STUDENT AND ACADEMIC SERVICES

UWE Bristol | University of the West of England

MODULE SPECIFICATION

Part 1: Information			
Module Title	Travel Demand Analysis		
Module Code	UBGM8N-15-M	Level	Level 7
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Environment & Technology	Field	Geography and Environmental Management
Department	FET Dept of Geography & Envrnmental Mgmt		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
Overview: Travel demand analysis involves the understanding and prediction of travel decisons that people make eg where, when and how to travel. It is used to measure, understand and forecast how people use the transport system. Transport models are often used in travel demand analysis. The module will introduce students to theories, assumptions and methods involved in travel demand analysis. **Educational Aims:** The aims of the module are: to introduce travel demand analysis; to provide the opportunity to undertake travel demand analysis; and to encourage critical debate of different approaches to travel demand analysis. **Outline Syllabus:** The module will provide the opportunity to apply the methods introduced. Alternative approaches will be compared and their merits discussed. The module will include consideration of: The role of travel demand analysis in transport planning Data collection and travel surveys Monitoring and evaluating change in travel demand Factors underlying travel choices and travel demand Mainstream transport modelling (four-stage, elasticity-based) Disaggregate choice modelling

Traffic network models
Alternative transport modelling approaches (activity-based, land use-transport interaction, dynamic)
Application of transport models to forecast and appraise future scenarios

Teaching and Learning Methods: The module is delivered through a series of lectures, seminars and workshops. During and between lectures students are expected to participate in solving example problems and discussing analysis approaches. Seminars are held to debate travel demand analysis issues. The workshops are linked to the project coursework. The project is further developed in student-directed time between workshops. The project involves the use of spreadsheet/statistical software to manage and analyse travel data and the use of transport modelling software to test alternative transport strategies. During the module tutors provide assistance and guidance on core mathematical skills as appropriate.

Part 3: Assessment			
See Assessment.			
First Sit Components	**Final Assessment**	**Element weighting**	**Description**
Report - Component B		50 %	Project Report (6 pages)
Examination (Online) - Component A	✓	50 %	Online Exam
Resit Components	**Final Assessment**	**Element weighting**	**Description**
Examination (Online) - Component A	✓	50 %	Online Exam
Report - Component B		50 %	Project Report (6 pages)

Part 4: Teaching and Learning Methods	
Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:

Module Learning Outcomes	**Reference**
Plan and design travel surveys for collection of data required in travel demand analysis	MO1
Critically analyse change in travel demand from travel data	MO2
Explain the principles underlying transport models	MO3
Use a transport model to forecast and appraise the impact of future scenarios	MO4
Evaluate the shortcomings of transport models	MO5
Compare the merits of using alternative types of transport model for specific applications	MO6

Contact Hours	**Independent Study Hours:**	
	Independent study/self-guided study	113

	Total Independent Study Hours:	113
		3
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	37
	Total Scheduled Learning and Teaching Hours:	37
	Hours to be allocated	150
	Allocated Hours	150
Reading List	*The reading list for this module can be accessed via the following link:* https://uwe.rl.talis.com/modules/ubgm8n-15-m.html	

Part 5: Contributes Towards
This module contributes towards the following programmes of study: