Thesis Title	A Model for Predicting Domestic Air Travelers' Choice of Airport
Thesis Credits	12
Candidate	Mr. Pipat Arjmeekaew
Supervisors	Dr. Jaroon Meesomboon
	Asst. Prof. Dr. Viroat Srisurapanon
Degree of Study	Master of Engineering
Department	Civil Engineering
Academic Year	1999

Abstract

In this study, a logit model for predicting air travelers' choice of airport is built. The data utilized in model building are collected in the area that covers Hat Yai, Trang, Nakhon Si Thammarat, and Surat Thani Airport. The fact that these airports are closely located allows travelers living in or having purpose in one province use the airport located in another near by province. From the analysis made in this study, trips can be classified into two groups: business and nonbusiness. It is found that, for business trip, significant factors are airport access time, weekly flight frequencies, weekly seat available, and airport access distance. A new variable, the product of frequencies and seat available divided by Access distance, is introduced. The travelers in this group may have limitations in term of business time, so it is likely that they are willing to travel farther to another airport outside their business area. For nonbusiness trips it is found that only airport access time is significant. This may be because the travelers in this group have more time to spend than do business travelers.

Keywords   :   Logit Model / Traveler Behavior / Choice of Airport / Air Traveler / Domestic Airport