

# **INTELLIGENT TRANSPORT SYSTEM**

## **THE WAY FORWARD FOR PUBLIC TRANSPORT IN KUALA LUMPUR**

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## ABSTRACT

In any planning effort, a co-ordinated approach among various systems is of paramount importance in achieving set goals. The public transport services in urban areas need to be more flexible and fully integrated to meet the dynamics of commuter demand. An approach in the form of Intelligent Transport System (ITS) need to be taken in order to solve or rectify today's myriad of problems being faced by public transport operators. This approach should be accepted in their operation which include the system, modes and also in jurisdictional aspects. ITS are considered to be an innovative approach for the public transport operator to provide the desired level of service, which include some hi-tech element in their passenger management system. In this thesis, an effort has been made to draw a framework that will determine how the concept of ITS can be applied in improving public transport in Kuala Lumpur. The research covers preliminary studies on ITS, commitment of local operators in having the ITS approach in their current operation and also to draw the line where the ITS can be recognised in the public transport operations in Kuala Lumpur. The research is confined to the area of Kuala Lumpur and only consider the main public transport operators. All the information has been collected through interview with several public transport operators, literature survey and observation. The collection of data has been analysed with SWOT (strength, weakness, opportunity & threat) analysis and depicted in simple statistical diagrams. The research then produced a strategy to explore the possibility of applying ITS in Kuala Lumpur's public transport. It will include the role that should be played by the public transport operators in their managerial, financial and operation activities. The research has also identified, in its endeavour to uncover the concept and applicability of ITS, some potential areas, where further research can be pursued.

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## 1.0 Background of the Study

### 1.1 Introduction

The study that was conducted in this thesis was <sup>used</sup> use to cover the nature of future transportation system in Malaysia. The researcher has obtain a preliminary study on Intelligent Transport System (ITS) application in public transport operated in Kuala Lumpur. The system was very relevant to the achievement of our country in Multimedia Super Corridor (MSC) project.

The researcher <sup>??</sup> are looking into the commitment of the operators towards providing the higher scale of services. In conjunction with Integrated Urban Transport System (IUTS) proposal by our government, the study will highlight the way for the 7 operators to improve the effeciency of their operation.

As the catalyst for the country economic development, the revolution in our public transport services are shown in the outcome of this study. The framework developed in this study will give an outline on the management plan of the Intelligent Transport System (ITS).