

would confirm the attractive factors based on the concept of a gravity model. The number of visitors as well as consumption are analyzed by the model. For those small regions, our question is whether the impact of government spending for tourism should be larger or not. Also, we examine whether the differences in the growth rates of visitors across regions might be smaller and converged over time.

Digital Personalized Travel Planning (PTP) for Car Drivers unready For Modal Shift

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G01-R1 Cities, Regions and Digital Transformations
IUT_Room 404, August 28, 2019, 11:00 AM - 1:00 PM

This presentation shows the impact of personalized travel planning (PTP) applied to journey planner apps on car drivers who are not ready for modal shift.

Modal shift is often considered as a one-step process for switching from car to other modes, which leads to measures focusing only on incentives to use alternative modes. However, these measures are only effective for car drivers who already question their mobility behavior and contemplate changing. Modal shift is about mobility behavior change. According to psychology models, behavioral changes involve a series of stages (transtheoretical model), several of which occur prior to the action stage. Our study focuses on those preliminary stages to bring an extension tool to modal shift policies.

The experiment we present intended to encourage car drivers to question their habits and ideas about alternative mobility solutions. Usually, mass communication campaigns (posters, flyers...) are used, but the impact is always limited. PTP aims to generate an interest in alternative transport offers through soft measures (communication, information, coaching, education ...) and personalized measures. This PTP method is used mainly to guide people to take action with the help of a mobility coach. Given the good results of this method (average reduction of 10% of car mileage), we have conducted our experiment following this paradigm. Targeted and contextualized messages were sent to car drivers. To avoid certain limitations of PTP (high cost, time-consuming temporary process) and to enable targeting, messages were sent using a journey-planner app. The experiment, which was conducted with 120 car drivers, lasted 10 months in Bordeaux Métropole.

Local currencies in France: a spatial representation

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G20-O2 Social Innovation for Resilient Regions
IUT_Room 203, August 30, 2019, 9:00 AM - 10:30 AM

In France, the latest financial crisis gave boost to the creation of local currencies - a form of socioeconomic innovation and direct local scale response to the failure of the formal financial and monetary systems. The first scheme of the country-wide local complementary and community currency network (in French "le réseau des monnaies locales complémentaires citoyennes", or "réseau des MLCC"), was put into circulation in 2008. Currently, there are more than sixty existing projects (some further currencies exist beyond the network too) and more than seventy future projects will be implemented in the upcoming years. These numbers are remarkable, however the process of creation and implementation is not spatially even. The statistical overview and spatial presentation of the local currency schemes have been mainly omitted by the relevant literature so far. In the presentation, I deal with the spatial features of the territorial distribution of

the local currencies in France in a NUTS-3 regional breakdown by applying descriptive statistics and regression analyses.

The results are based on our joint research with Jérôme Blanc, full professor in Economics at Sciences Po Lyon.

The impact of the French sensitive urban zones ZUS on the location choice of economic activities—Lyon Urban Area study case

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G12-O3 Location of Economic Activity
MILC_Room 310, August 30, 2019, 11:00 AM - 1:00 PM

In this paper, we study the impact of a French sensitive urban zones—the “Zones Urbaines Sensibles” (ZUS)—on economic activities’ location decisions. The low income level and insufficient motorisation rate of residents reduce the accessibility to jobs, to public equipments and to retail stores. The reputation of a disadvantaged neighbourhood may provoke some economic sectors to avoid those districts during the location choice while the incentive program aiming the sensitive urban zones may attract other activities to install and to maintain some of the existing ones in sensitive urban zones. Our empirical analysis is based on a micro-geographic data set which provides exhaustive information on the location of establishments in France for the 2018 year at the census block level. We use a discrete choice modelling approach using a multinomial logit to estimate the location choice of an establishment conditioning to different explanatory variables. The fine area unit IRIS (‘aggregated units for statistical information’) is used to this analysis where we distinguish the IRIS unit with ZUS, IRIS unit without ZUS and IRIS areas surrounding ZUS. We also bring the attention to the distinction for the type of activity in order to underline the differences between back-office and front-office establishments. These establishments do not have the same requirements for their location during the decision making process as they search.

What does the relationship between aging and housing prices tell about local decline and wealth reshaping?

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S37-S1 Geography of the real estate stock wealth and of its evolutions
IUT_Room 201, August 30, 2019, 9:00 AM - 10:30 AM

Assuming a life cycle economy perspective and using the link between demography and house prices, this article proposes a methodology to analyze the spatial reshaping of housing wealth caused by the elder-boom. The modification in housing wealth circulation across generations is also a spatial modification that carries consequences for local territories. While the losses are amplified for some departments, others benefit from this reorganization. Metropolization is insurance against important wealth losses, whereas for the nonmetropolitan departments, a combination of second-order factors is required to avoid housing wealth decline. Our results suggest that these evolutions are mainly structural and that the cyclical variables are of secondary importance. Compensation, by positive cyclical trend, for structural decline is not a circumstance that currently obtains in French case. Gentrification also appears to be strongly related to this change, in which various macrostructural inequalities are reinforced. As for the unemployment rate, this indicator poorly reflects the shift and can be misleading.