

THE UNIVERSITY OF HONG KONG



DEPARTMENT OF GEOGRAPHY AND GEOLOGY  
CENTRE OF URBAN PLANNING AND ENVIRONMENTAL MANAGEMENT  
DEPARTMENT OF CIVIL ENGINEERING

are pleased to present a seminar by

**Dr Donggen Wang**

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*on*

**Activity-Based Travel Demand Modeling: the Stated Preference Approach**

Time: 7:00 p.m., Tuesday, February 15, 2000

Venue: Room 222, Hui Oi Chow Science Building, HKU

Traffic congestion and car emissions have become important global environmental problems. Any solution to these problems relies on a good understanding of why people travel and how people make travel decisions. To this objective, travel behavior research has recently entered a new era of examining travel behavior from an activity-based perspective. The so-called activity-based travel demand modeling approach has thus generated substantial interests among researchers and practitioners. This presentation will first briefly summarize the state-of-the-art in this field of research and then report on the development of an activity-based model from experimental design data. The model examines individuals' choices on activity engagement, scheduling and stop pattern formulation. The model is calibrated using experimental design data collected to examine the potential impacts of several policies recently proposed in The Netherlands. The modeling results show that although people prefer activity schedules involving less home-based tours, they do not prefer the combination of all individual trips into a single home-based tour. Further, it is found that individuals will change their activity engagement patterns only if government policies induce substantial changes in individuals' time availability.

*Dr Donggen Wang* is currently an assistant professor in the Department of Geography, Hong Kong Baptist University. He holds a Ph.D. (1998) from Eindhoven University of Technology, The Netherlands. Dr Wang has been engaged in activity-based travel demand modeling for the past several years. His current research interests span activity-based travel demand modeling, stated preference methods and GIS-based location and transport modeling.