

# WEBINAR TALK ON IMPACT OF TRAVEL INFORMATION ON TRAVELER BEHAVIOR IN MALAYSIA

DATE: 24 SEPTEMBER 2022 | TIME: 10:00 AM - 12:00 PM

BEM Approved CDP: 2 Hours Ref. No.: IEM22/HQ/234/T w)

## Synopsis

Megacities worldwide have been employing some form of traffic information systems to manage their road network and to mitigate congestion. However, the full benefits of such systems can only be achieved if drivers perceive the system to be of adequate quality for them to actually use the disseminated information in their travel choices. This talk presents the research findings of the impact of travel information on traveller behaviour by taking Klang Valley as a case study. The research questions answered are: (1) how the CCTV images shown via websites/apps influence traveller behaviour; (2) is the travel information apps effective in influencing driver route choice; (3) how travel information could play a role in promoting mode choice? These findings are important to the transport operators and decision makers in understanding the use of travel information system as an active travel demand management tool to mitigate traffic congestion.

## Speaker's Biodata



Ir. Prof. Dr. Khoo Hooi Ling

**Ir. Prof. Dr. Khoo Hooi Ling** is a Professor in the Department of Civil Engineering at the Universiti Tunku Abdul Rahman, Bandar Sungai Long Campus. She graduated with a Bachelor of Civil Engineering from the University of Malaya in year 2002 and a Master of Engineering Science in year 2005. She obtained her PhD in year 2008 from the National University of Singapore. She has more than 15 years of experience conducting research in traffic and transportation discipline. Her research interests include traffic modelling and optimization, traffic safety, public transport, traveler behavior and travel demand management. She has authored more than 60 publications in international journals and conference proceedings. At current, she is the Chairman of the Highway and Transportation Technical Division (HTETD) of the Institute of Engineers Malaysia (IEM) and has obtained the Fellowship with IEM. She is also a registered Professional Engineer with Practicing Certificate with the Board of Engineers Malaysia.

**Ir. Dr. Asitha Krishnan Sivasankaran** has 32 years of experience in the field of traffic engineering and transportation planning, having been involved in a wide range of transportation related studies, both locally and internationally. She has been involved in all the major rail schemes in the Klang Valley, Penang and the East Coast. She is a firm believer of public transportation as the principal mode of transport. She is currently the Director of JA Project Consultant Sdn Bhd.



Ir. Dr. K.S. Asitha

### Registration fee

Student Member: Free  
IEM Member: RM15.00  
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