

The utility function on the best alternative outcome will be smaller after

subracting.

Even though fridgen is a social phychologist and this author is a geographer our shared inetrest is in studying what happens during travel to and from a destination as an attempt of trying to understand the whole trip behaviour. Without such an understanding of the complete trip my view is that much of the on destination studies will be lacking important information. Since most tourist "like traveling", their on route behaviour must be regarded as an integrated part of their complete travel experiences.

Walking is not just

but also is a form

of excess,a social

activity, and family

memoriy

a plycial movement

Traditional
Economics on the
utility evaluation and
come up with the
expected utility
theory (EUT) which is
also called consumer.

traditional utility
framework,a regret
terms is added to
address the
uncertainty
resolution

In addition to the

Von Neumann,j., and
O.Morgenstern,1944.Theory of
games and economic
behaviour. Princeton,NJ,US:
Princeton University press
yang, yingxiang.Carious
Herrera.Nathan Eagle, and
Marta C.Gonzalez.2014."Limits
of Predictability in commuting
Flows in the Absence of data
for Callbration Scientific

Presence, also known as refers to subjective experiences of being there in to technology



Does

What behavior have we observed? What can we imagine them doing?

The rules of

EUT is Utility

Maximization

(RUM)



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



