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

*French cities’ case*

- Marie Delaplace
  Full professor, Lab’Urba, Parisian School of Urban Planning, University Paris –Est Marne, France

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)
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 / Road

HSR / Soft Modes

Pedestrian route and circuits from HSR towards tourism sites

HSR from one city to another city

Bus / city tour near HSR station

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
Part 2

Interconnection and intermodality policies in French HSR stations

Designing the whole transport services can be based on existing services innovations in HSR station – Geo-tracking – Applications with Smartphone (Monument Trackers) but with transport services – Free Wifi connection inside HSR station (Reims) but also inside other transport modes

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

B Polarized + diffused tourism

C Polarized tourism

D Dispersed tourism
THANK YOU

- DELAPLACE Marie/university of Paris-East
- Marie.delaplace@u-pem.fr
- http://www.laburba.fr/