

Our Seminars



ABSTRACT

08/04 - **Natural landscape or cycling facilities: what are ViaRhôna users looking for?**

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The ViaRhôna, an 815-km cycle route along the Rhône River is an emblematic development of the Plan Rhône, which aims to enhance the value of the Rhône River's heritage. We aim at measuring the respective weight of the characteristics of the river and of the cycling development in the ViaRhôna frequentation, using the choice modelling method.

Respondents are asked to choose between two fictitious sites distinguished by the type of bicycle lane, the services offered, the types of activities in addition to walking and cycling, the type of signage, the importance of natural or restored landscapes and the distance to reach the site. 544 people responded to the questionnaire, developed with the support of users and Plan Rhône stakeholders, and administered online. The most important attributes to guide visitor choices are the type of bicycle lane, signage and the natural character of the river landscape.

Sport cyclists differ from other users by their rejection of sand-surfaced lane, which are incompatible with their practice, and their satisfaction with the distance they have to travel to reach the ViaRhôna.

Taking into account individual variables, such as the motivations of users or the type of value attributed to the Rhône, should allow a better appreciation of the heterogeneity of preferences with regard to this development.