**Module Specification**

# Changing Travel Behaviour

Version: 2023-24, v3.0, 21 Mar 2023

**Contents**

## Part 1: Information

**Module title:** Changing Travel Behaviour

**Module code:** UBGM8P-15-M

**Level:** Level 7

**For implementation from:** 2023-24

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Environment & Technology

**Department:** FET Dept of Geography & Envrnmental Mgmt

**Partner institutions:** None

**Field:** Geography and Environmental Management

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None


## Part 2: Description

**Overview:** Not applicable

**Features:** Not applicable

**Educational aims:** See Learning Outcomes.

**Outline syllabus:** Introduction to the principal theories of travel behaviour, and behaviour change including: rationality and bounded rationality, cognitive and social models.

The social and political context of travel behaviour change.

The techniques of behaviour change in different contexts e.g. workplace, neighbourhood/settlement, new developments, as applied to route choice, mode choice and the decision to travel.

The application of research techniques to monitor and evaluate transport plans and strategies.

Evidence of the effectiveness of travel behaviour change programmes in practice, and the academic debate around the validity of travel behaviour evaluation methods.

International examples of where and how modal shift has been achieved (or attempted with limited success) over the longer-term.


## Part 3: Teaching and learning methods

**Teaching and learning methods:** The module is mainly project based and the project is based on the paradigms discussed in class and in the reading list. As part of the formative stage of the project there are group discussions and presentations, which are not assessed.

Scheduled learning includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops and external visits.

Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc.

This module will be delivered in short/fat form over one semester. As such contact with students will take the form of weekly sessions.

Directed contact learning: 36 hours

Independent Study: 36 hours

Assessment, including preparation: 78 hours

Total: 150 hours

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** Critically compare different theoretical models of travel behaviour and identify their relevance to transport planning practice

**MO2** Identify and analyse evidence on different international contexts where travel behaviour change has occurred

**MO3** Evaluate different approaches to travel behaviour change and the evidence about their effectiveness

**MO4** Apply theory and evidence on travel behaviour change to the design of behaviour change interventions

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/ubgm8p-15-m.html

# Part 4: Assessment

**Assessment strategy:** Report (2000 words) - A written report will require students to demonstrate understanding of theories and evidence of behaviour change as applied to the transport sector.

Presentation (10 minutes) - The presentation will require students to apply theories

and evidence of behaviour change to the design of an intervention. The presentation also develops and tests students' verbal communication skills.

Resit Report - a similar brief to that described above, which may include some topic changes.

Resit Presentation - a similar brief to that described above, which may include some topic changes.

**Assessment tasks:**

**Presentation** (First Sit)
Description: Presentation (10 minutes)
Weighting: 30 %
Final assessment: No
Group work: No
Learning outcomes tested: MO1, MO4

**Report** (First Sit)
Description: Project report (2000 words)
Weighting: 70 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3

**Presentation** (Resit)
Description: Presentation (10 minutes)
Weighting: 30 %
Final assessment: No
Group work: No
Learning outcomes tested: MO1, MO4

**Report** (Resit)
Description: Project report (2000 words)
Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

## Part 5: Contributes towards

This module contributes towards the following programmes of study:

Transport [Frenchay] MSc 2023-24

Transport Engineering and Planning [Frenchay] MSc 2023-24

Transport Engineering and Planning [Frenchay] MSc 2022-23

Urban Planning [Frenchay] MSc 2023-24

Urban Planning {Apprenticeship-UWE} [Frenchay] MSc 2022-23

Urban Planning [Frenchay] MSc 2022-23