
AN ANALYSIS ON
TOURISTS' EVALUATIONS ON



EXCURSION COACHES SERVICES PERFORMANCE
FOR RELIANCE SMAS KUALA LUMPUR INSIDE-OUT
TOUR SERIES

A GRADUATION EXERCISE
SUBMITTED AS PARTIAL FULFILLMENT
OF THE
ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION
(TRANSPORT)

BY
NOR EFFENDI BIN NORDIN
89328661
ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION
(TRANSPORT)
SCHOOL OF BUSINESS AND MANAGEMENT
MARA INSTITUTE OF TECHNOLOGY
SHAH ALAM, SELANGOR DARUL EHSAN

MAY, 1993

Table Of Content

PAGE

LIST OF TABLES.....	vi-vii
LIST OF FIGURES.....	viii
LIST OF CHART AND MAP.....	ix
LIST OF APPENDICES.....	x
LIST OF ABBREVIATIONS.....	xi-xii
ABSTRACT.....	xiii
ACKNOWLEDGEMENT.....	xiv

CHAPTER ONE

1.0	INTRODUCTION.....	1
	1.0.1 Introduction Of Tourism.....	1
	1.0.2 Tourism Industry in Malaysia.....	2
1.1	OBJECTIVES OF RESEARCH.....	6
1.2	PROBLEM STATEMENTS.....	7
	1.2.1 Tourist Major Problems Regarding The Service.....	7
	1.2.2 Problems Of Operator Regarding The Service.....	7
1.3	HYPOTHESIS OF RESEARCH.....	8
1.4	SCOPE AND LIMITATIONS.....	9
1.5	LITERATURE REVIEWS OF RESEARCH.....	10
1.6	METHODOLOGIES OF RESEARCH.....	21
	1.6.1 Primary Data.....	21
	1.6.2 Secondary Data.....	22
1.7	REFERENCES.....	23

CHAPTER TWO

2.0	EXCURSION COACH IN TOURISM INDUSTRY.....	24
2.0.1	Definition Of Excursion Coach.....	24
2.0.2	Types and Capacities.....	24
2.0.3	Basic Features.....	26
2.0.4	Entrances and Exits.....	29
2.0.5	Comfort and Capacity.....	29
2.0.6	Steps and Staircase.....	30
2.1	EXCURSION COACH IN MALAYSIAN TOURISM INDUSTRY.....	31
2.2	RELIANCE SMAS TOURS SENDIRIAN BERHAD.....	38
2.3	RELIANCE SMAS TRANSPORT DEPARTMENT.....	41
2.4	REFERENCES.....	46

CHAPTER THREE

3.0	INTRODUCTION.....	47
3.0.1	Kuala Lumpur 'Garden City Of Lights' As A Tourist Attraction Point.....	47
3.0.2	Places Of Interest in Kuala Lumpur.....	50
3.1	RELIANCE SMAS KUALA LUMPUR INSIDE-OUT TOURS...	55
3.1.1	Kuala Lumpur Is Beautiful.....	55
3.1.2	Art, Handicraft and Shopping Tour...	56
3.1.3	Kuala Lumpur After Sunset Tour.....	57
3.1.4	Kuala Lumpur Cultural Night-Out Tour.....	58

Abstract

At present, the Reliance SMAS, the No.1 ground operator in Malaysia is looking forward for the improvement of its drivers, tour guides, tour package provided and the condition of its excursion coaches as well as to find out the major problems encountered by tourists during their tour with Reliance SMAS excursion coach. The Kuala Lumpur Inside-Out Tours which operates on a daily basis is found not very efficient because of some major problems which are encountered by tourists during the tour. A closer look and opinions from tourists into the operation is vital in order to improve this situation where Malaysia is now heading to its second program of Visit Malaysia Year (VMY) which will be held in 1994.

This research is carried out to study, identify the tourist evaluations on Reliance SMAS drivers, tour guides, tour package provided and excursion coaches performance as well as to find the solutions and recommendations to overcome and better its service.

It is hoped that, the recommendations made would provide Reliance SMAS with some ideas on how to further improve its service performance.

Acknowledgement

In order to complete this thesis, first and foremost, I wish to express my gratitude to Allah Subhanahuwata'ala for giving me the strength and patience throughout the research project. I also would like to forward my highest appreciation to my advisor, Puan Norminsham Bte. Abdul Karim for advising and guiding me in order to make this research fully successful.

Of course, not forgetting, my supervisor, Mr. Ang Chong Kooi, the Reliance SMAS Transport Senior Executive, who has given me guidance and opportunity in studying and completing the research project. I would like to wish heartiest thanks to all Reliance SMAS Transport Department, Reliance SMAS KSS Department staffs, other individuals and groups for their supports in making this research a success.

Last but not least, I wish to thank my parents, Encik Nordin Bin A. Talib and Puan Siti Amidah Bte. Mustaffa, the rest of my family, Anies, Anna, Aidi, Is and Mokhtar, to my dearest Mim and her parents for their perservance, cooperation, understanding and moral support in facing this challenge. (I love you all).

**NOR EFFENDI BIN NORDIN
MAY 1993.**