

Shopping Centers and Public Transport: Study of the Shopping Centres Trips of Algiers City

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Abstract : The city of Algiers constitutes the first commercial pole of the country; 56.3% of its economic entities come from the commercial sector. Shopping centers are the new form of commerce that has emerged in the city since the 2000s. They are considered to be commercial and leisure poles and major generators of travel. However, shopping centers in the capital Algiers are poorly served by public transport, and their choice of location is mainly conditioned by the availability of land; accessibility by public transport does not appear to be an important criterion in the choice of their location. As a result, travel to and from these commercial centers is mainly by car, which breaks with the sustainability objectives of national transportation policy. Our study attempts to examine the impact of public transport accessibility of shopping centers on consumers' travel behaviour. The main objective of this research is to determine the link between the accessibility of these facilities, the use of private cars, and public transport modes. To this end, we analyze the choice of travel mode of consumers and the different factors that determine it by focusing on the influence of accessibility. The results showed a considerable influence of the accessibility on the travel behavior of the consumer in Algiers, so it is recommended to improve the accessibility of shopping centers by public transport in order to contribute to a modal shift.

Keywords : accessibility, shopping centers trips, public transportation, Algiers

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