

# 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





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**

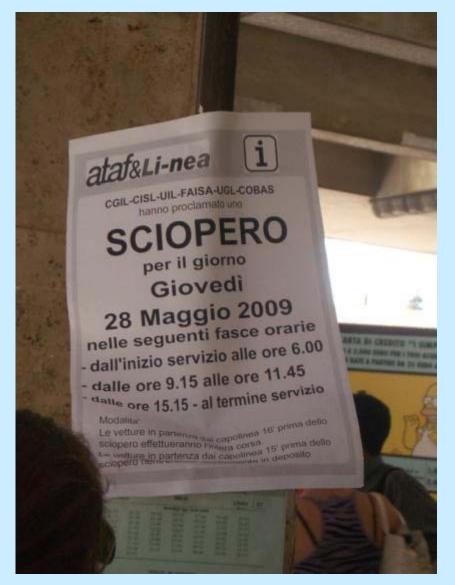
#### • Result

- 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

