

THE EFFECTS OF TRIP PURPOSE ON PREFERRED WALKING ENVIRONMENT AND
ROUTE CHOICE OF PEDESTRIANS

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A master project submitted in fulfilment of the
requirements for the award of the degree of
Master of Science (Urban Design)

Faculty of Built Environment
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DECEMBER 2009

ABSTRACT

Among the environmental qualities influence pedestrians' route choice, distance was found as the most important one in the trips to transit station as a destination in previous studies. However, this agreement in the result may happen just because the previous research chose a same type of destination (transit station) as a destination. So, this study aims to investigate the effects of trip purpose (type of destination) on preferred walking environment of pedestrians to find out whether the qualities pedestrians need from the walking environment depend on the place they are going to. Answering these questions, the main aim of the research was to find out the environmental qualities pedestrians need from the walking environment going to diverse types of destination. Narmak neighborhood in Tehran gave the opportunity of conducting this research as a context because of its special pattern which supports walking as well as its high amount of sustainability was proved by previous studies. The research focused on three types of destination including metro station, neighborhood shopping centre, and park. The data were gathered through the self-administrative questionnaire and the total number of 100 respondents participated in the research. Analyzing the data using SPSS reveals that among nine environmental qualities were derived from the literature four of them including distance, presence of people, presence of formal and informal activities, and visual attractiveness have different importance for pedestrian going to diverse destination. These qualities except the distance are categorized as qualities give pedestrians "Sense of Enjoyment". However, because these qualities are not the most important components of pedestrian preferred walking environment, practically pedestrians choose the same type of route, district distributor, for their trips regardless of where they go. Indeed, the most determinant factors on route choice of pedestrians are sense of security at night, sense of security during the day, and sense of safety from traffic which according to literature are the qualities give the pedestrian "Sense of Protection".

ABSTRAK

Dari segi pelbagai kualiti yang mendorong pemilihan perjalanan bagi pengguna, jarak merupakan faktor yang amat penting untuk menuju ke destinasi yang masing-masing dalam penyelidikan yang lepas. Walau bagaimanapun, pandangan ini hanya akan wujud disebabkan oleh destinasi yang sama dalam penyelidikan tersebut. Penyelidikan ini bertujuan untuk mengkaji dorongan perjalanan bagi keperluan pengguna supaya mengenalpasti kualiti-kualiti yang berbeza ingin dinikmati terhadap destinasi masing-masing. Oleh itu, penyelidikan utama ini adalah untuk mengenalpasti kualiti-kualiti yang mendorong keperluan penjalan kaki menuju ke pelbagai destinasi yang lain. Narmak neighborhood, Tehran berpotensi untuk mengendalikan penyelidikan ini kerana pattern yang luar biasa mengalakkan densiti yang tinggi bagi penjalan kaki dalam penyelidikan. Penyelidikan ini memberi fokus kepada tiga destinasi termasuklah metro station, neighborhood shopping centre, dan taman. Dari segi pengumpulan data, terdapat 100 orang menyertai jawab soal selidik dalam penyelidikan ini. Keputusan dalam kajian ini telah menunjukkan empat daripada sembilan kualiti dalam literature, iaitu jarak, kewujudan orang, kewujudan aktiviti formal & informal, dan tarikan visual mempunyai kepentingan yang tidak sama untuk menarik penjalan kaki ke destinasi yang lain. Kualiti ini tanpa mengambilkira jarak adalah dikenali sebagai "Sense of Enjoyment". Akan tetapi, kualiti ini bukan komponen yang utama mendorong penjalan kaki dalam membuat keputusan. Hal ini kerana faktor yang paling mendorong penjalan kaki adalah kualiti "Sense of protection", iaitu keselamatan pada waktu malam, keselamatan pada waktu siang, dan keselamatan di trafik.