

MULTIMODAL TRANSPORTATION PREFERENCES OF TRAVELLERS IN TUNISIA: AN EMPIRICAL STUDY

AIDA BOUZIR

Computational Mathematics Laboratory,
Institut Supérieur de Transport et de Logistique
Cité Erriadh, 4000 Sousse, Tunisie
aida.bouzir@yahoo.fr

BESMA SOUSSI

Computational Mathematics Laboratory
Faculté des Sciences Juridiques, Economiques et de Gestion de Jendouba, Tunisie
besma.swissi@yahoo.fr

SALOUA BENAMMOU

Computational Mathematics Laboratory et CEDRIC
Faculté des sciences économiques et de Gestion de Sousse
Cité Erriadh, 4000 Sousse, Tunisie
saloua.benammou@fdseps.rnu.tn

Abstract

Multimodal transport, often used for moving passengers from a point of departure to a given destination, is defined as the successive association of two or more modes of transport (bus, taxi, metro,...). The choice of these associations depends on certain characteristics of the user, as well as on those of the proposed trip. The user usually seeks an ideal combination of different means of transportation that maximizes his utility. We propose the use of conjoint analysis as a compensatory model to determine the best multimodal transport service offered to passengers in the Great Tunisian Sahel. The use of Factorial Correspondence Analysis will then highlight the connections between trip characteristics and those of travelers.

Keywords: Multimodal Transportation, Conjoint Analysis, Factorial Correspondence Analysis.

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