Abstract

PASSENGER GUIDANCE SYSTEM AND PASSENGER GUIDANCE METHOD

In the present invention, without troubling a user, the user can be made aware of an alternative route suitable for the user when there is a transportation disturbance or the like and a railway operator can avoid congestion when there is a transportation disturbance. Provided is a passenger guidance system for guiding users who move along a route using an IC card, wherein the system is provided with the following: a behavior pattern extraction section that outputs the behavior pattern of users from movement log data in which is recorded the users' movement history which includes a transportation system time and date of use and route used; a passenger extraction section that extracts users who will be impacted by an accident by using the time and date of use and route contained in the behavior pattern and accident information data which includes the zone in which the accident occurred and the time when the accident occurred, and the time when service will be restored, and that determines an alternative route for the users by using the route of the users and the master service information of

the transportation system; a broadcast section that transmits, to a terminal of the extracted users, information broadcast data which includes an alternative route; and a behavior determination section that, on the basis of the movement log data and the alternative route, determines whether users, from among the users to whom the information broadcast data was broadcast, moved according to the alternative route at the time of the accident, and that records such results as time-of-accident movement pattern data.

FIG. 1