MULTIMODAL TRANSPORTATION PREFERENCES OF TRAVELLERS IN TUNISIA: AN EMPIRICAL STUDY

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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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