

SOMCHAI PATHOMSIRI : TRAVEL DEMAND MODELING : A CASE STUDY FOR THA-MAI
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This thesis focuses on using disaggregate method in the development of travel demand model. Such method is considered to be quite new in Thailand where aggregate method is currently used. The main difference between these two methods lies in the values of socio-economic inputs form, which the aggregate method uses average value from each subzone within study area while the disaggregate does not.

Socio-economic data input were from Tha-Mai town in Chanthaburi province and the model developed exhibits two main choices of travelling namely private mode and public mode. In calibration process, binary logit form was used with utility in linear form of equation as functions. Such functions were estimated by maximum likelihood method.

The results which emerged from final calibration are in two forms of equation, the first one has two variables namely travel cost/monthly income and possession of driving license as its parameter while the second one only has one variable namely travel cost/monthly income as its parameter.

In choosing which set of equation to be used depend on likelihood of development whether it is private car oriented or public transport oriented. If the former is the case, then the first set of equation with two variables is more appropriate and vis-a-vis.