

ACTIVITY BASED MODELING FOR MODE CHOICE ANALYSIS OF TOWNS-A CASE STUDY IN KERALA

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ABSTRACT

Transportation planning is a science that seeks to study the problems that arrive in providing transportation facilities in an urban, regional or national setting and to prepare a systematic basis for planning such facilities. Trip based approach have been used to formulate model in early times. The behavioral inadequacy of the trip-based approach, and the consequent limitations of the approach in evaluating demand management policies, has led to the emergence of the activity-based approach to demand analysis which views travel as a derived demand; derived from the need to pursue activities. We have collected 150 samples, 50 each from three urban areas in Ernakulam district of Kerala, India by house hold survey. The study required data regarding household characteristics, economic status, and trip characteristics. These variables are used for the model formulation. We have analyzed the data using the software, SPSS and a mode choice model was formulated for each of the three places.

KEYWORDS: Activity Based Approach, Mode Choice, Multinomial Logit Model, SPSS, Travel Behavior