



POLITECNICO
DI TORINO

Honors thesis

COURSE OF SCIENCE IN TERRITORIAL, URBAN,
ENVIRONMENTAL AND LANDSCAPE PLANNING
HONORS THESES

USERS' ATTITUDES TOWARD THE USE OF ATIS
Abstract

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Transport Planning plays a central role in urban and territorial planning due to the impact it generates on the environment and, therefore, on the people who live in it.

Congestion, pollution, land use, increasing oil and public transport prices and inhabitants' stress are just some of the effects that are linked to the challenges of developing an appropriate planning strategy.

In an analysis of the reasons associated with the use of cars, the British National Travel Survey (2013) reveals that a high percentage of car journeys are undertaken for leisure purposes. Drivers do not want to change their journey habits as they see the car as a marriage between flexibility and privacy despite the high cost of private motoring.

Emmerik et al. (1995) claim that drivers do not consider properly the generalised cost of travelling by car and, for this reason, they make irrational choices, partly due to the poor quality of public transport information.

For these reasons, it is clear that a review of how we look at mobility is needed: furthering the study related to users' attitudes and the reasons behind their choices may bring us a step closer towards finding a valid transport planning solution.

In respect of this, ATIS – Advanced Traveller Information Systems – outlines an opportunity to optimise the transport supply, providing real time information about available transport services.

To appreciate how a better level of information can influence users' behaviour, an exhaustive framework has been outlined focusing on the main constructs that govern human behaviour in accordance with the theory of planned behaviour (Ajzen, 1991).

This thesis attempts to assess the behavioural characteristics of the people who live in the metropolitan area of Turin in order to understand if transport demand can shift to a more sustainable direction. This work is strictly focused on the Smartphone ATIS application SmartMoov', that was released in Lion in 2013 and that will be soon available in Turin. To reach this goal a questionnaire was distributed via the main social media networks, involving 109 users. The questions were aimed to find out the users' characteristics and attitudes towards a multimodal real time application.

In order to understand what influences users' intentions, descriptive analysis, parametric and non-parametric test and factor analyses have been made.

The results of this thesis prove that among the population in Turin there are several users' groups with different habitual and behavioural characteristics.

More particularly the results of this analysis were compared with the results obtained from an analogous research that was conducted in 2013 in Lyon in order to verify the similarities and differences between the two cities in terms of behavioural change due to the use of new technologies.

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