

Abstract

In this work the author presents, in the context of his bachelor thesis, methods of classical and innovative types of surveys. The aim is to create, with each of the methods, one survey for the Munich Oktoberfest, to collect data from the arrival and departure traffic in its peak hour. After an overview of the results from the literature research the author explains the traffic concept of the Munich Oktoberfest which was created by the cooperation of the city of Munich and the local police. Afterwards all local parameters like the size of the fairground and the available parking space are presented. In the following a detailed description of all lines of public transport going to the Theresienwiese, the location of the fairground, is given. Then the writer reveals/ shows his classical survey concept, which includes, for example, the method, the duration, the moment and also the accuracy of the survey. He analyzes how much staff is needed and which costs arise when this concept will be performed. Especially for the survey at the Munich Oktoberfest documents like a questionnaire were issued. As to the second survey concept, which according to the author includes mobile communications, the global positioning system and diverse software, only a suggestion is made how it could be used. The software, the technology and the realization are kind of underexplored and no values of their accuracy are given. The author describes how a survey could be implemented in an application with many other options for the customer. This work closes with a comparison of both concepts. In the conclusion the writer comments on the classical and the innovative method of survey. In his opinion modern technology and software cannot replace classical methods at this moment but in the medium term these methods are very interesting for automated surveys.