

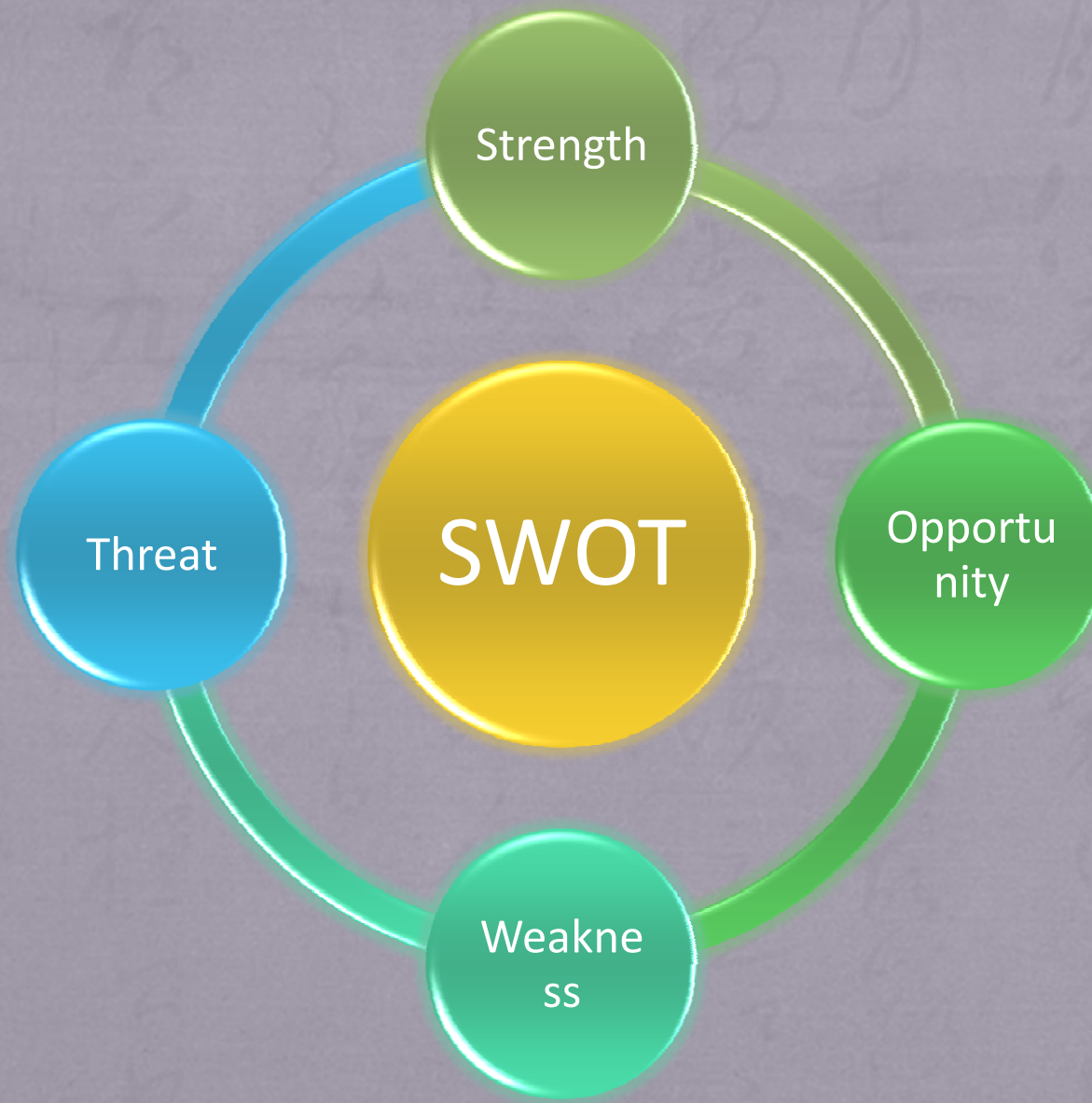


SWOT ANALYSIS OF TOURISM IN FLORENCE

FLORENCE

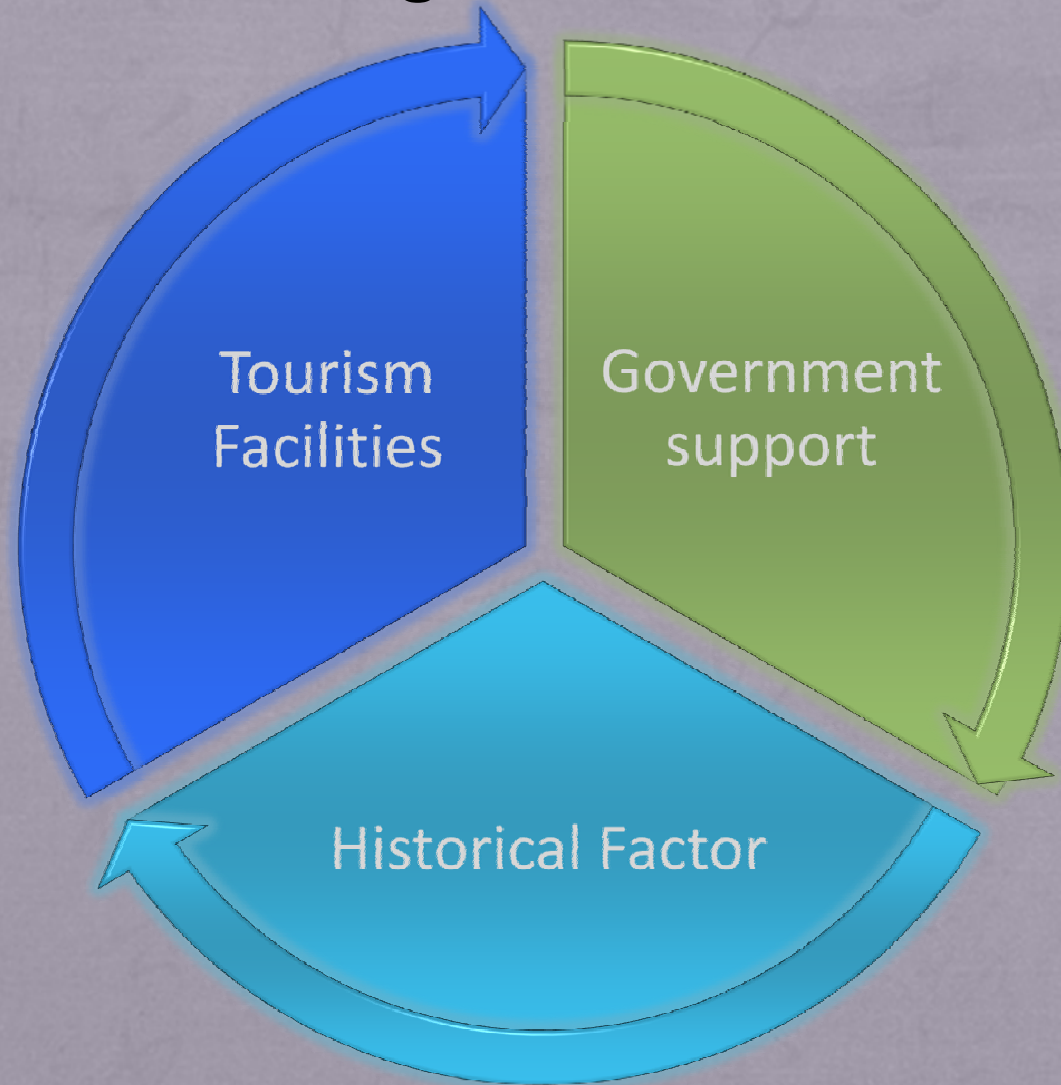


CONTENT OF PRESENTATION



STRENGTH

The internal advantages of Florence



HISTORICAL FACTOR

Birth place of
Renaissance

Important
trading center
in 15th century

- Church: San Giovanni, Cattedrale di Santa maria del Flore
- Museum: Musei Scientifizi
- Gallery: Galleria dell'Accademia

Unique architecture & style

GOVERNMENT SUPPORT

Widen main Streets

High accessibility to the hospital

Safe

Easy access to tourist information

GOVERNMENT SUPPORT

1) Good management of tourism sites

- Queue up before entering
- Control tourism flow
- Provide maps & guideline
- High security to protect masterpieces
- E.g. no photos & videos inside and check bags

GOVERNMENT SUPPORT

2)Widen main streets

- E.g. Via De Cerretani
- Streets around tourist sites
- Enable cars and carts to the streets

3)Accessible to the hospital

- Hospital at Piazza del Duomo
- Ambulances are seen everywhere
- Enable local and tourists safety

4)Safe

- Police patrol at tourist site

5)Easy access to tourism information

- Simple maps are found
- Clear road signs
- Information center at railway station



TOURIST FACILITIES

Hotels

Travelling

Restaurants
and snack
shop

High diversity
of shops

TOURIST FACILITIES

1)Hotel

- large quantity
- Different classes
- Easy to access
- E.g. at railway station and inner streets

2)Travelling

- Cart
- Sightseeing bus

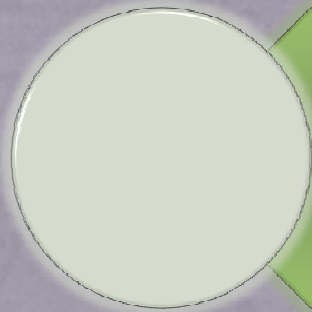
3) Restaurants and snack shop

- Local food with different shops
- With different prices
- With different kinds
- e.g. pizzas, ice-cream, pasta

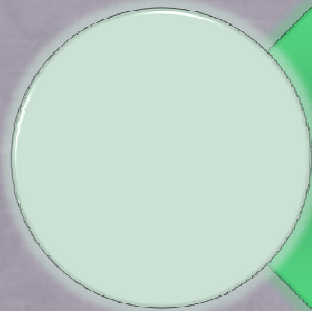
4) High diversity of shops

- In prices, e.g. Chanel, LV, Gucci, souvenir shops
- In Types, e.g. Clothes, food, leather product, galleries

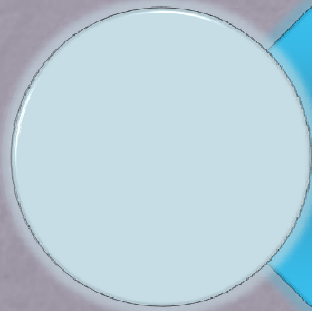
WEAKNESS



Transportation



Governmental



Commercial

1) Transportation

- Narrow streets
- Car entering the hot tourist spots
- Pedestrian areas
- No traffic lights



2) Governmental

- Lack of effective policy to tackle Graffiti
- Poor maintenance of buildings like outer wall
- Ineffective action on illegal hawkers
- Lack of disable facilities



3) Commercial

- Communication difficulty with shop owners
- Restaurants occupying the pedestrian roads

OPPORTUNITY

Development
of study tour

Maintenance
of heritage

Development
of modern art

Development
of Southern
Florence

1) Development of study tour

- Lots of historical heritage and works of art
- Develop cultural, historical and art study tour



2) Maintenance of heritage

- Most of them have high historical and aesthetic value
- A) maintenance of existing tourists spots
- B) maintenance of other heritages

3) Development of modern art

- a: development of street culture
- b: cultivation of new generation of artists



4) Development of Southern Florence

- a: garden in Southern Florence
- ->diversity of vegetation and ecological tourists
- b: Church, heritage in Southern Florence
- -> potential to be new tourist spot
- c: Develop new hotel in Southern Florence



THREAT

Competition
from other
Italian city

Increasing
tourists

Misbehaviour
of tourists

Pollution

Socialinstability

1) Competition from other Italian city

- No cooperation among the cities
- Vicious cycle
- Potentially reduce of tourists

2)Increasing tourists

- Increasing rate of degradation of antiquity
- Reduce value of antiquity and attractiveness
- Reduce economic return

3) Misbehavior of the tourists

- e.g. noisy -> negative externality
- Cost on others-> make other people feel hateful
- Reduce value of city

4) Pollution

- Heavy traffic-> air pollution or acid rain
- Water pollution->aquatic system
- Damage the flora and fauna and the antiquity

5) Social instability

Beggars on the street -> ask for money

CONCLUSION

Bright future of tourism in Florence

Some problems must be addressed

Main consideration: Historical value