### TOURISM TRANSPORTATION: HIGHLAND VEHICLE



### **RESEARCH REPORT**

# DIPLOMA PROJECT I / IDH 317 DIPLOMA ART AND DESIGN (INDUSTRIAL DESIGN) UNIVERSITI TEKNOLOGI MARA KEDAH KAMPUS SUNGAI PETANI PETI SURAT 187, 08400 MERBOK, KEDAH DARUL AMAN, MALAYSIA

PREPARED BY:

MOHD FAROOP B JAMIAN 2003154467

**MARCH 2006** 

×.

#### THE DECLARATION

#### Declaration

I hereby declare that the work contained in this report proposal is my own except those which have been duly identified and acknowledged. If I am later found to have plagiarized or to have committed other forms of academic dishonesty, action can be taken against me under the Academic Regulations of UiTM's.

Signed,

\_\_\_\_\_

Name: Mohd Faroop B Jamian Matric No: 2003154467

### TABLE OF CONTENTS

	PAGE
Researcher Offer Letter	i
Letter of Research Submission	ii
Name of Researcher	iii
Acknowledgement	iv
Table of Content	v
List of Figures	vi
List of Table	vii
Abstract	×

## CHAPTER 1

1.0	INTR	ODUCTION	1- 4
	1.1	Background	5
	1.2	Objective	6
	1.3	Definition Of Terms	7
	1.4	Statement Of The Problem	8
	1.5	Research Scope	8
	1.6	Theoretical Framework	9

r

## CHAPTER 2

### 2.0 LITERATURE REVIEW

	10	
2.1	Introduction	10
ົ່	Posoarah Statua	10
L.L	Research Status	

2.3 Preview Research 10 -11

## CHAPTER 3

3.0	METHODOLOGY		
	3.1	Introduction	12
	3.2	Research Instruments – Methods of Data collection	12 -14
	3.3	Primary Data - Checklist of the Framework.	15 -17
	0.0	(Questionnaire/Interviews/Observation/Ethnographic)	
	3.4	Secondary Data	17 -18
		(Internet source, Library, Others)	

### CHAPTER 4

4.0	RESPONDENT BACKGROUND		
	4 0	Introduction	19
	4.1 Demography	19	
	4.1	Demography	19 -22
	4.3	Questionnaire Result	

#### ABSTRACT

In the globalization era and the modern world, many varieties of the transports was designed accompany by the national development. In Malaysia, the main sector should be taking responsive in transportations perspective is tourism sector. However, Malaysia has many interesting highland can be visited such as Bukit Larut Highland, Cameron Highland, Bukit Tinggi and etc.

Actually, in Bukit Larut has own their transportations to bring the tourists to enjoy the beautiful of the Bukit Larut surrounding area. Moreover, the transports did not show the Bukit Larut appearance. Then, the aesthetic aspect should be taken in. It is because to make the transports become comfortable, harmony and can attract either foreign or local tourists to visit that highland.

Beside that, the safety aspect also should be taken responsive because to make sure the tourist safety will be guarantee. During conducting this research, the mainly reason to design the Bukit Larut transportations project is to produce the new design of the transportations. Furthermore, it is also should be have the aesthetic value, ergonomic, safety and have the Bukit Larut features itself.

xii

÷