CERGY PARIS UNIVERSITÉ

RIVIERA
FRENCH-ITALIAN
INTERNATIONAL TRANSPORT SEMINAR
IUAV - CY CERGY PARIS

CY Transport
logistique, mobilités
et aménagement

I U A V

TOURIST MOBILITIES

IN THE HINTERLAND OF NICE/ALPES MARITIMES DEPARTMENT

Lucy Grosse, Edith Hart, Ange Martin, Raphael Thomas

DEFINITIONS :

- **What's an hinterland ?**

Andre Vigarée: triptych hinterland ⟶ foreland ⟶ port

Areas served by land transport infrastructure (roads, railways, etc.) connected to this port

DEFINITIONS :

- **What's tourist mobilities?**

The movement of individuals for leisure, recreation, or exploration purposes across different geographical locations

- Various modes of transportation

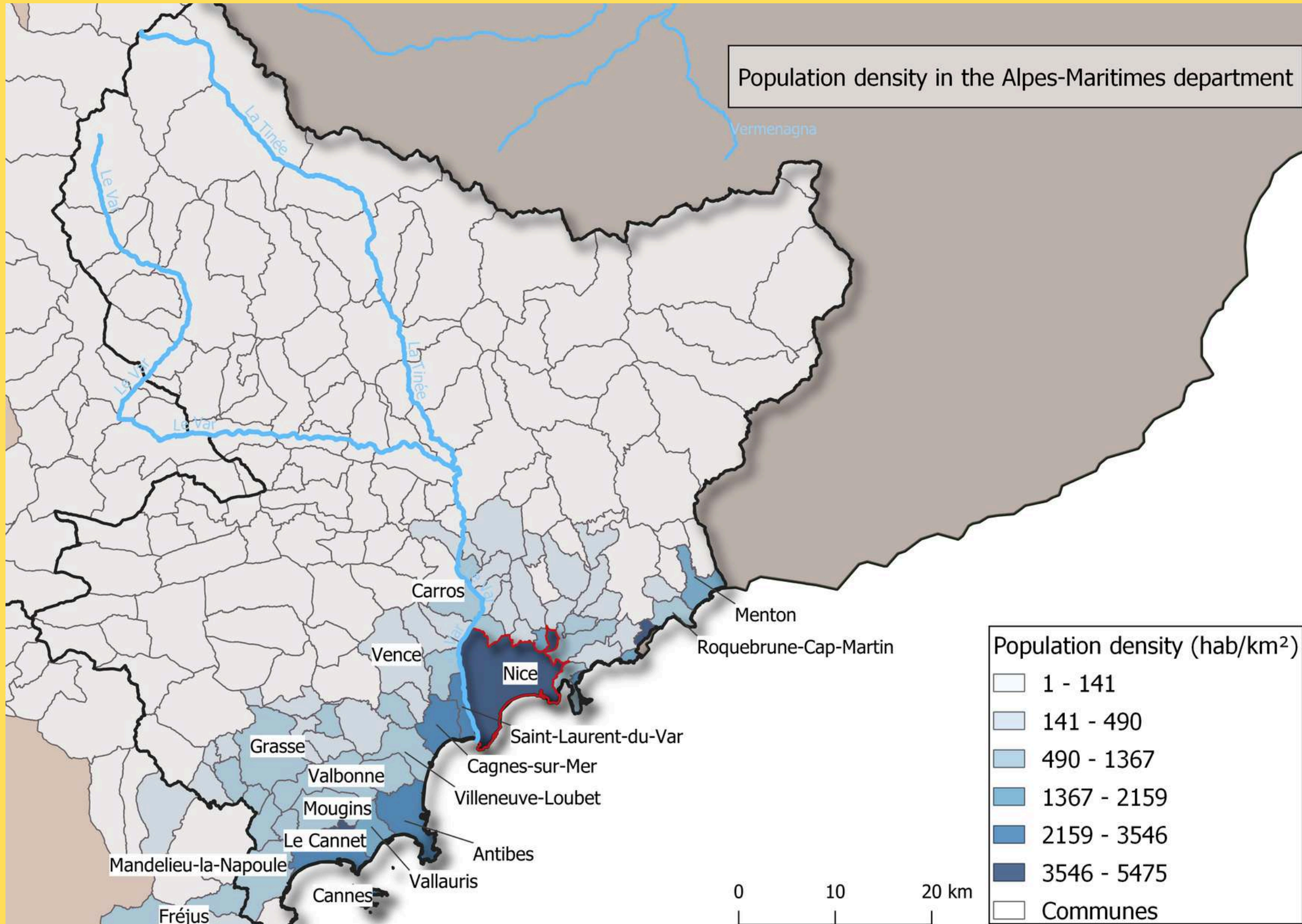- Accessibility, affordability, safety, and the appeal of destinations

THE QUESTION

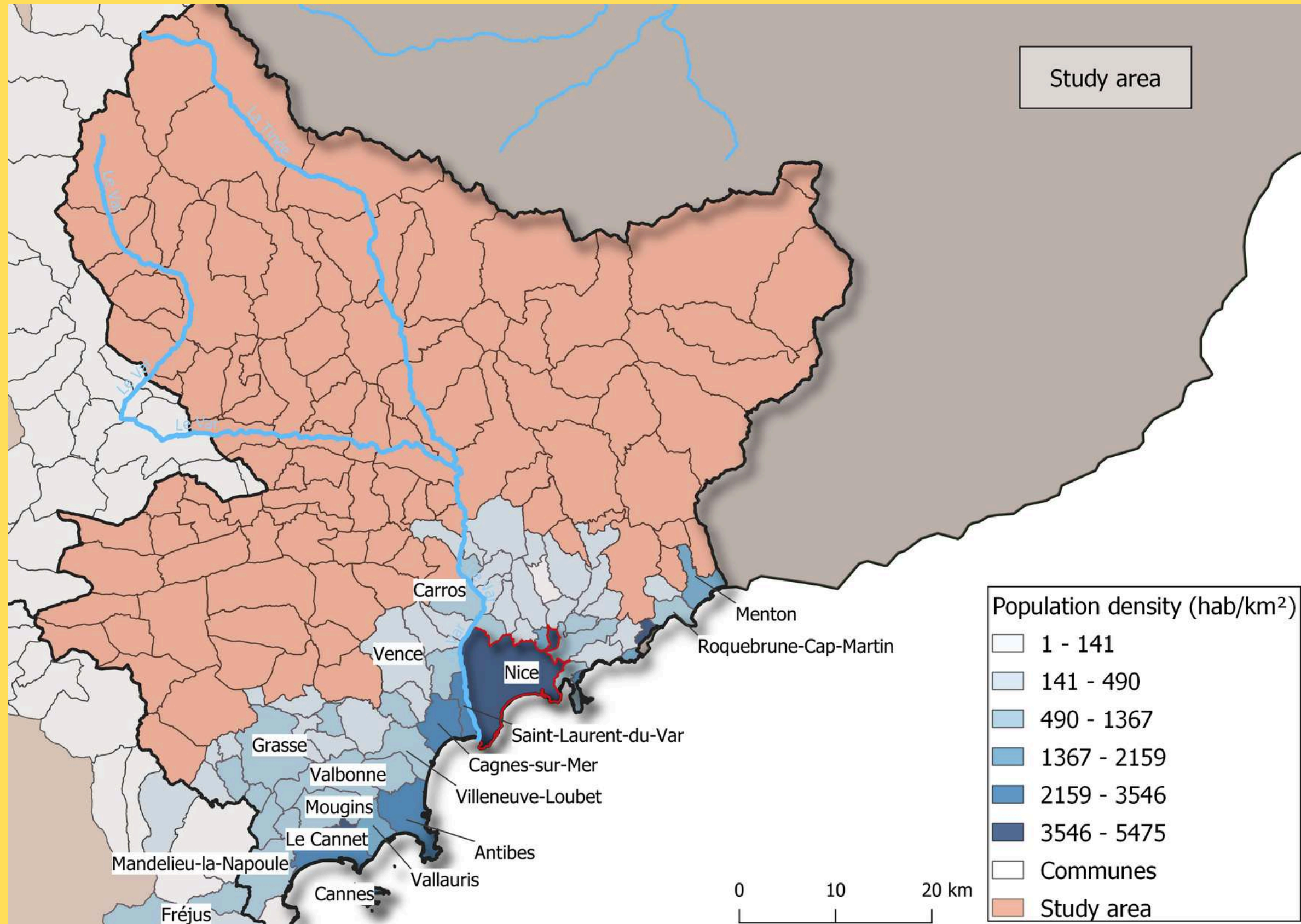To what extent does tourist mobility unify or not the Nice hinterland ?

HINTERLAND OF NICE

Population density in the Alpes-Maritimes department

La Tinée

Vermenagna

Le Var

La Tinée

Le Var

Carros

Menton

Vence

Roquebrune-Cap-Martin

Nice

Saint-Laurent-du-Var

Cagnes-sur-Mer

Grasse

Valbonne

Villeneuve-Loubet

Mougins

Le Cannet

Antibes

Mandelieu-la-Napoule

Vallauris

Cannes

Fréjus

Population density (hab/km²)

- 1 - 141
- 141 - 490
- 490 - 1367
- 1367 - 2159
- 2159 - 3546
- 3546 - 5475
- Communes

0   10   20 km

A territory separated in 3:
- Nice
- Foreland
- Hinterland (demographic unit)

HINTERLAND OF NICE

Study area

Population density (hab/km²)
- 1 - 141
- 141 - 490
- 490 - 1367
- 1367 - 2159
- 2159 - 3546
- 3546 - 5475
- Communes
- Study area

Carros
Menton
Roquebrune-Cap-Martin
Vence
Nice
Saint-Laurent-du-Var
Grasse
Cagnes-sur-Mer
Valbonne
Villeneuve-Loubet
Mougins
Le Cannet
Antibes
Mandelieu-la-Napoule
Vallauris
Cannes
Fréjus

0   10   20 km

The study are:
- Base with a density between 1 to 141 hab/km²

HINTERLAND OF NICE

- **<u>Geophysics of the hinterland</u>**

A territory separated in two:
- Significant relief in the North-East of the Country.
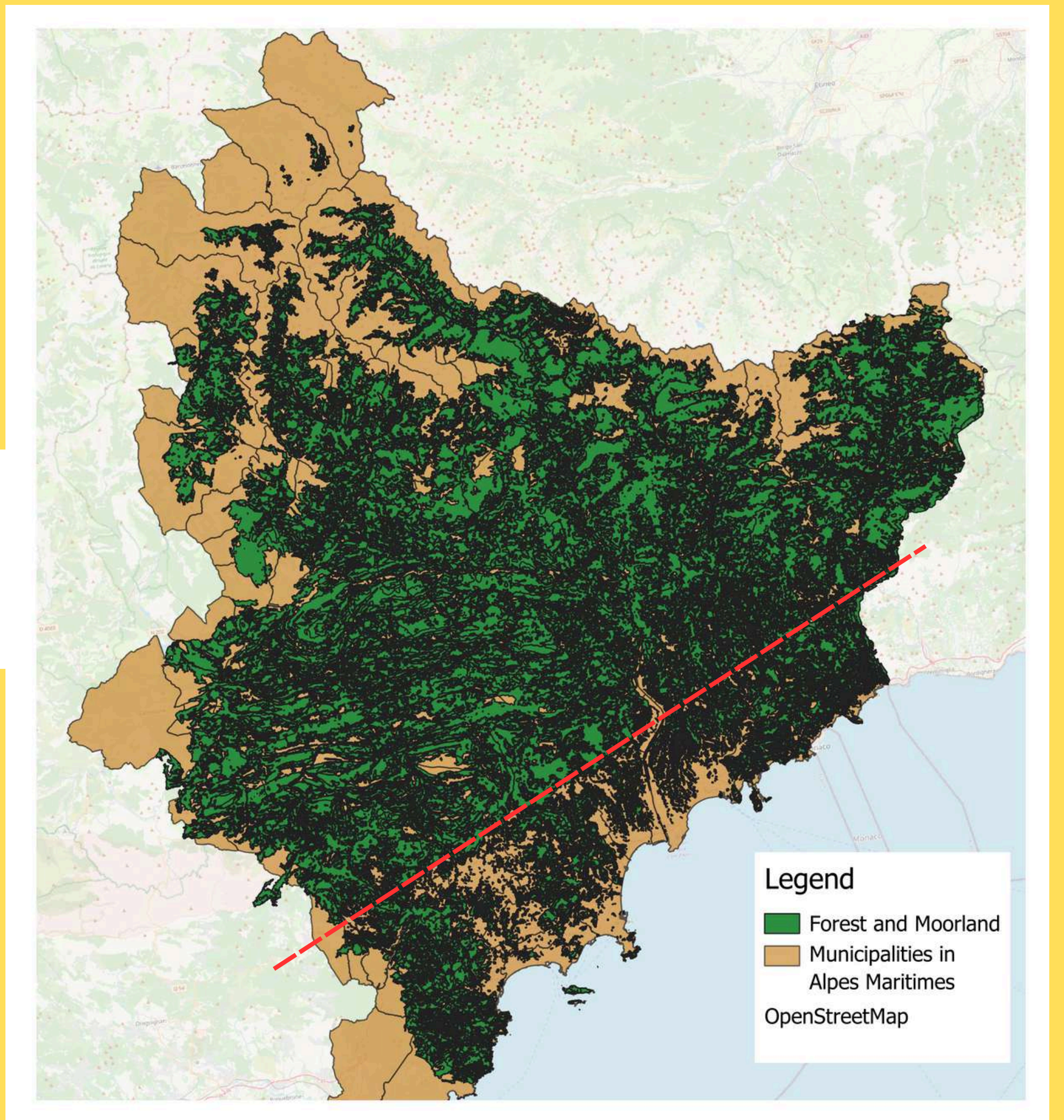- Deep valley which also traces roads and railway lines

Drastically more relief compared to the forecountry and the port
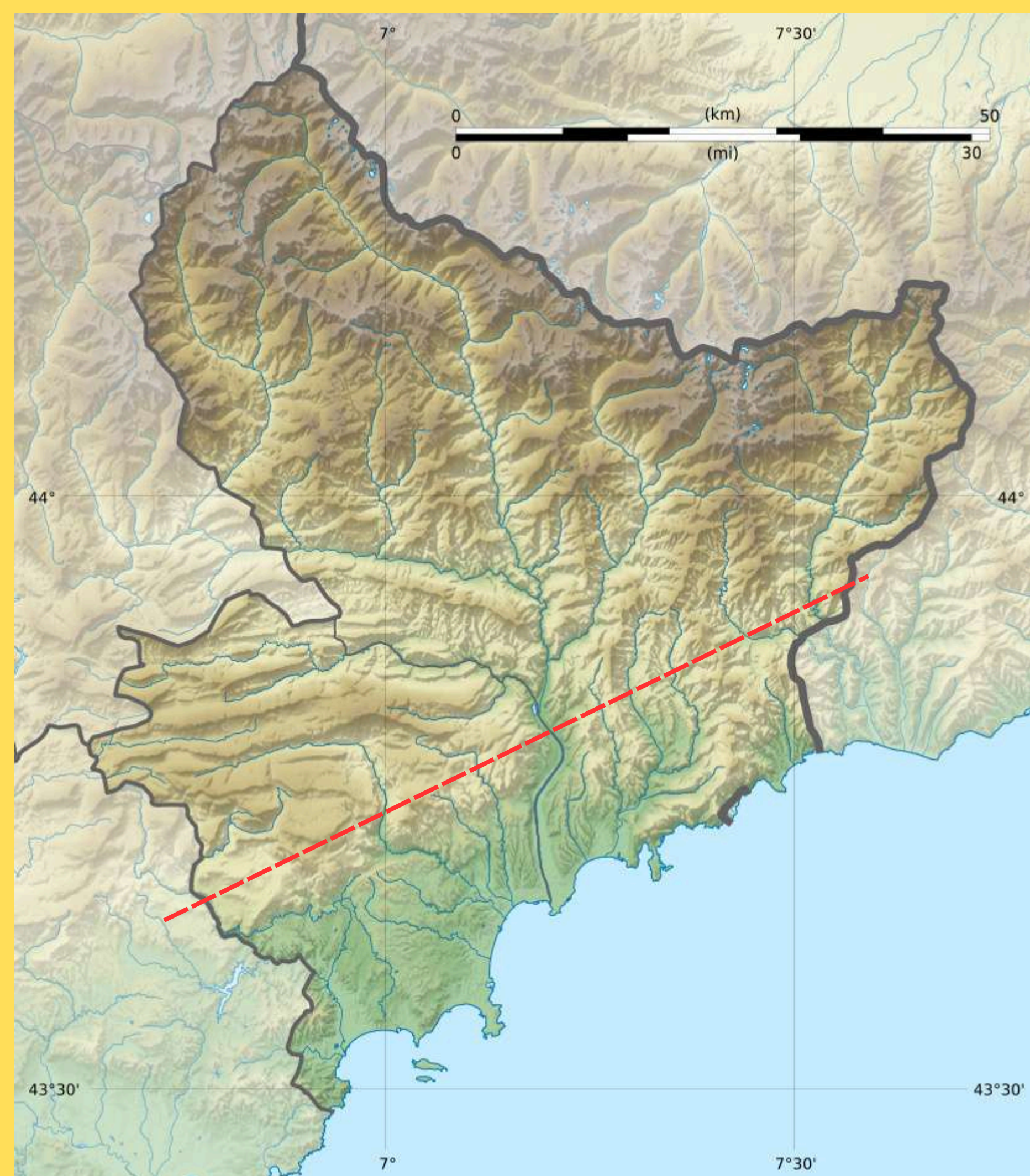
HINTERLAND OF NICE

- **<u>Diagnotic of the main natural hazards and physical constraints of the area</u>**

  *F*ire and drought risk in the entire zone

Legend

Forest and Moorland

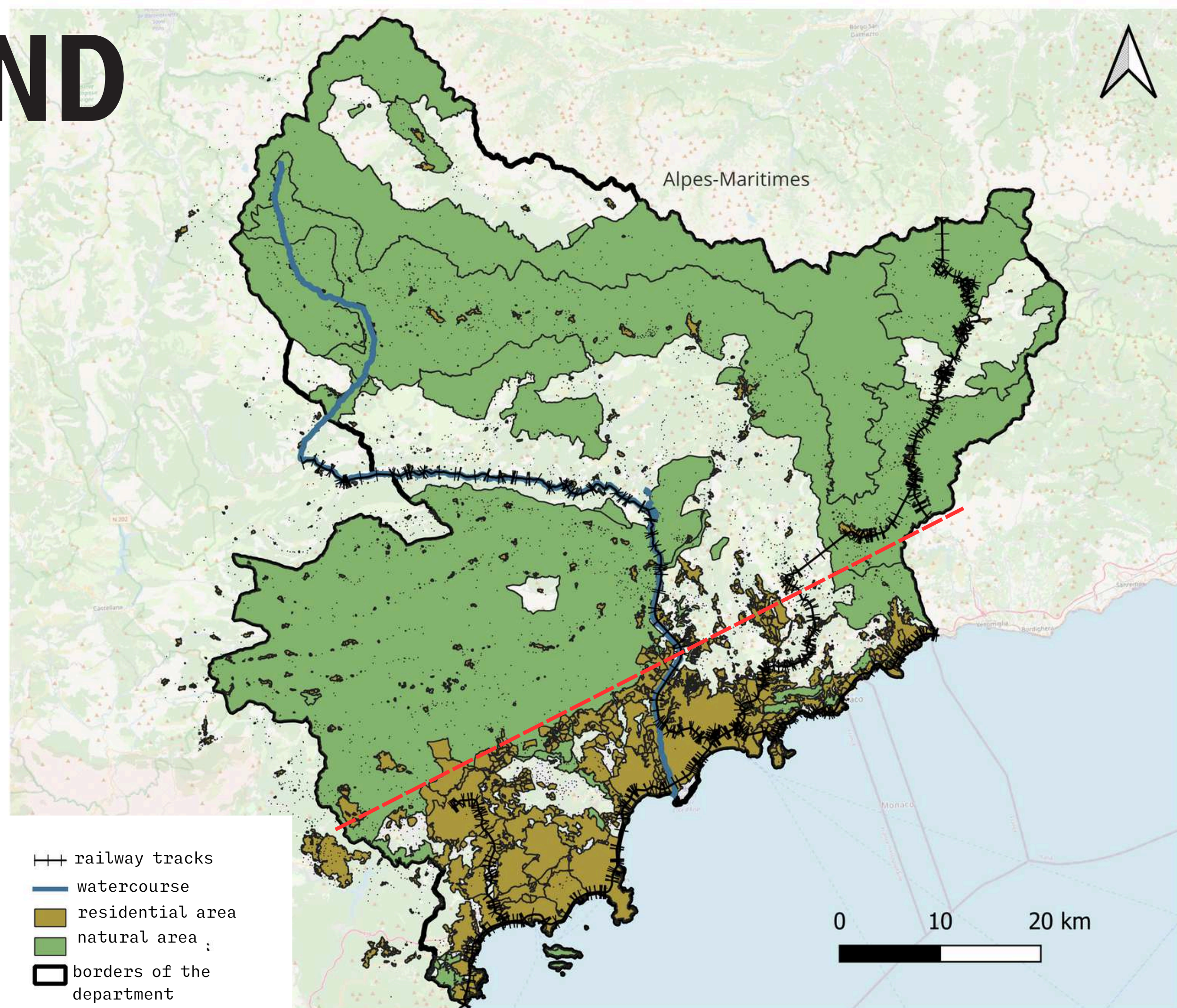Municipalities in Alpes Maritimes

OpenStreetMap

HINTERLAND OF NICE

Land Use in the hinterland

A territory separated in two:
- Significant inhabitants areas in the coastline
- Majority of forest in the hinterland

railway tracks
watercourse
residential area
natural area
borders of the department

HINTERLAND OF NICE

- **Diagnotic of the main natural hazards and physical constraints of the area**

  Dealing with the risk of flooding

Map of the Aples Maritimes region covered by a flood risk prevention plan
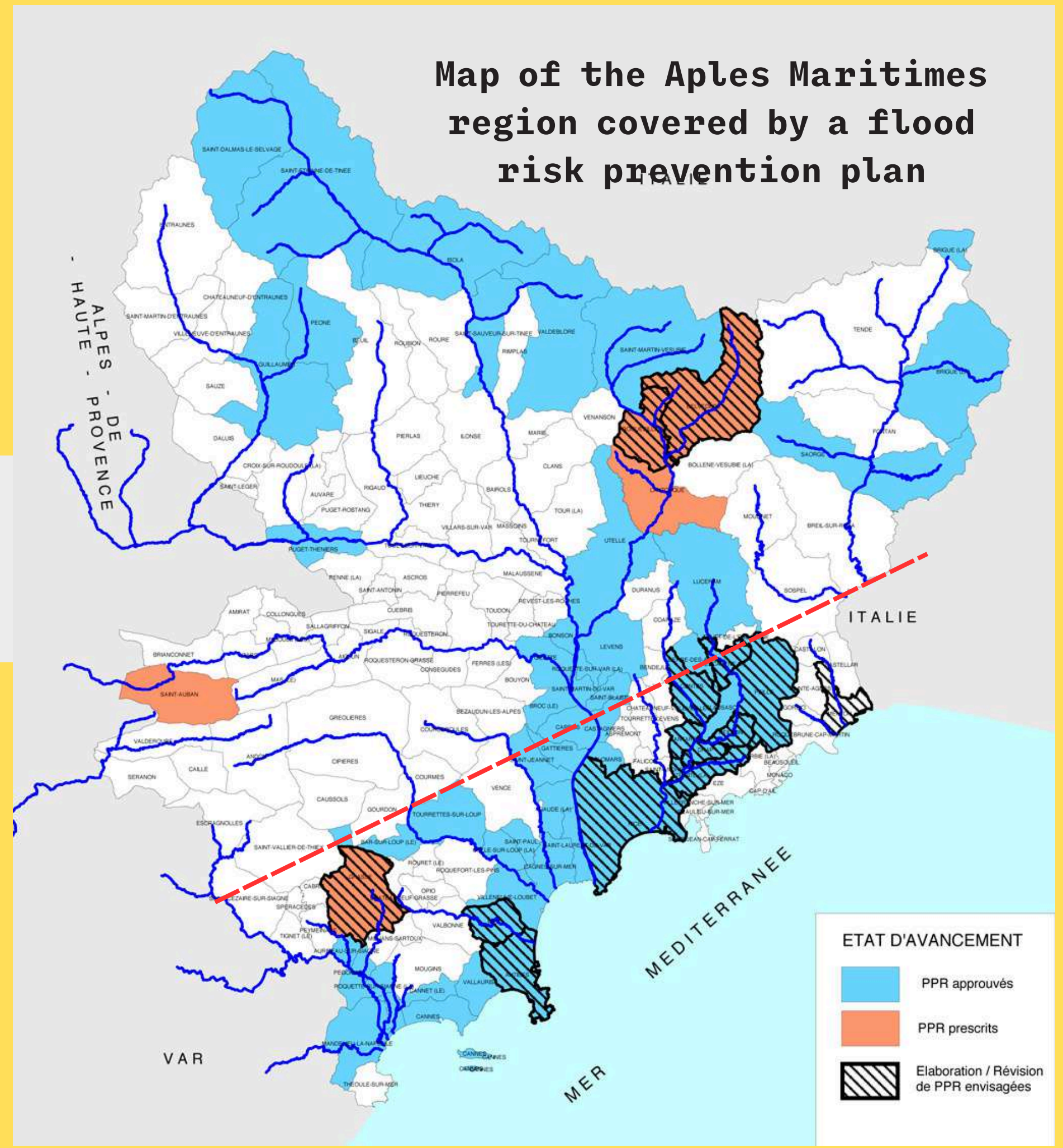
HINTERLAND OF NICE

- **Preventive measures to contain natural hazards**

Source : BFMTV

What actions are being taken?
Risk prevention plan (PPR)
Budgeting of protection measures at departmental level
Protective measures for homes and transport infrastructures

How does this interfere with mobility?
Protecting railroad lines to ensure mobility
ex : Roya valley line
Protection of road infrastructures

Fire
Preventive measures for tourists
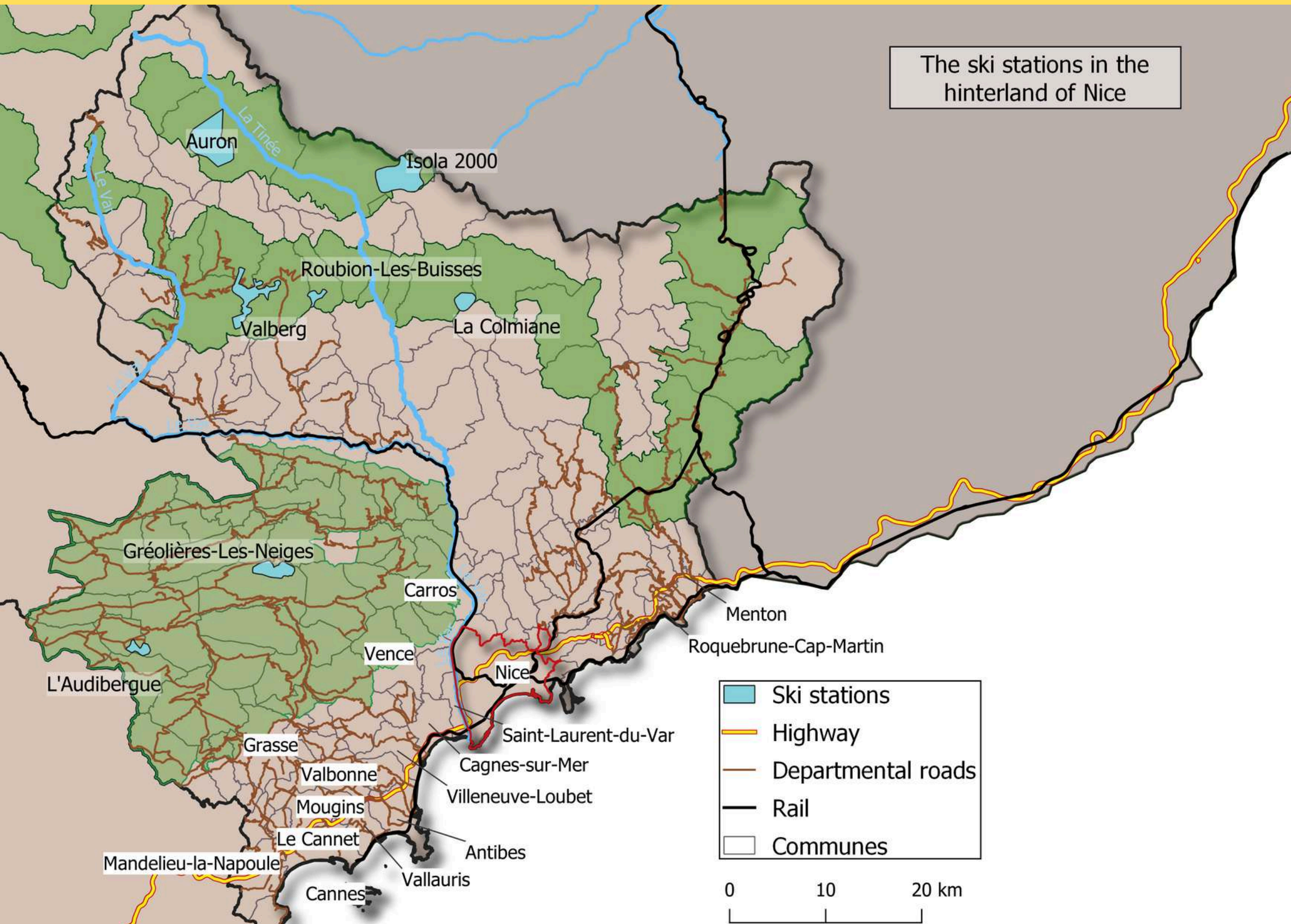*Mobilization of firefighters and material during the summer period*

#PREVENTIONFEUXDEFORETS

L'IMPRUDENCE DÉTRUIT
NOTRE NATURE !

90 % DES DÉPARTS
DE FEUX DE FORÊTS SONT
D'ORIGINE HUMAINE

Source : Département des Alpes Maritimes

TOURISM IN HINTERLAND

The ski stations in the hinterland of Nice

La Tinée

Le Var

Auron

Isola 2000

Roubion-Les-Buisses

Valberg

La Colmiane

Gréolières-Les-Neiges

Carros

Menton

Roquebrune-Cap-Martin

Vence

Nice

L'Audibergue

Saint-Laurent-du-Var

Grasse

Cagnes-sur-Mer

Valbonne

Villeneuve-Loubet

Mougins

Le Cannet

Antibes

Mandelieu-la-Napoule

Vallauris

Cannes

| Ski stations |
| Highway |
| Departmental roads |
| Rail |
| Communes |

0   10   20 km

- **Isola 2000 :**
Around 850 000 skier days per season
- **Auron :**
Around 750 000 skier days per season
- **Valberg :**
Around 600 000 skier days per season

TOURISM IN HINTERLAND

- **Mountain tourism** (hiking, mountain biking): Mercantour National Park, Vésubie Valley
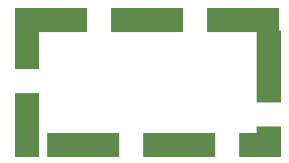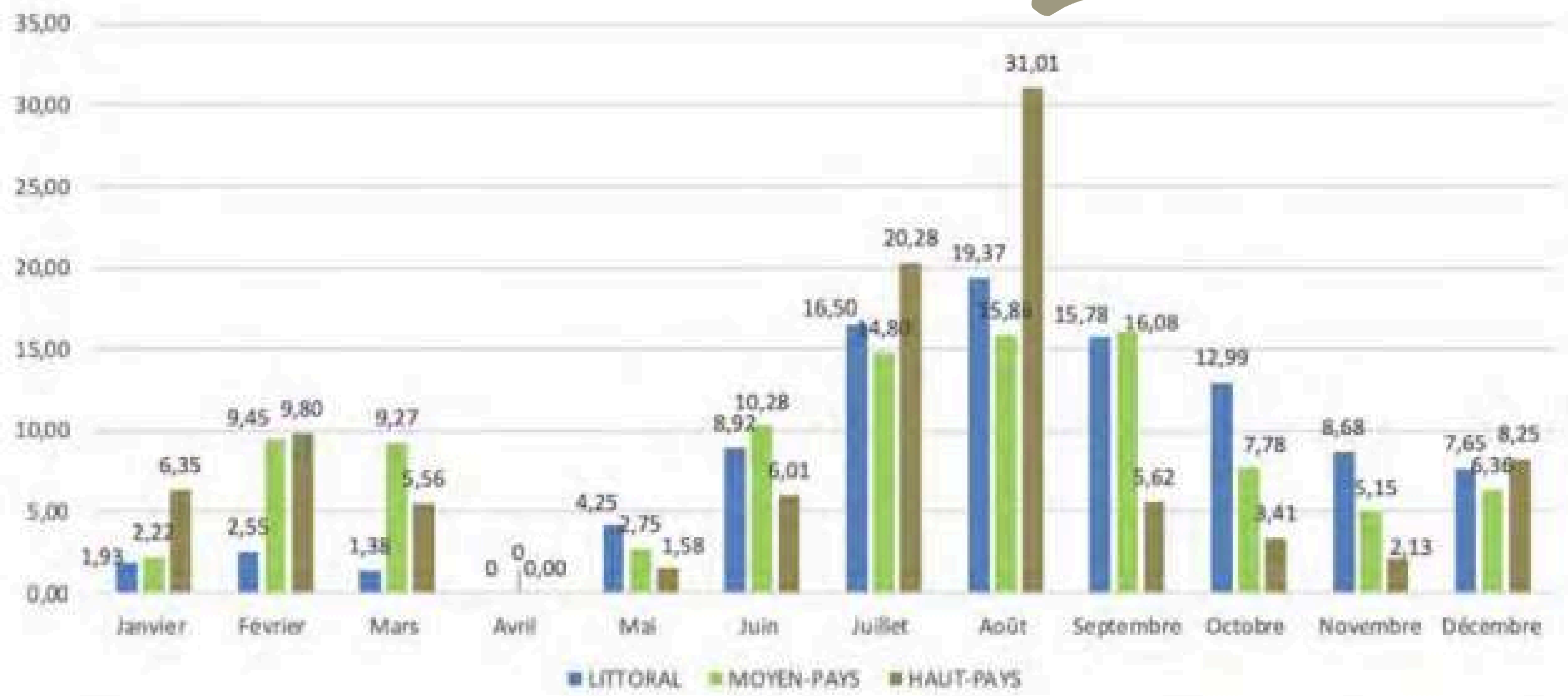
  Mercantour Parc

- **Hydrotherapy** : Roquebillère les Bains, Berthemont-les-bains
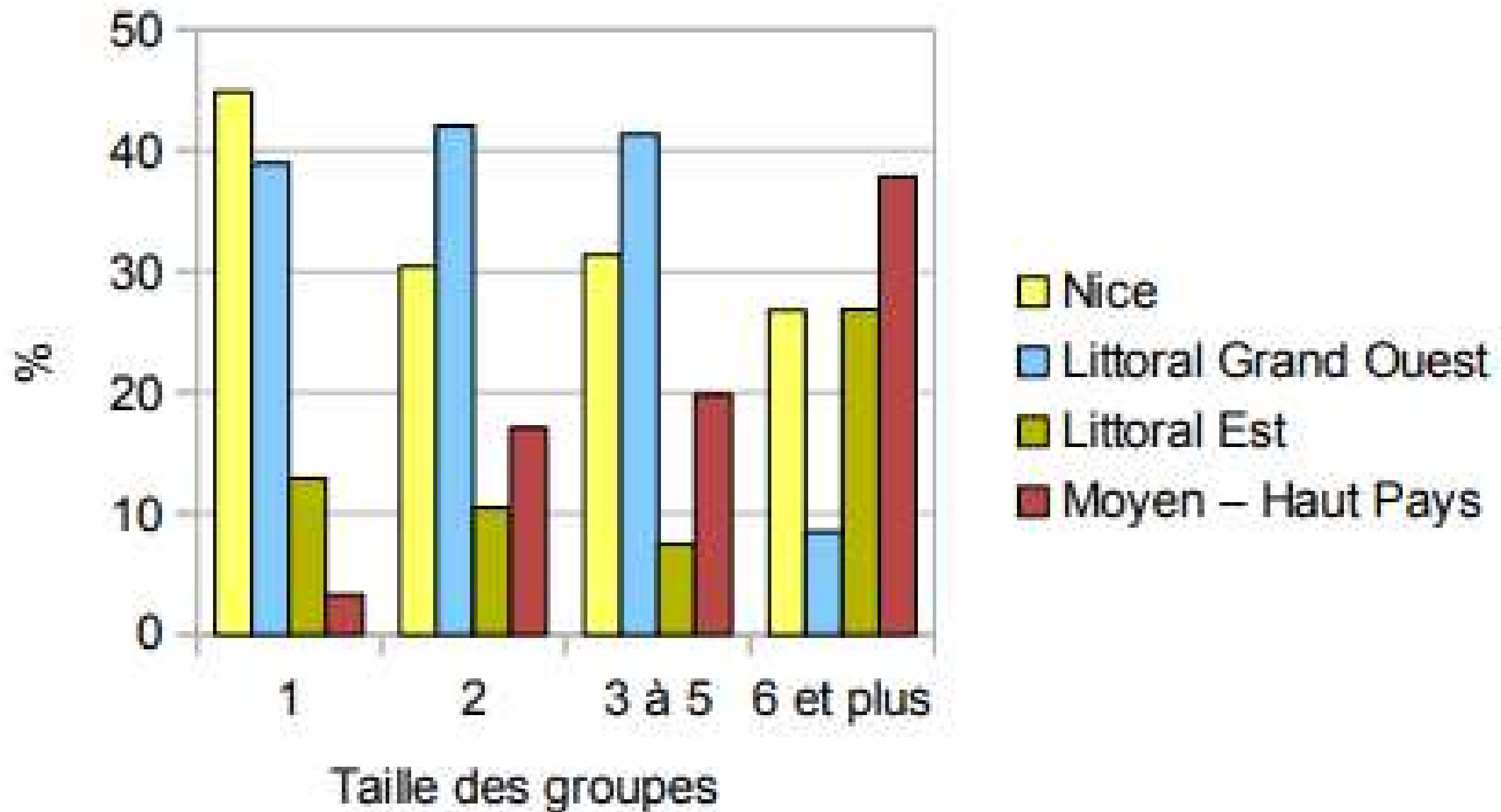
TOURISM IN HINTERLAND

Répartition de la fréquentation des bureaux d'information touristique par zone

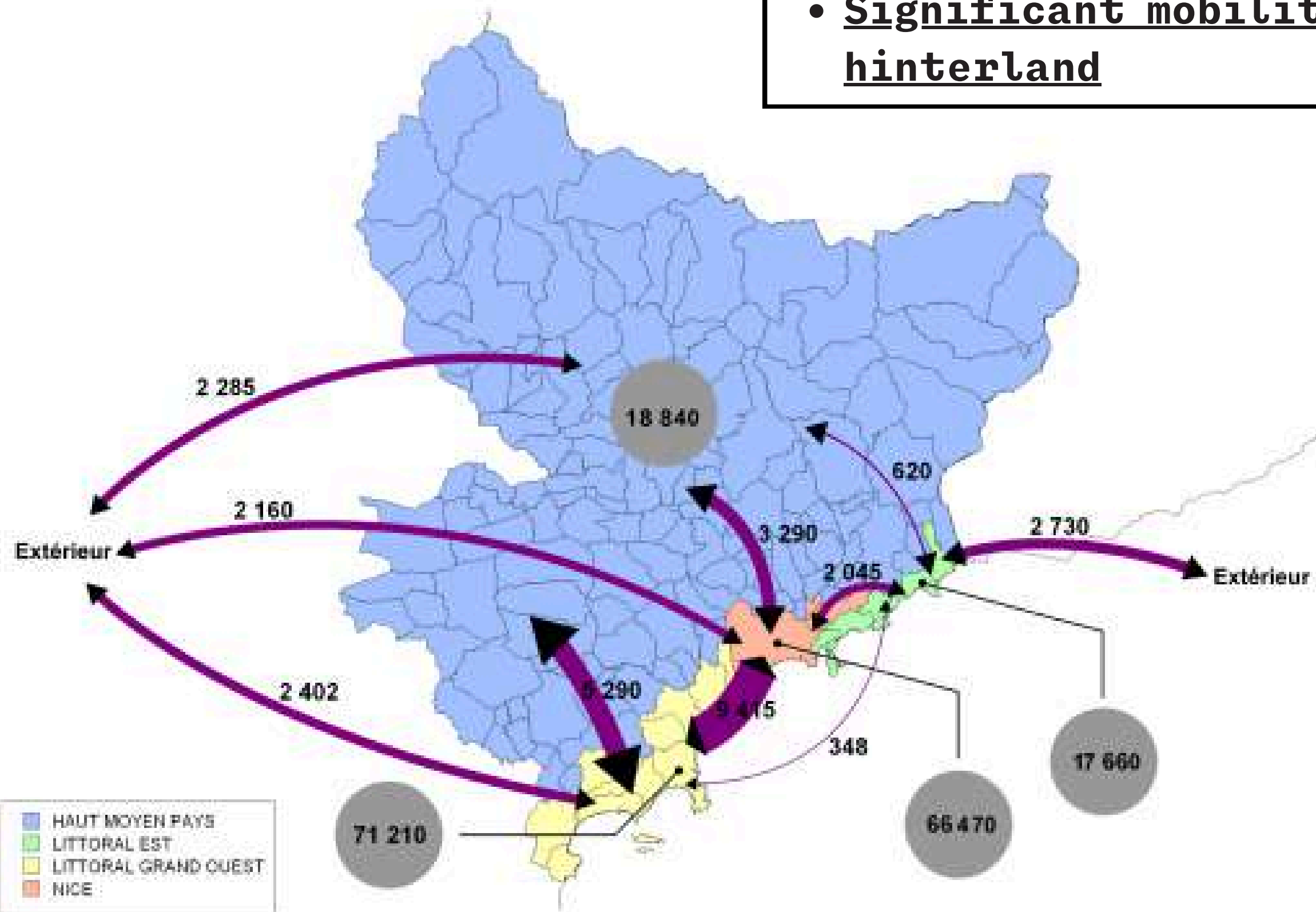the most attendance is in the summer

TOURISM IN HINTERLAND

- **Graphic of overnight stays in the department's holiday areas by size**

Legend:
- Nice
- Littoral Grand Ouest
- Littoral Est
- Moyen – Haut Pays

X-axis: Taille des groupes (1, 2, 3 à 5, 6 et plus)

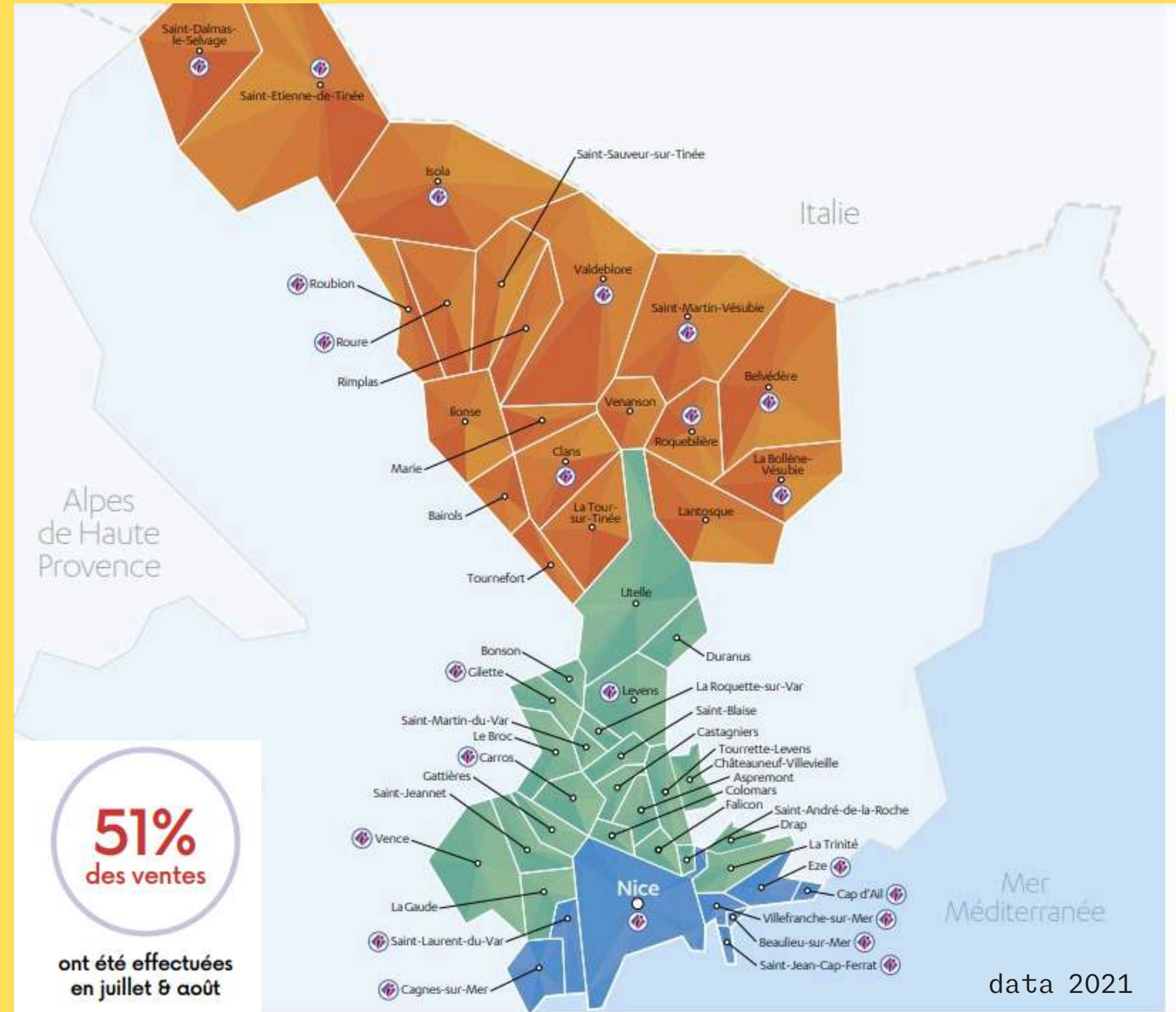Tourist Type : Group of 6 peolple or more in majority

TOURISM MOBILITIES

- **<u>Significant mobility from the coast to the hinterland</u>**

TOURISM MOBILITIES

- **5,680** cards sold, which is +185% versus 2020
- **24,318** visits at the partners of the card, which is +174% versus 2020
- **56%** of the sales made by the information offices
- **72%** of buyers are French

51% des ventes ont été effectuées en juillet & août

data 2021

TOURISM MOBILITIES: TRAINS

- **RAILWAYS**

The rail network in the hinterland of Nice

Carros
Menton
Roquebrune-Cap-Martin
Vence
Nice
Grasse
Saint-Laurent-du-Var
Valbonne
Cagnes-sur-Mer
Mougins
Villeneuve-Loubet
Le Cannet
Mandelieu-la-Napoule
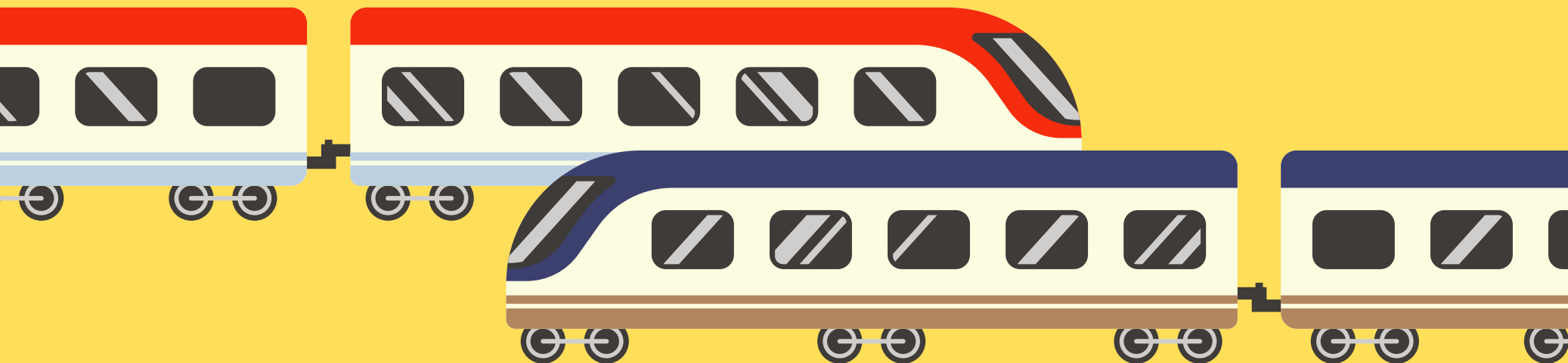Antibes
Vallauris
Cannes

0   10   20 km

— Rail
☐ Communes

- 15 railway stations in the Nice hinterland
- TER Provence-Alpes-Còte d'Azur
- Share of train travel in the Nice hinterland: 12%

TOURISM MOBILITIES: TRAINS

the train, a tourist identity in the making

The Train of Merveilles and the Train of Pignes
Two operators (SNCF and GECP)
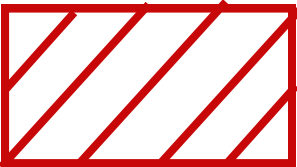Present by the region as trains for tourists through tourist brochures

THE TRAIN DES MERVEILLES

- A Franco-Italian railway line (Cuneo and Ventimiglia)
- Presented by the region as a train mainly for tourist purposes
- Procedure for becoming a UNESCO heritage site

TOURISM MOBILITIES: TRAINS

- From Nice to Digne-les-Bains (151 km)
- Daily service
- Tourist attractiveness in summer

TOURISM MOBILITIES: TRAINS

Legend:
- Area not served by train
- Regional natural park
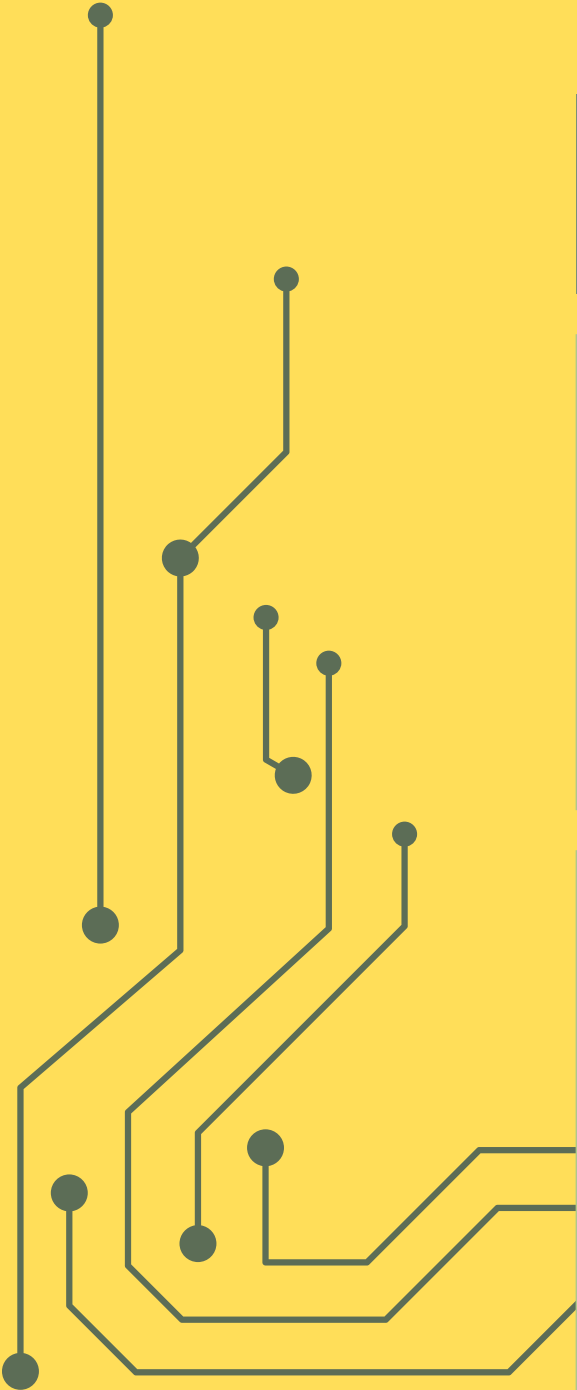
TOURISM MOBILITIES: TRAINS

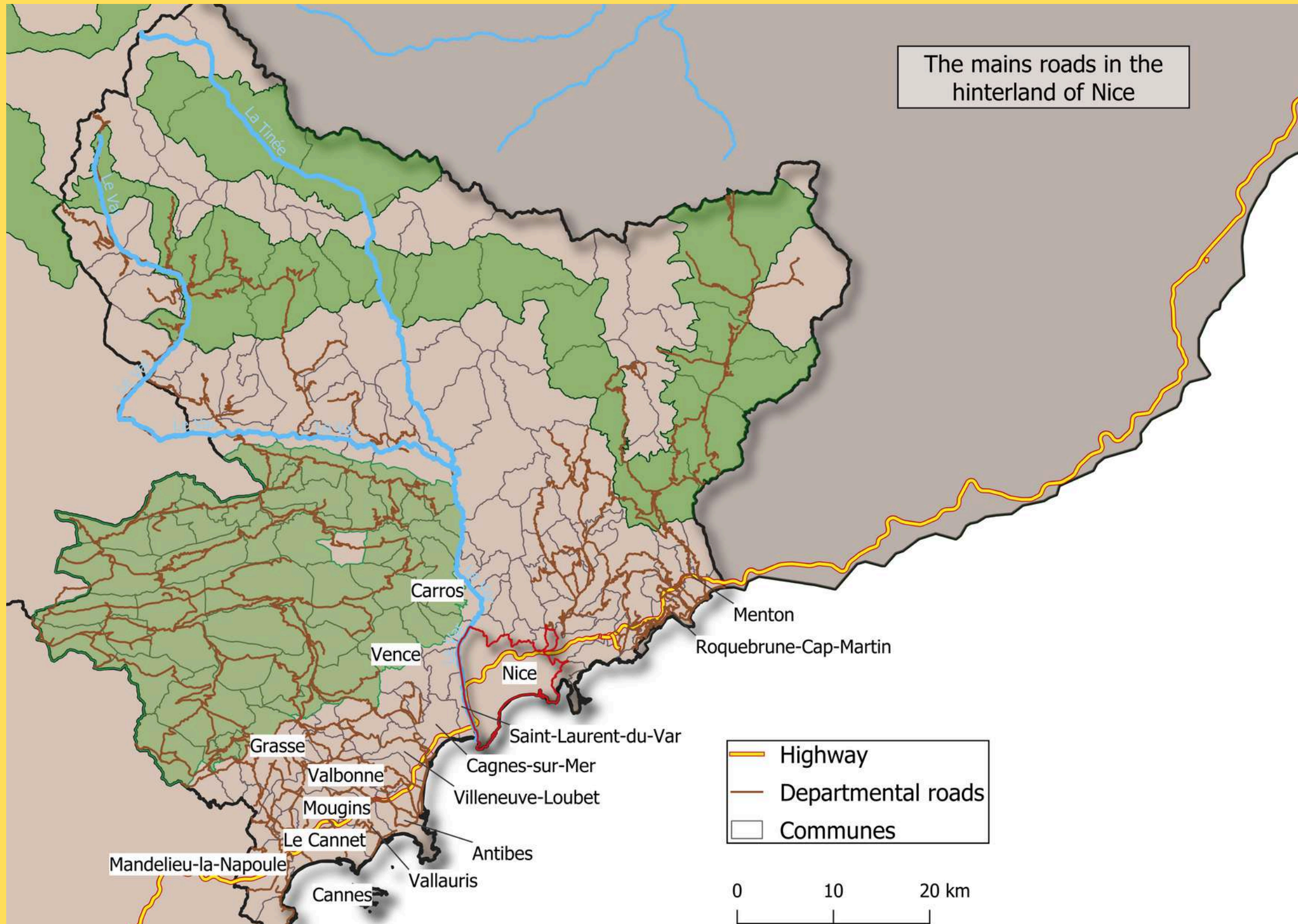| Strength	Weaknesses
Promoting sustainable travel in a region where cars are the majority	One single connection between the two lines (in Nice) no connection wherelse neither with bus or railway
strong connectivity in Nice with the TGV, TER network, the Nice bus network, and the airport with ZOU! and Nice Network	Fragmentation of the hinterland along these two lines = no unity of the hinterland unlike the coastline

TOURISM MOBILITIES: ROADS

ROAD NETWORK

The mains roads in the hinterland of Nice

Legend:
- Highway
- Departmental roads
- Communes

Scale: 0 — 10 — 20 km

- **3 500 km**
- 75% of villages are connected by direct roads 25% of villages are accessible by winding or narrow roads
- 50 km of roads cross sensitive natural areas

TOURISM MOBILITIES : BUS

BUS NETWORK

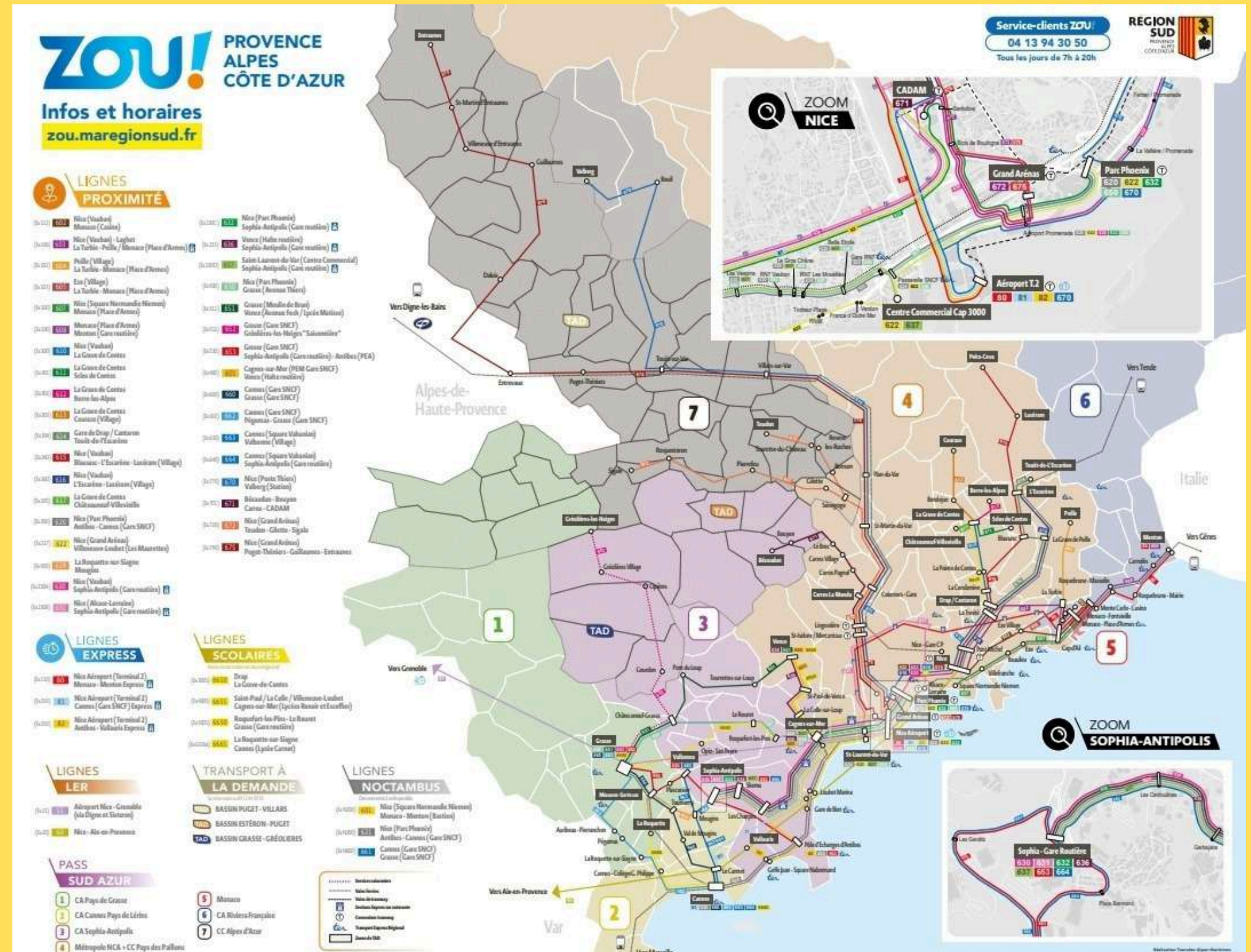Regional level :
- 3 type of services :
Express lines (0-100
Proximity lines (100-9999)
Transport on demand

Just to note :
- 2 european lines for cyclists : Eurovelo 7 and Eurovelo 8 (eurocycle lines)
- 2 national lines : V64 et V65

TOURISM MOBILITIES : BUS

Regional coach services in the hinterland

Express line :

Line 51 : Nice and Digne les bains
Frequency : 20 min. (part-time services)
Amplitude : 6:00 - 20:00

Proximity lines :

615 : 30 races/day, 7 SNCF connections
671 : , 14 races/day
675 : 12 races/day

Train comparison :

- Chemins de fer de provence line : 6:00-23:00 (20min. freq.)
- Train des merveilles line : approx. 10 trains/day

Napoléon route

Bus Hinterland (3 main lines)
Railway (3 lines)

0   10   20 km

TOURISM MOBILITIES : BUS

Strength	Weaknesses
Low demand, complementary with railway system, good solutions for seasonal tourists	Lack of infrastrucutre, complicated geography
A **region clearly involved** into mobilities Express bus lines	CO2 emissions linked to transport in the Nice hinterland represent approximately **34%** of total greenhouse gas emissions in the region
Hinterland well connected with Nice (international Airport, TGV)	**10%** of natural landscapes been degraded by transport infrastructure

ZOU!

WARNING

SO ?

To what extent does tourist mobility unify or not the Nice hinterland ?

- **Potential** of the Alpes-Maritimes hinterland, including its scenic beauty, ski resorts, and national park.
- **Limitations** in road infrastructure and mobility options, hindering the region's development.

NEXT ?

- **Soft mobility network** as a solution to overcome these challenges and promote responsible tourism. (Emphasizing the innovative approach to addressing infrastructure and mobility issues)

MOBILITY STATION PROJECT

Implementation Strategy: Detailing the plan to implement the soft mobility network, focusing on electric bike rental and car-sharing services at existing stations. (practical steps and collaborations involved in the project)
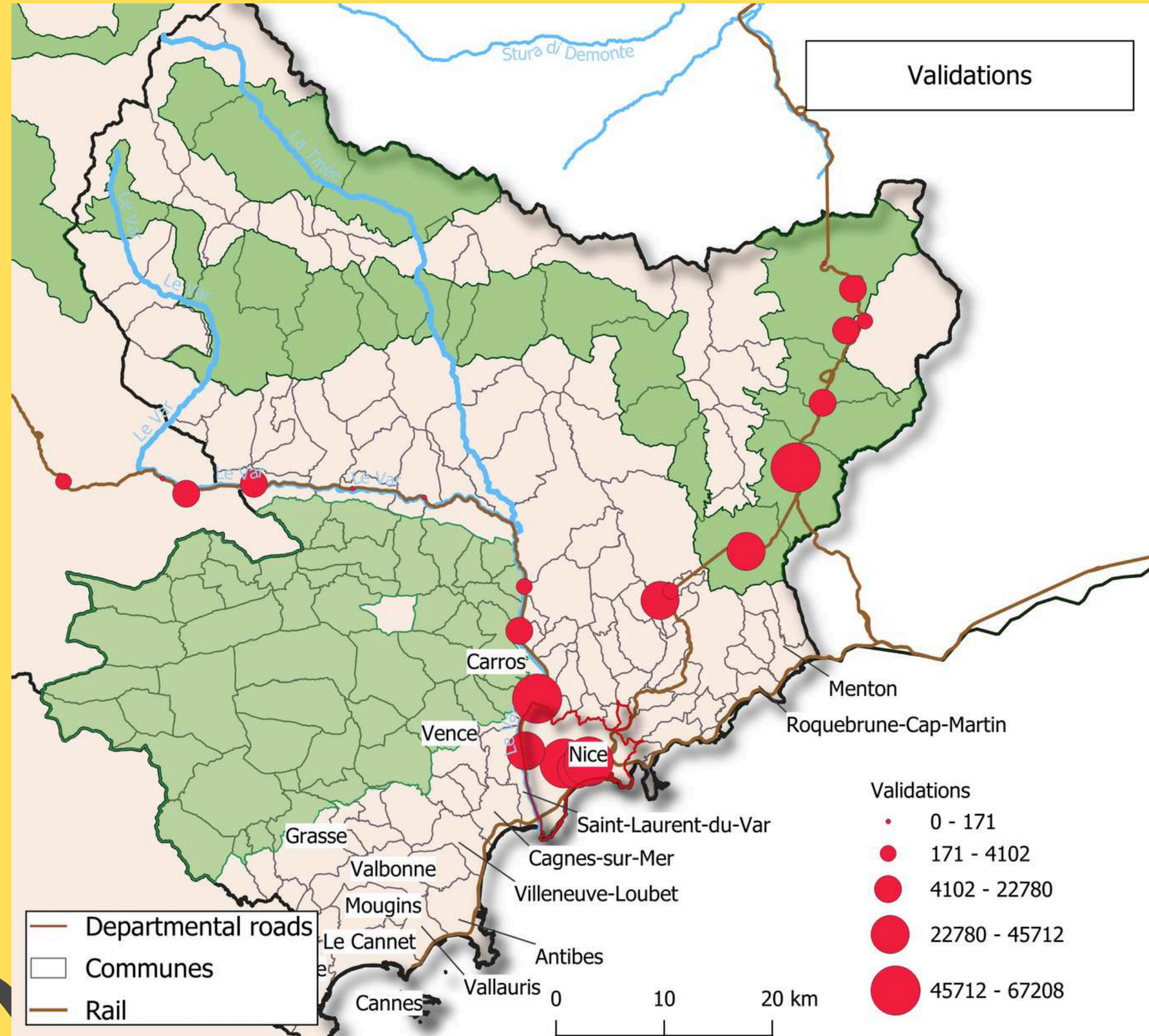
Equitable Accessibility and Sustainability: Discussing the goal of offering the service at all stations to reduce territorial inequalities and promote sustainable tourism, emphasizing the environmental benefits and accessibility improvements. (Highlighting the broader impact on regional development and environmental sustainability)

Promotion of Authentic Tourism: Emphasizing the opportunity for visitors to explore hidden gems and experience authentic tourism away from the coastal crowds, fostering a deeper connection with the region.

TOURISME FOR ALL : making the Alpes-Maritimes hinterland accessible to all, promoting responsible tourism, and preserving the region's unique character.

MOBILITY STATION PROJECT

Validations

- Departmental roads
- Communes
- Rail

Validations
- 0 - 171
- 171 - 4102
- 4102 - 22780
- 22780 - 45712
- 45712 - 67208

Menton
Roquebrune-Cap-Martin
Carros
Vence
Nice
Saint-Laurent-du-Var
Cagnes-sur-Mer
Villeneuve-Loubet
Grasse
Valbonne
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Le Cannet
Antibes
Vallauris
Cannes

0   10   20 km

MOBILITY STATION PROJECT

The stations with a yellow star are the ones where we will be installing our mobility station Project.

"Mobility Station" Project

Validations
- • 0 - 171
- • 171 - 4102
- ● 4102 - 22780
- ● 22780 - 45712
- ● 45712 - 67208

Communes
Rail
✳ Mobility Station

Menton
Roquebrune-Cap-Martin
Carros
Vence
Nice
Saint-Laurent-du-Var
Cagnes-sur-Mer
Villeneuve-Loubet
Grasse
Valbonne
Mougins
Le Cannet
apoule
Antibes
Vallauris
Cannes

0   10   20 km

Stura di Demonte

MOBILITY STATION PROJECT

Pricing aimed at tourists wishing to visit the hinterland

Implementation of **Open Payment** easier for occasional use

Single fare :
- train + bike day ticket
- one single ticket

Point of sale in shops in rural areas, preferably close to stations
- If no shops, use ticket vending machines

Open Payment process

MOBILITY STATION PROJECT

Travel services & information

- Integration into mobility applications

- Number of vehicles and bicycles available in real time

- Real-time traffic information
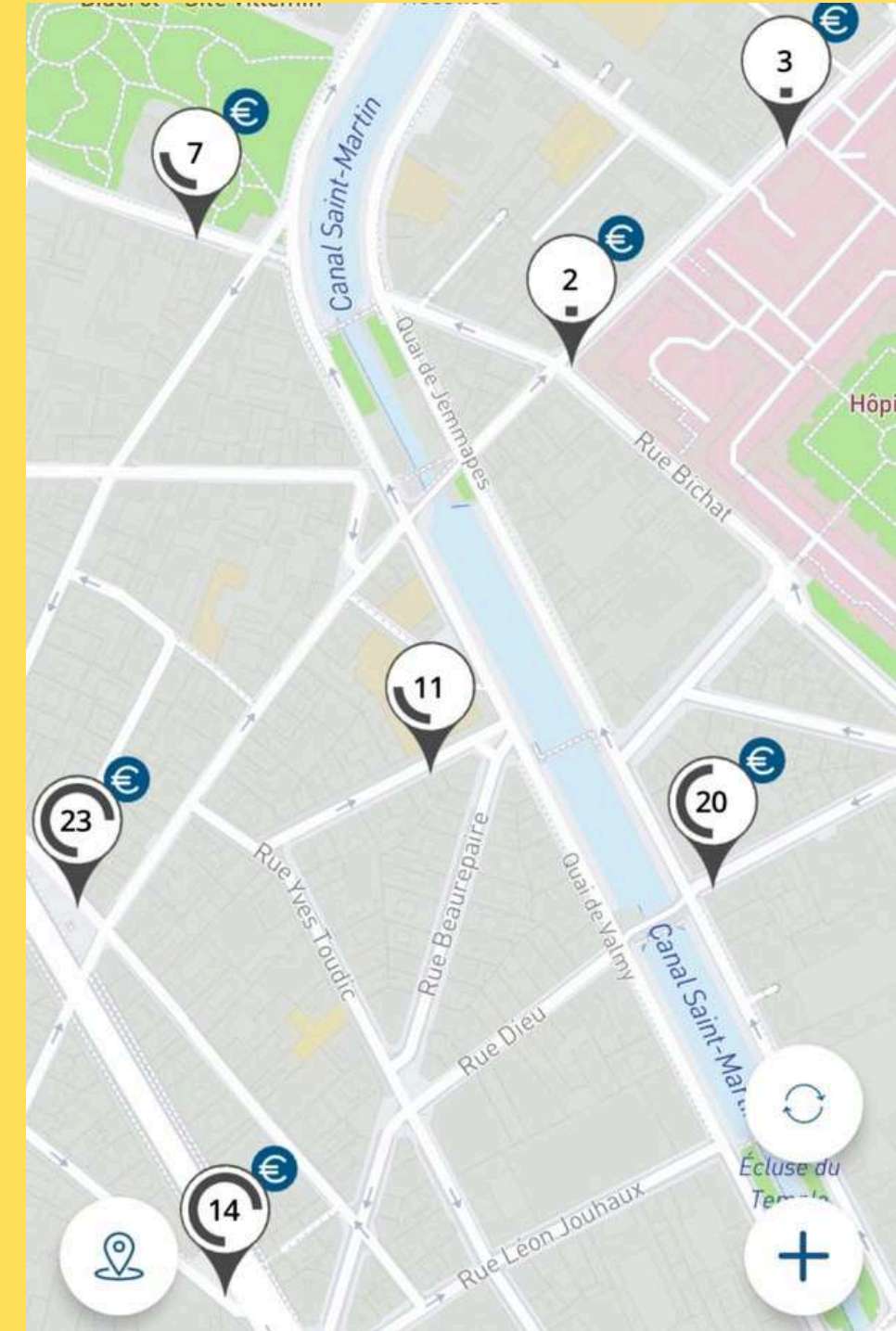
example : Velib application in Paris

MOBILITY STATION PROJECT

Specific equipments and costs

- Bicycle racks : 130€, x15 at every station (1950€/station)
Total : 23 400 €
- Car sharing : 800€/veh, 2 cars/station
Total : 19 200 €/ months (230 400€/year)
- Free-floating bicycles : 100 bikes, 1500€/bikes
Total : 150 000 € (30 000€ maintenance cost/year)
- Openpayement in station :
Total : 96 000€ (8 000€/station)
- Permeable parking surface :
Total : 85 000€ (7 000€/station)

TOTAL GENERAL : 615 000 € / 12 mobility houses

Sources : CEREMA (Research department of the transports and environment minister)

Moutain bikes,
Made for the geography

MOBILITY STATION PROJECT

Let's take a look at our mobility house !

We ask an artificial intelligence to illustrate our mobility houses

You can find the equipements required :
-Bicycle racks
-Car sharing
-Free-floating bikes
-Openpayment terminals
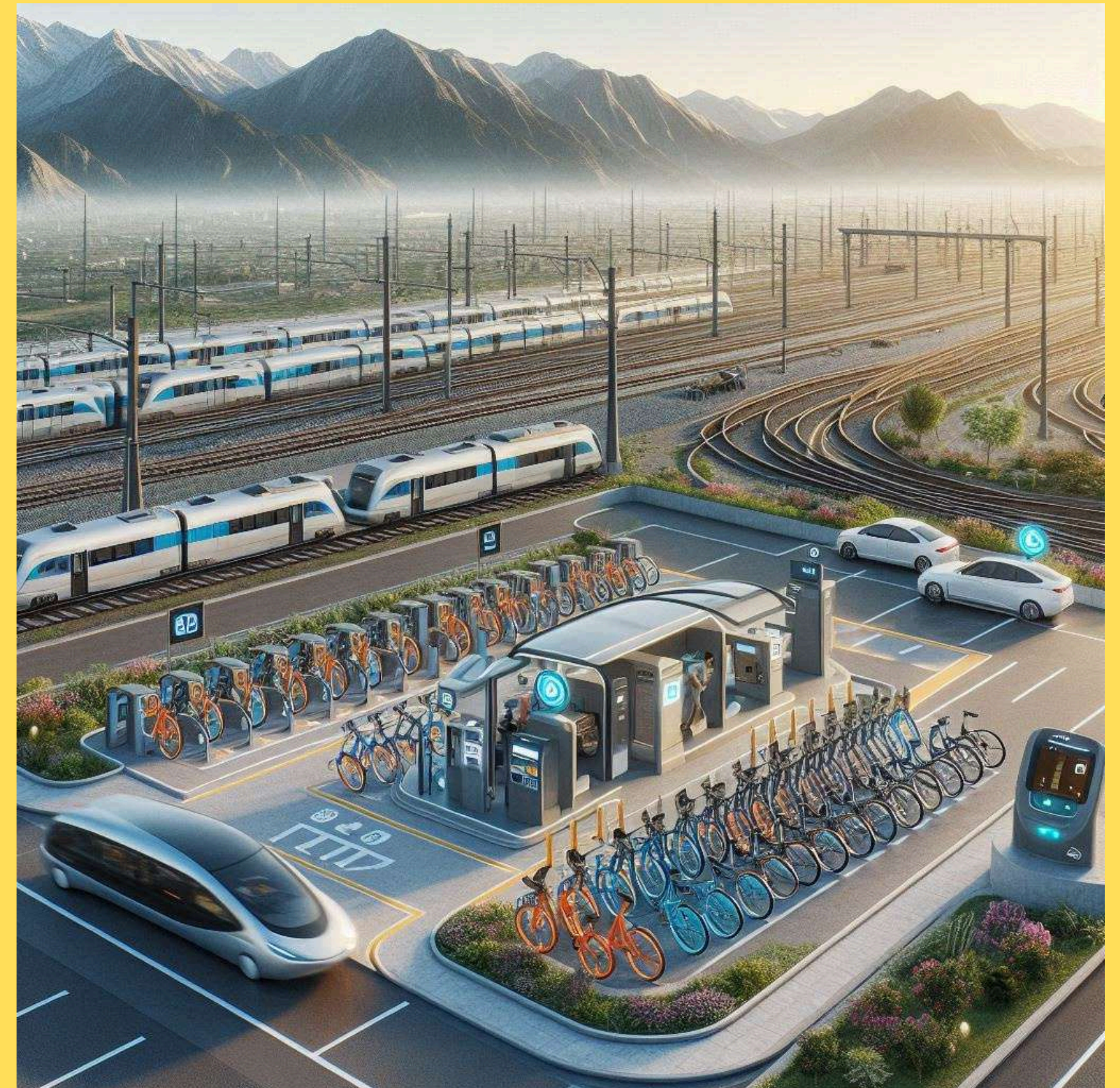
Made by Dall-e software

MOBILITY STATION PROJECT

Car sharing :
2 cars/station

Accessibility :
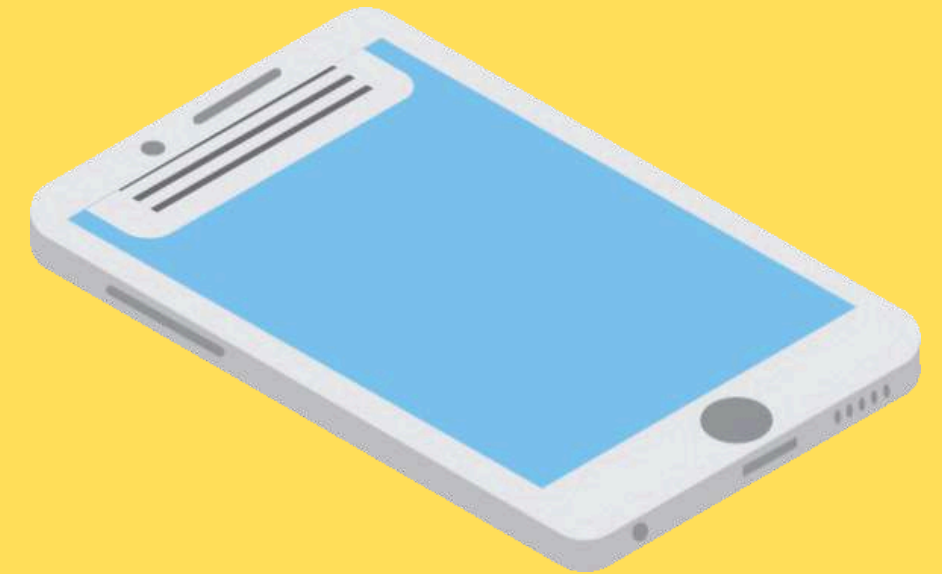*Mobility houses at*
every stations

Why is it innovative ?

Free-floating bike :
100 bikes for the area

Information :
Real-time information
Know in advance the
number of cars/bikes
at the station

The 4 keys :

Understable, informations, geographic coverage, additional solutions

MOBILITY STATION PROJECT

OV Fiets :
A bike infrastructure & service at every trains stations, by the railway operator NS
Almost 50% people come by bikes to take the trains

Saint-Sauveur railway station :
surprising to see the station cut off by the motorway : we still have work to do...

MOBILITY STATION PROJECT

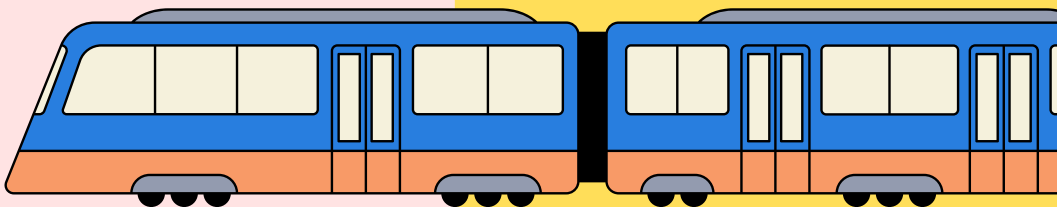| Strength	Weaknesses
Cheap solution to boost frequentation Clearly understandable for users **Maximising existing infrastructure**	Complicated geography (bike) Hard to duplicate the same model in every station
A sustainable solution to **learn how to re-use trains and put them back at the heart of mobility** Possibilities for European subsidies	The idea of applying the model everywhere is more expensive, and implies **that it will not be used as intensively everywhere**

SOURCES

- Site officiel du Département des Alpes-Maritimes : https://www.departement06.fr/
- Calameo : https://www.departement06.fr/publications-28.html
- Avencurieux : https://www.departement06.fr/
- Provence-Alpes-Côte d'Azur : https://www.maregionsud.fr/
- Randomania : https://m.youtube.com/c/RandoMania
- Datasud : http://datasud.fr/
- INSEE : https://www.insee.fr/en/accueil
- SNCF : https://www.sncf-connect.com/
- MonGr : https://www.mongr.fr/sinspirer/mon-gr-prefere
- Office du tourisme Métropole de Nice : https://www.explorenicecotedazur.com/
- IGN : https://www.ign.fr/
- Pass French Riviera : https://www.frenchrivierapass.com/en/

Thank you for your attention

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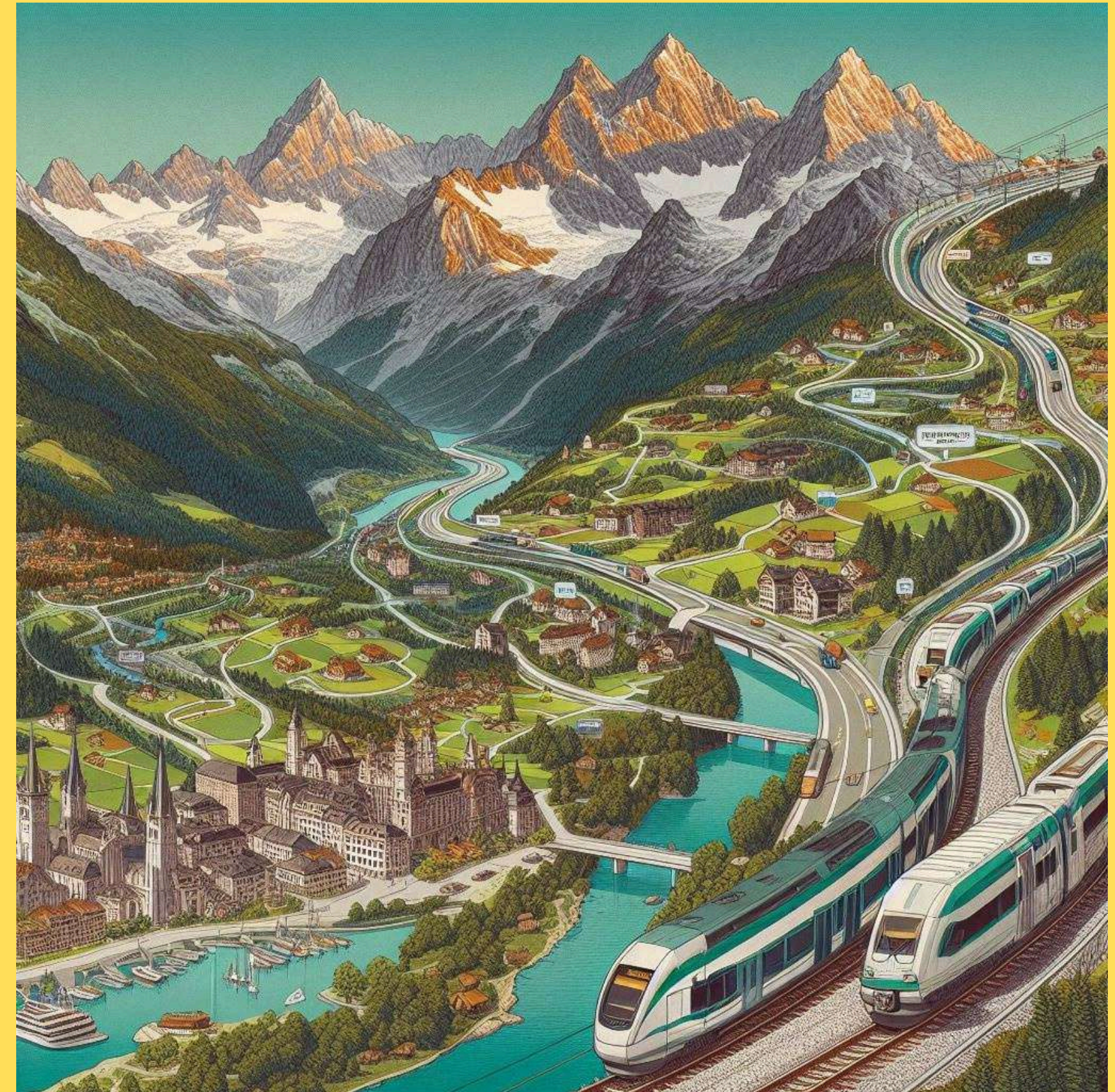
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