

Abstract

The still increasing intensity of an individual motor transport (IMT) in cities becomes unsustainable. Moreover, the establishment of new retail centres (RCs) continues to escalate it, because their business policy is principally aimed to motorised costumers. Furthermore, a rapid turnover of goods, which enables low prices, along with a wide range of goods under one roof make RCs more attractive than traditional small shops in the inner-city. Therefore, these small shops have been shut down, and people must travel longer distances in order to reach the required services.

The purpose of my thesis is to find a possibility how to replace by doing shopping the common automobile transport with cycling. This kind of transport is environmentally friendly and energy-saving, occupies less urban space, is accessible for everyone and also healthy, is reciprocally advantageous, it sustains quite large attraction zone, and up to 5 km it is even faster.

In this thesis, for the first time defined Bike&Shop conception introduces the integration of retail net with bicycle transportation. It was inspired by already familiar Bike&Ride system. Bike&Shop concept illustrates advantages of shopping by bike, as well as instruments which can help to develop this way of shopping. The theoretical part is based on foreign researches and on my own quantitative and empirical investigations among cyclists and RCs in the Czech Republic.

The functionality of Bike&Shop concept has been proved by an exemplary realisation at Géčko Liberec Shopping Centre. The project realised in cooperation with the Shopping Centre investor and administration has been running successfully there for two years.

The result of my thesis is the newly defined Bike&Shop conception, which suggests a partial method how to reduce IMT in cities. The missing RC infrastructure, or its low quality, is the main barrier for shopping by bike at present. Bike&Shop is markedly influenced by the specific Czech environment. Czech people often use for cycling more expensive bikes which are designated for sport activities. That is why Czech people are frightened of damaging or stealing their bikes while parking in RC. If retailers want to invite cyclists, they should offer them a required background. According to the results of investigations, we can talk about a "vicious circle", because costumers will shop by bike after the infrastructure will be available, and retailers will build a required infrastructure when cyclists visit RCs. Anyway, both sites feature low level of knowledge about possibilities for shopping by bike.

In general, Bike&Shop can serve retailers to use profit of customers coming by bikes. Also municipalities should be interested in concept which is useful in urban planning while developing a sustainable transport and eliminating a RCs impact.

Key words:

Sustainable transport, Bicycle transport, Retail net, Retail centres, Bike&Shop