

Geography of Tourism Research Report



Title: Milano Italy Report

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Aim

Aim of writing this report is to analyze one of the capital cities in Italy called Milano. After introducing Milan, SWOT analysis will be given from all the research. Conclusion will be analyze issue of Milan and Summary of this report

Introduction

Choosing a city for geography of tourism for report and presentation are one of the most challengeable decisions a researchers can make in his or her objective valuable or not. Would the chosen of city be interesting enough? Would it marketable enough and in demanded from information? Would it provide enough income for the researchers to gain enormous knowledge from chosen city? For these reasons it is also very important to choose the correct city, since the right choice of city can offer full of information and interests, give researchers experiences as well as provide high standard intel opportunities to search that would not be available otherwise. It is for the above mentioned reasons that researcher E nok David Kang decided to choose one of the capital cities Milan (Milano). Milano is on the verge of becoming an economic giant in Italy more than capital city Rome. Within the last 10-15 years economic activity and business opportunities have grown exponentially in this region. Along with business and trade, there have been increases in travel, tourism, hotels and other architecture buildings that cater to out of town businesspersons and tourists. In the middle of all these dynamic occurrences, lies in Milan. It has world class business and the greatest historical buildings from Italians, and the tourist/businessperson traffic to and from it increases each year. With growth in tourist facilities, there has also been a growth in demand for artificial architect buildings and that demand will continue to grow for many years to come. Although there are various cities and countries that offer incoming tourists, they are substandard in the history, culture, and architecture that they impart on the tourist. First of all majority of the city Milan, city offers the greatest architecture buildings from the history. According to quote *"The average tourist wants to go to places where there are not tourist"* Sam E(1971) millennium centuries tourists are looking for worldwide and trying to figure out their demand from new eye sight what they have never seen before their life. Therefore city Milan provides historical European architecture and grandeur buildings to the tourist as Duomo di Milano, Castello Sforzesco, Stadio Giuseppe Meazza and Teatro alla Scala di Milano.

Findings Location & Population



Before introducing about findings in city Milan, would like to introduce history about Milan. Origin of name Milan was called Medhlan by Celtic people. During BC 222, the city has been captured by Roman Empire to become successful city.

To be famous city, city Milan is located southern Europe and in Italy north parts, just near the board between Switzerland Southern west part (near the city Lugano). Geographical location is (Longitude 9, 11, 29.64 & Latitude 45, 27, 50.56) and has pride on first largest population in Italy. Since country Italy is parts of EU (European Union), the rank of population at Milan is 5th in EU countries cities with 4,345,000 people in 2,370 km² (915 sq mi) in land (Please attach Appendix 1&2 for population). Astonish from the population, city Milan has 13.9% of aboard population and rank top 10th for the most important city for finance, business, economy and the city is holding 26th of richest purchasing power. To support these aspects, year 2008's GDP of Milan was 7th around EU countries cities. If there is merits, demerits are follow that City Milan is twelve the most expensive to people to survive in this city around the world.

According to Appendix2 population of Milan, over all age is mostly twenty years to fifty nine ages. This appendix provides an evidence that population of male is superior then female about two percentages. From this results, Milan concludes mid ages and most of them are businessman & woman.

Findings Climate



Temperature would be affecting to tourism and for tourists to select the destination. Fortunately, General climate in Milan is standard climate as worldwide. It has four seasons. According to appendix 3 shows green label on Milan which temperature is not as cold and dry. If there is fortunate there will be unfortunate follows that most of residents and tourists are feeling damp air, therefore it is hard grow dry agricultural products, dried fish, jerky, and etc. General changing of temperature in Milan (Appendix 4), the graph shows increasing of temperature between January and it became highly reached until July. After July, it turns to decreasing of temperature afterwards.

Findings Transportation



Having complicated transportation would make tourist's tiredness and barriers to select destination. Around worldwide, some countries could have traffics, might have low technological transportations, unpaved road, and etc. Immense advantages to having a large number of tourists, technical transportation of Milano would be distinguishing in many different fields, specially subway and railway. According to appendix 5, map of subway is complicated to tourist, but every single subway station does have information and information center to support more than four languages (English, Italian, Dutch and French) to help tourist. For the railway (train), Italy diplomat have made agreements with EU countries on railway system. For example Switzerland (Neuchatel) to Milano is just four and half hours by train and if the tourists are having passport or EU permit cards it is easy to cross the board.

Findings Architecture Duomo di Milano



Church Duomo di Milano is one of the historic spot in the world. Duomo di Milano has been started to construct in year 1386th. During this period, French architectures had authoritative then Italian architectures. Therefore, to build Duomo di Milano, French architectures were involved with famous senior engineer Nicolas de Bonaventure from France. There were barriers to complete Duomo di Milano cause of historical reasons (Please attach appendix 6 year table: constructing period for Duomo di Milano). Under reign of the King Napoleon, the church has been completed. Purpose of to visit this place to figure out Medieval Europeans architectures.

Findings Architecture Castello Sforzesco



Castello Sforzesco is a castle which started to establish from 14th centuries. In millennium century, it became well known for attraction of Milan and museum of art. Constructing of building was planning from Sforcha and reconstructed from next generations. The building had tragedy on explode during World War II year 1943 by the allied forces. After World War II Italian architecture group (BBPR) planned to reconstruct Castello Sforzesco as Museum. Castello Sforzesco is now well known as civici Musei d'arte e Pinacoteca del Castello Sforzesco. The building exhibit, the last art work from Michelangelo's the Rondanini Pietà, Leonardo Davinci's Codes Trivulzianus and Rondanini Pietà, Andrea Mantenga's Trivulzio Madonna. It also exhibits on antique furniture, musical instrument, ancient's prints and etc.

Findings Stadio Giuseppe Meazza



Length 105(M), Width 68 (m), consulted in year 1926, property by AC Milan foot ball club, located in capital city of Milan, name Stadio Giuseppe Meazza is one of the biggest stadium in Italy. The Stadium has been constructed in year 1925th. “Special for this stadium, there is no track and field, only stands for football and rugby” (*Fuicesco* 2010). In year 1926th September 19th, stadium had first game with AC Milan football club verses with FC Internazionale Milano. The stadium could accommodate about fifteen thousand in 1940th but after Heysel Stadium disaster(year 1985) happen, stadium only allowed nine thousand of audience. Since stadium is pride of Italy, the stadium had considerable events (Appendix 7).

Findings Teatro alla Scala di Milano



Every each countries does have own national museum and pride for their museums. If Germany has pride on *theater Richard Wagner Festspielhaus*, Russia for *Bolshoi Teatr Staatsoper*, *Staat Wien* in Austria, there is one of the historical theater in Italy Milano is called *Teatro alla Scala di Milano*. The theater could accommodate 3,200 for audience during in 1776 but unfortunately, it has been burnt in year 1776 February. After 1946th under Arturo Toscanini, the theater greeted first night. Lots of architectures are saying, the Museum is very classic and modern style of building. Tourists could feel soul about Mid age in from Milan and how nobler and Royal class were high class. In history of Italy, Nobler and priests were corrupted. Even the middle class was having finance problems as purchasing of the foods, limited entertainments and most of middle class nation were farmer.

SWOT Analysis of destination city Milano



To research on Strengths, Weaknesses, Opportunities and Treat will be an asset to make improvement on products. For this city, it is one of the capital cities in Italy and functioning Business, Economic, Trades, project of tourism, and historical buildings are proposed to tourists to visit in Milan. The city is also asset to increase revenue of Italy from these facts. Since Milan is densely populated area, to rent or stay for long journey of tour in Milan, the prices for accommodations are exorbitant rates comparing with other city. Therefore tourists are mostly having an accommodation outside city from Milan. This fact will be weakness of Milan to losing privilege to increase revenue from the tourists. Realistic from the tourism, historical buildings and places are too frivolously for tourists to visit; from these causes, those places will be turning to lesser known place. If these causes are solved by giving a promotions and benefit of new site of view to the tourists, cost effectiveness on price of accommodations and more focusing on education, Milan will be peerless from other capital cities and finding more opportunities to improve this city.

Conclusion

To articulate conclude on city Milan, city was hard to research weaknesses rather than strengths. The city provides no disadvantages from transportation system, location is too accurate to propose tourist to make tour (near the board from east north Switzerland, and east north from France) and historical buildings and places are supporting to make fantastic tour for tourists. Most of the tourists are sink in to architecture from modern Italian and French buildings, classicism of Roman Empire, church and reign of catholic.

To select destination to Milan from tourists will be continuous and development of tourism is now running at a breakneck speed comparing with other cities. However, Milan is standing on the brink of precipice from accommodation for tourists and citizens. Since Milan is concentrated from economic, business, trades and famous attractions, city cannot provide low price of accommodation fees. If the city offer low price index and prices of staple commodities as accommodation, or to construct more apartments to increase population, there will be increasing of tourists to visiting city Milan because even Milan is holding this issues, still there is raising on population and tourists.

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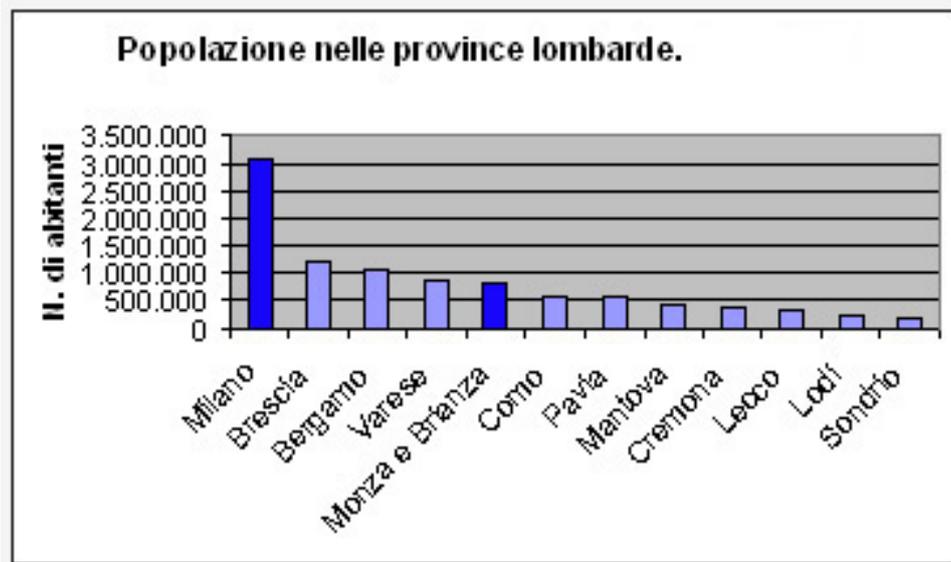
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References for Pictures

- *Google Webpage (Images)*
- *Enok David Kang's personal Picture Year 2009*

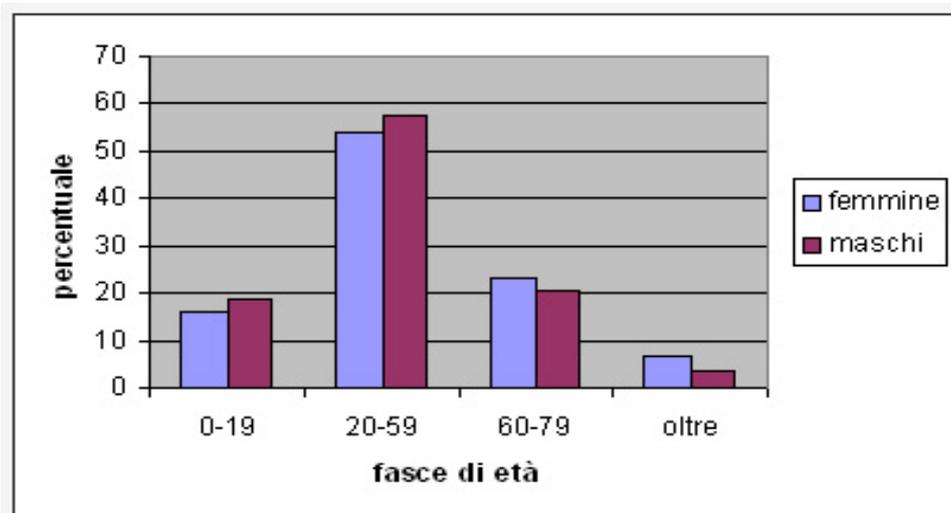
Appendixes

(Appendix 1 for population in Italy city)



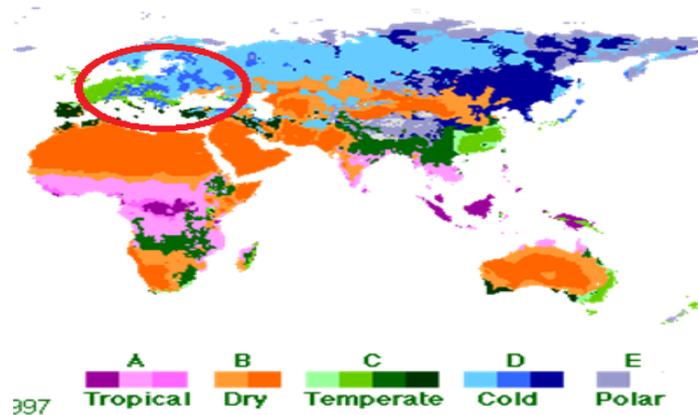
(Source: Italy Government 2008)

(Appendix 2 for Male & Female Population in Milan)



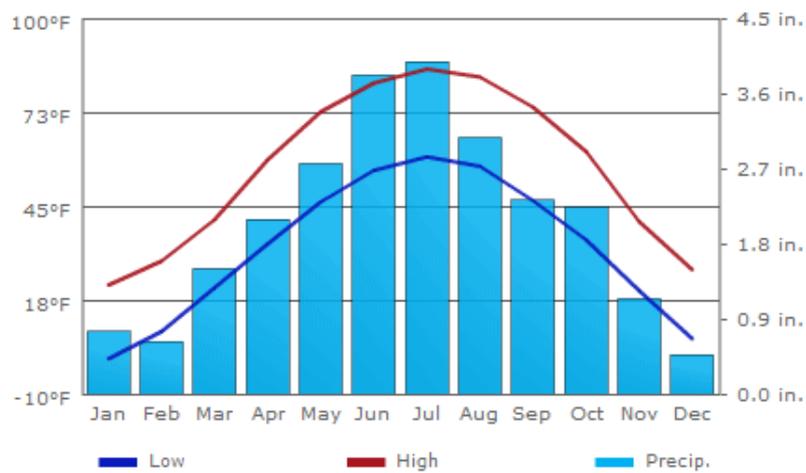
(Source: Milano Government 2008)

(Appendix 3 for General Climate in Milan)



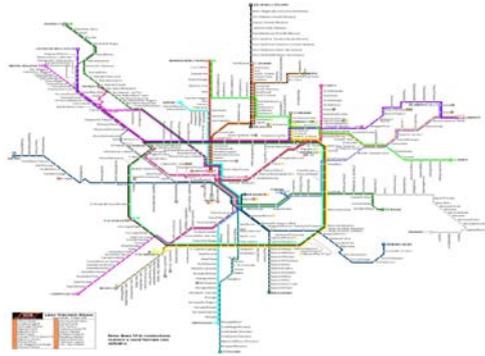
(Source: Italy Government 2009)

(Appendix 4 for changing temperature graph)



(Source: Italy Government Climate department)

(Appendix 5 Map of Subway in Milan)



(Source: Rail way in Italy)

(Appendix 6 Time table of constructing period for Duomo di Milano)

| | | |
|----------------|--|---|
| Year 1386 | Antonio da Salucho (Priest) | Begin to construct |
| Year 1389 | Nicolas de Bonaventure | French architecture involved |
| Year 1399 | Jean Mignot | Another French senior architecture involved |
| Year 1402 | Half of Duomo di Milano was completed | |
| Year 1571 | Pellegrino Tivaldi | Italian Architecture |
| Year 1575-1585 | Priest's office has been completed | |
| Year 1762 | Madonnina steeple has been completed | |
| Year 1805 | Reign Napoleon has been completed construct of Duomo di Milano | |

(Source: History of Dumo di Milano, Chart has been created by Enok David Kang)

(Appendix 7 Considerable events from Stadio Giuseppe Meazza)

| Season | Milan average | Inter average | Milan trophies | Inter trophies |
|---------|---------------|---------------|---------------------------------------|--|
| 1980–81 | 31,282 | 42,248 | | |
| 1981–82 | 45,781 | 43,970 | | |
| 1982–83 | 35,111 | 45,171 | | |
| 1983–84 | 53,136 | 43,388 | | |
| 1984–85 | 60,941 | 52,572 | | |
| 1985–86 | 56,782 | 53,622 | | |
| 1986–87 | 66,210 | 53,215 | | |
| 1987–88 | 73,284 | 47,812 | Serie A | |
| 1988–89 | 73,209 | 58,175 | European Cup | Serie A |
| 1989–90 | 59,054 | 50,142 | European Cup | |
| 1990–91 | 77,488 | 54,946 | | UEFA Cup |
| 1991–92 | 77,868 | 48,783 | Serie A | |
| 1992–93 | 75,830 | 45,126 | Serie A | |
| 1993–94 | 65,708 | 49,469 | Serie A UEFA Champions League | UEFA Cup |
| 1994–95 | 56,659 | 40,523 | | |
| 1995–96 | 60,973 | 46,873 | Serie A | |
| 1996–97 | 55,894 | 50,806 | | |
| 1997–98 | 54,432 | 67,825 | | UEFA Cup |
| 1998–99 | 57,760 | 68,459 | Serie A | |
| 1999–00 | 58,522 | 66,546 | | |
| 2000–01 | 52,304 | 55,582 | | |
| 2001–02 | 58,616 | 62,434 | | |
| 2002–03 | 61,534 | 61,943 | Coppa Italia UEFA Champions League | |
| 2003–04 | 63,245 | 58,352 | Serie A | |
| 2004–05 | 63,595 | 57,295 | | Coppa Italia |
| 2005–06 | 59,993 | 51,371 | | Serie A* Coppa Italia |
| 2006–07 | 47,117 | 48,284 | UEFA Champions League | Serie A |
| 2007–08 | 56,579 | 52,010 | | Serie A |
| 2008–09 | 59,731 | 55,345 | | Serie A |
| 2009–10 | 43,084 | 53,493 | | Serie A Coppa Italia UEFA Champions League |

(Source: Wikipedia image events table of Stadio Giuseppe Meazza)