

F21 SOME OBSERVATIONS ON ATTITUDINAL METHODS IN TRANSPORTATION  
AND THEIR APPLICABILITY IN UNDERSTANDING  
TRAVEL BEHAVIOUR IN SRI LANKA

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This paper explores the applicability of attitude research in understanding travel behaviour in Sri Lanka, based on two studies covering urban and sub-urban bus users. The assumption is made that transportation planning is more or less consumer oriented.

The examination is confined to modal choice issues and individual choice evaluation of modal alternatives. This is viewed mainly in relation to the multi-attribute theory in attitudinal methodology.

This type of study of traveller preferences and decisions has potential for qualitative diagnosis of travel behaviour. It could be a useful planning tool in the tailoring and marketing of transportation services in a scenario of competitive modal alternatives, where consumer orientation is seen as the preferred strategy.