

UNIVERSITI TEKNOLOGI MARA

**ENHANCING COMMUNITY-LED
TOURISM THROUGH INTERCITY
TRAIN SERVICES**

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ABSTRACT

The need for efficient movement of people and goods has given rise to the railway system, which provides smooth transport and bridges geographical gaps. This mode of transport has expanded people's access and improved mobility, connectivity, trade and distribution of goods and passengers. Railways play a crucial role in the development of human civilisation by connecting various activities such as work, education, social interactions, and business. In addition, the railway system has fuelled the growth of the tourism sector. Accessibility of travel is fundamental in attracting people to go on holiday, and transport is a fundamental tool for tourism, the absence of which makes tourism virtually inaccessible. However, the preference for railways as a means of travel has declined due to strong competition from other modes of transport, especially road and air transport. While tourism is a lucrative initiative for income generation and economic growth, it also has a detrimental impact on the environment. Community-based tourism is an alternative to tourism in the interest of community and environmental conservation, but it is difficult to sustain. This study investigates the potential of railways collaborating with community-based tourism to support the development of community-based tourism. In addition, it also aims to help the intercity train services increase its number of ridership and revenue. The approach of the study uses the qualitative research method to conduct an in-depth study on the relationship between railways and community-based tourism that could bring benefits to railways and tourism, especially community-based tourism involving field research and key informant interviews. The study found that railways can effectively use tourism to increase the number of passengers and revenue of intercity trains. The trains are responsible for transporting tourists to Community-Based Tourism destinations. By meeting the transport needs of tourists, railways play an important role in ensuring the accessibility of these destinations. This accessibility is a crucial factor for the success of a tourism destination such as Community-Based Tourism.

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CHAPTER 1

INTRODUCTION

1.1 Research Background

1.1.1 Introduction

The development of modern transport systems, particularly the dynamic development of railways, has had a transformative impact on a wide range of industries, with tourism being one of the industries that has benefited from the development of railways. This study investigates in depth the symbiotic relationship that exists between transport, particularly railways, and tourism, the community-based tourism. for the benefit of both railway and community-based tourism.

The aim of this study is to enhance academic discourse on the collaboration of railway and community-based tourism for the enhancement benefit of railway and community-based tourism. It also serves as a basis for strategic interventions and policy considerations that can enhance the synergistic partnership between railway, particularly the intercity train services and community-based tourism.

1.1.2 Railway as the Mode of Transport

Sustainable development of a nation involves improving various aspects of community life to meet the needs of society over time. One such example is the development of transport systems to adapt to the advancement of human life and culture in the technologically advanced global landscape. Transportation plays a crucial role in global economic development by connecting spatial regions around the world, contributing significantly to the acceleration of economic participation (Severino et al., 2021; Doğan, Gueltekin, & Tanrıvermiş, 2018).

The growth of the railway system is tangible evidence of this development. Originally, the railway was one of the oldest means of transport and was used to transport industrial goods such as coal and ore to warehouses and ports. Over time, railways evolved into a key component for the rapid transport of goods and labour