

# NEXTSTATION

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## 5<sup>TH</sup> INTERNATIONAL CONFERENCE ON RAILWAY STATIONS



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# **Interconnection and Intermodality In Train Station: a Key Element For Tourism Development Linked To High Speed Rail**

## ***French cities' case***

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4-A - Stations for high speed services

*Based on a paper written with Sylvie Benoit-Bazin, Reims University, France*



# Introduction

Literature studies show no systematic positive impacts of HSR on tourism (Delaplace, Benoit-Bazin, Pagliara, 2014, Benoit-Bazin, Delaplace, 2013)

Evolution is different according to

- Amenities (natural, cultural, gastronomic heritage, etc.)
- City size
- Quality of the HSR service
- Tourism and transport policies

=> A key element in the evolution: policies of **interconnection** and **intermodality**

- Intermodality is *“a characteristic of a transport system that allows at least two different modes to be used in an integrated manner in a door-to-door transport chain”* (European Commission)



# Content

- ❑ Part 1: **Interconnection** and intermodality : a key issue for tourism promotion in HSR station
  
- ❑ Part 2 **Interconnection** and intermodality in French HSR stations





## Part I Interconnection and intermodality in HSR station : a key issue for tourism promotion

- Theoretical framework: services economy: transport services should be designed for the whole tourism mobility chain from door-to-door (Home to the final destination)
  - => Seamless tourism mobility is **an architectural or recombinative transport service innovation** (Gallouj and Weinstein, 1997)
  - For Tourists
    - Time savings linked to HSR must not be lost with other transport modes needed to reach the final destination
    - Total travel time and total journey quality are part of **destination experience** (a new issue for tourism)
- ⇒ Question of the articulation of different speeds in HSR stations must be taken into account

*“The interchange is a critical part of HSR and the door-to-door journey” (Hickman et al. 2015)*



# Part I Interconnection and intermodality in HSR station : a key issue for tourism promotion



HSR / Rail



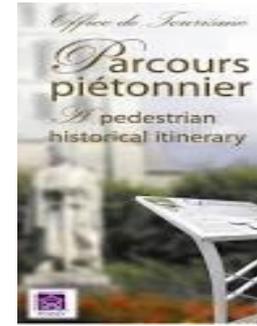
HSR from one city to another city

HSR / Road



Bus / city tour near HSR station

HSR / Soft Modes



Pedestrian route and circuits from HSR towards tourism sites



HSR + classical train in HSR station



Taxis in HSR station



Bicycle in HSR station towards the final destination



HSR + Tramway in HSR station



Car renting in HSR station



Bicycle taxi in HSR station



# Les applications mobiles utiles pour votre séjour à Reims

TOURS





## Part 2 Interconnection and intermodality policies in French HSR stations

**Service innovations must also be accompanied by organizational innovations to produce the best connection from the station towards the tourism sites**

It is the case

- Between rail transport operators and urban transport in cities by producing a single ticket (rail /Metro/Bus/Tramway, etc.)
- With city urban planning department to
  - Improve pedestrian and Bicycle ways from the station towards tourism sites
  - Conceive a tourism-oriented sign system





## CITY GUIDES: FAVORITE DUO DESTINATIONS

NICE 2 FOR 1



LYON 2 FOR 1



BORDEAUX 2 FOR 1



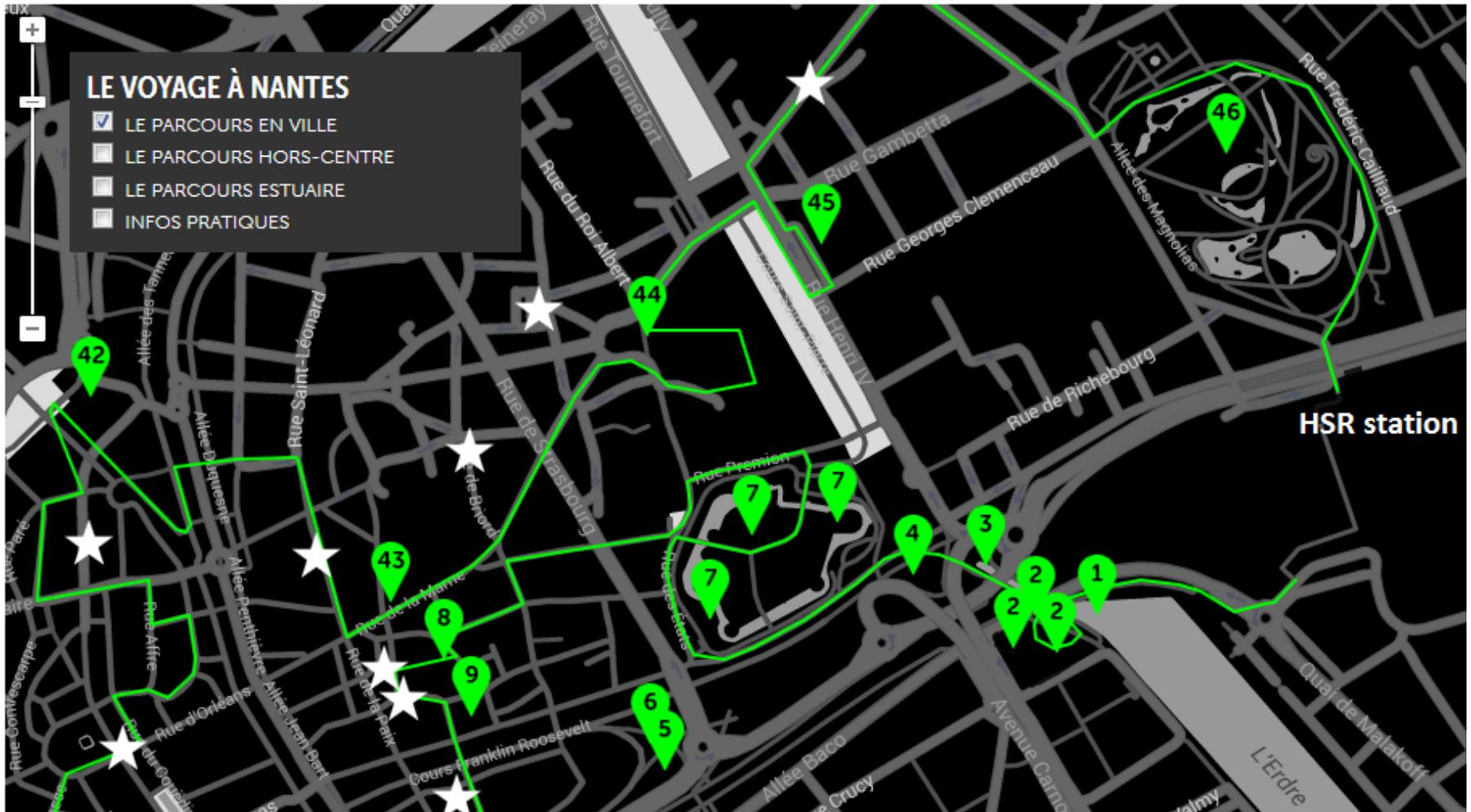
artists perform in the café bar of your TGV, so the music starts even before you arrive. And you can get real-time news about your on-board favourites at #TGVLIVE.

-To reinforce the link between transport and tourism destination by producing events in train linked to the destination (TGV Live)





# PART 2 Interconnection and intermodality policies in French HSR stations



Ms DELAPLACE – Lab’Urba -University of Paris East Marne –  
HSR Tourism and intermodality





## Conclusion: policies are needed

**HSR can promote tourism but only with conditions.**

It is necessary

- To fight against the possible decrease of the average length stay
- To attract repeaters and new travelers

=> Produce and renew the destination (new packages) =>  
Organization of new transport services

- To enlarge the destination by suggesting new places to be visited

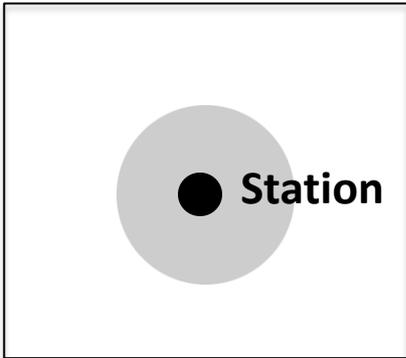
- In the city and
- Outside in other tourism cities

=> Organization of new  
transport services

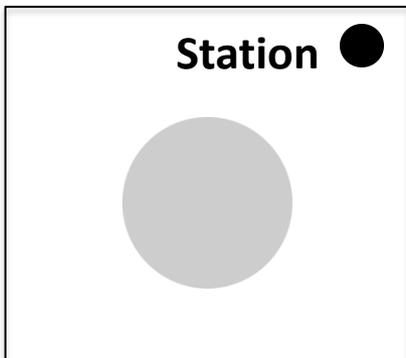




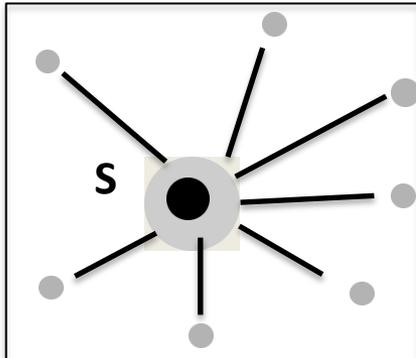
**Conclusion: Interconnection and Intermodality are depending on different types of tourism and stations**



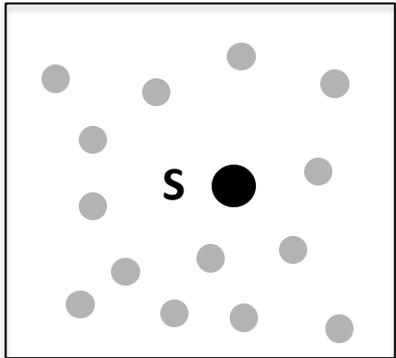
**A Polarized  
Tourism**



**B Polarized  
+ Distant Station**



**C Polarized  
+ diffused tourism**



**D Dispersed  
tourism**



# THANK YOU

# MERCI

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