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Sommario/riassunto

This book presents a groundbreaking examination of the intricate dynamics shaping the customized bus (CB) service industry. Through a meticulous exploration segmented into three distinct parts, this book offers a holistic approach by dissecting the foundational elements, user behaviors, and environmental influences that collectively drive the success or failure of CB services. The authors employ a multidisciplinary lens, blending empirical research with theoretical insights to unpack the complexities of demand evolution and user loyalty within the CB service sector. This novel approach integrates statistical analyses, user behavior modeling, and environmental effects assessment to provide a comprehensive view of the industry's current state and future prospects. Setting this work apart is its emphasis on the interplay between service provider strategies and the built environment effects, a relatively unexplored dimension in transportation studies. The book introduces pioneering models for understanding user choice behavior and loyalty, considering the heterogeneity of individual preferences and the significant impact of urban built environment. Covering a range of topics from the basic role of CB in transportation systems to advanced analyses of subscribing behavior and market adaptation strategies, the book is designed for a diverse audience. Academics, industry professionals, urban planners, and policymakers will find its content accessible and applicable, with insights beneficial for both introductory learners and advanced practitioners. Strategic Recommendations: Through its analytical rigor, the book equips stakeholders with practical strategies to enhance service viability, promote user loyalty, and navigate the operational complexities of the CB service landscape.
