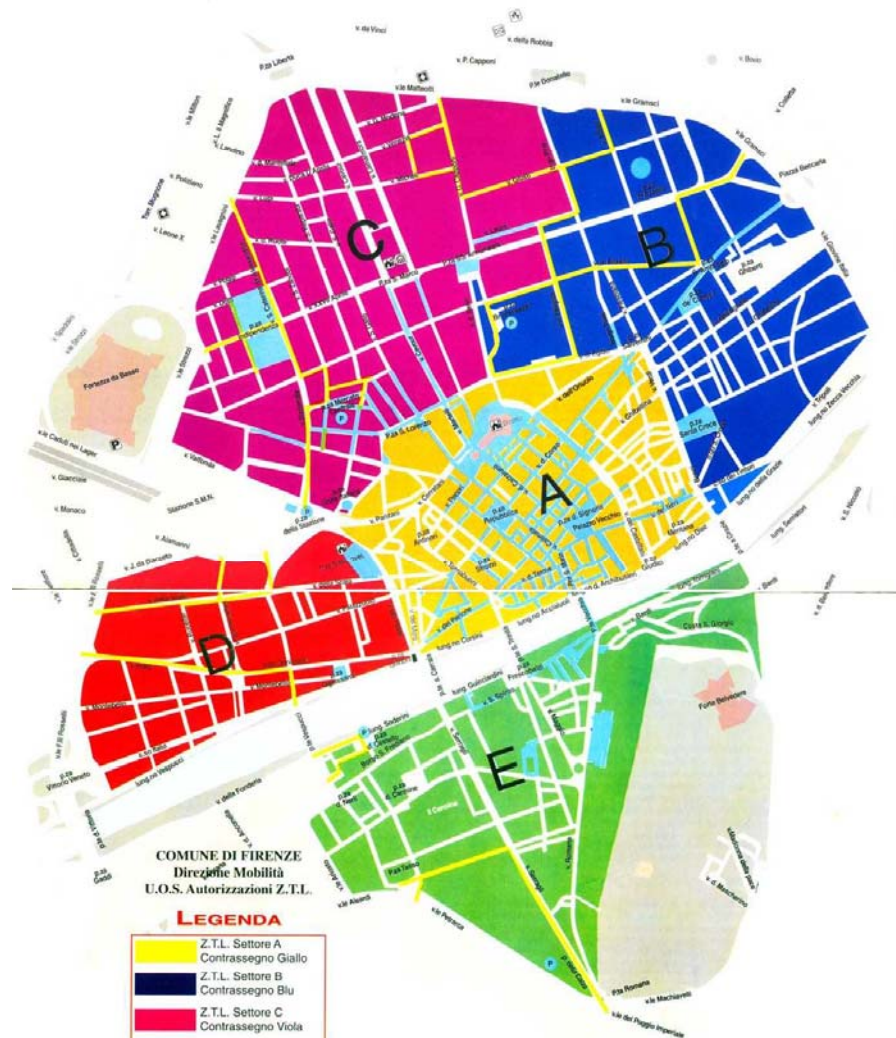
- Not only tourism, but also other factors such as government policy, the internal social problems of Florence and the external circumstances influence the spatial location of land uses as well

- *Government policy: high tax
 - *Internal social problems: Crowding and noisy
 - *External circumstances: Financial tsunami
- To a certain extent tourism influence the spatial location of land uses

C. restriction zone of
transportation

Coverage of Restriction area





COMUNE DI FIRENZE
 Direzione Mobilità
 U.O.S. Autorizzazioni Z.T.L.

LEGENDA

- Z.T.L. Settore A
 Contrassegno Giallo
- Z.T.L. Settore B
 Contrassegno Blu
- Z.T.L. Settore C
 Contrassegno Viola
- Z.T.L. Settore D
 Contrassegno Rosso
- Z.T.L. Settore E
 Contrassegno Verde
- Itinerari transito consentito
 (vedi retro)
- Itinerari ed aree pedonizzate
- P Parcheggi custoditi esistenti

Reasons of establishment

- Reduce the pollution in the historical center
- Limit the number of vehicles
 - alleviating the over-crowding problem
 - traffic jam

Rules of the traffic restricted zone

- Prohibition on non-residents from driving and parking

Days	Period
Weekdays	0730 – 1930
Weekends	0730 - 1800

- Taxi, resident cars and buses are excluded
- The disabled are also offered the permit

Rules of the traffic restricted zone

- boundaries of the ZTL are marked by special road signs
 - a series of 'access points' which are controlled by cameras
 - automatically detect the number plates of all the vehicles passing through
- 75 euro is fine for the illegal passing thorough

Pass of the traffic restricted zone









Effectiveness

- Decreasing number of resident
→ 70,000 people move to the suburb
- Power of police
→ police everywhere (claimed)

Weakness of the Zone

- No strict enforcement
→ no frequent circulation by the police
- Confusing on roads and pedestrian path
- Traffic jam is still existed
(narrow path & construction)
- Lowering the mobility of tourist



Limitation

- Language barrier
- Limited samples size
- Time limitation
- The zone is limited cannot reflect the whole picture

Conclusion

- It is obvious that both tourism and other forces influence the spatial distribution of different land uses
- It should be noted that this spatial distribution may not be healthy as most interviewees mentioned tourism in Florence cannot be sustained in the long term
- They hold a conservative view on the future of tourism in Florence

~Q & A~

