

IRG Activity Report

Date of Submission: 30 / May /2011

1. IRG code and name of IRG

- 1) IRG code: IRG - 13 - 2008
- 2) Name of IRG

Improving a tour travel demand forecasting method for Asian countries

2. List of research members

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3. Purpose and Mission of IRG

The goal of this program is to help researchers understand other countries' tourism activities and develop advanced models developed in economics and transportation to international and domestic tourism. Specifically, the discrete activity-based approach will be employed to enhance model capabilities. As proven in numerous transportation problems, the activity-based approach requires more information and analyzes details on traveler behavior. Based on the tour activity patterns identified through this research program, local governments and private companies will be able to upgrade existing tour attractions and develop new tour activities and transportation services. Being compared with typical daily activity patterns, tourists' activities cover only limited number of destinations and affected by tour information. In addition, their travel objectives are simpler than commuters and substantial homogeneity is observable from tourists' activity pattern.

Another aspect in tourism is information systems for tourists' activities. Tourist information systems are expected to change tourists' activity patterns by giving opportunity for tourists to gain more satisfaction with less amount of time. When their saved time is used to buy additional utilities, the tour market system will help both tourists and the tour business. Advanced tour models will also be able to analyze such tourist activity changes through activity-based models. Therefore, applying the activity-based approach to enhance model capabilities by incorporating tour activity scheduling problem into new models. Researchers in this program will examine case studies in their own country and examine the model transferability among Asian countries. This program will publish research reports in a book in addition to papers in EASTS meeting.

4. Achievements of IRG in 2010-2011

- 1) Paper, report and book: (Title, Authors, Year, Name of the Journal, etc.)
(Please include the paper(s) submitted to 2011 EASTS conference.)
(You don't need to attach the files.)

- 2) Seminar, symposium and special session: (Title, Date, Venue & abstract)
Special Session of Easts Conference in Jeju, Korea
Date : 20-23 June
Topic : Special session regarding travel demanding forecasting for tour in Asian countries

- 3) Group meeting:
3rd Meeting at Bangkok, Thailand
Venue: 25 July 2010
Attending members:
Yongtaek Lim (Chonnam National University, Korea)
Hyunmyung Kim (Myongji University, Korea)
Thirayoot Limanond (Suranaree University, Thailand)
Discussed topic:
- Organizing a team for opening a special session for IRG topic at Jeju Easts 2011.
- Promote the submission of papers for IRG topic for Thai transportation researchers

- 4th Meeting at Seoul, Korea
Venue: 13 April 2011
Attending members:
Yongtaek Lim (Chonnam National University, Korea)
Hyunmyung Kim (Myongji University, Korea)
Thirayoot Limanond (AIT, Thailand)

Taewan Kim (Choongang University, Korea)

Discussed topic:

- Special session for IRG topic at Jeju Easts 2011.
- Future activities for IRG

4) Result of application for the research grants:
(Name & result)

5) Promotional activities of your IRG:
(Homepage, Newsletter, Mailing list etc.)

5. Will you continue your IRG's activity after 2011 EASTS conference?

Yes

6. Future research plan and including time frame with the following items:

- Possibility to hold seminar and symposium (Date & Venue)
 - Bi-annual group meeting
 - Make report for IRG 13
 - hold special session in 2011 Easts conference
- Special considerations to young researchers