

**Feasibility Study of
Starting a Shuttle Service
from Johor Bahru to Desaru**

**This thesis is submitted as
a partial fulfilment for
ADBA (Tpt) Course**

by

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1.1 INTRODUCTION

Transportation plays an important role in the development of a country and to the human activities. Malaysia as a developing country realises the needs for adequate supply of transport services and system, and a well-organised infrastructure for the benefit of safe and economical bussiness activities and better communication. The nation's economic growth and the improvement in the standards of living very much depend on the level of the transportation service.

Transport also becomes the main factor for the development of the tourism industry. Tourism has now become a major contribution to the national income. As a major source of foreign exchange and employment intensive industry, it continues to increase and develop with the aid of improved transport and communication facilities. Tourism cannot exist in isolation from the rest of the economy but requires infrastructural support, adequate transport and public service. The government is taking steps in improving and providing transport services linking major towns and the varios tourist resorts and places of interest.

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