CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

This chapter discusses on the introduction of study. It represents the overview of the study and briefly explains the background, the aim, problem statement, research question, research objectives, scope of study, significant of proposed research and expected outcomes from this research.

Basically, any building development and construction must consider space for parking lots. People need proper car parks to be provided to them inside or outside the building especially the building operates at 24 hours. If the parking area is not in the development consideration, then the project can be considered as failure.

These changes also cause impact to the modern technological system which becomes more sophisticated. The same goes to the advancement of modern transportation. Because of this, demand for modern motor vehicles increases especially cars. The use of motor vehicles especially cars creates a few problems, for example, congested traffic. And the worse problem that exist today is the parking space or parking facilities. Many problems arise because of this matter.

In this research, we must know the actual problem, the existing facilities is suitable or not, effect on traffic and also effect on the environment should considered in this marking parking problem. Besides that, research on stopping car also important because the car drive slowly to find parking place. There are several method will be made according to the type and volume size or research area. From this research, we
can imagine the real situation of available car parking system or the new available car parking. From this data, we can get the provision of parking policy and control the placement of parking needed.

The parking space provided by the road side has actually decrease the effectiveness of the road system. Therefore a research in facilitating this parking issues is highly recommended to foresee the needs and demands of this facilities. In short, this research is conducted to analyses the available parking space and facilities, as whether they are sufficient, comfortable and safer more than 85% in developing countries (Parkin, 2001; Lim et al., 2014).

1.2 PROBLEM STATEMENT

Parking plays an important role in mobility, access and the economic development of cities at the same time, it is a profitable business for both the private and public sectors. The car parking market is a sector of the economy that has increased in importance as the market for cars has grown. Cars have become a fundamental element of journey mobility and, in consequence, parking has as well. The car-parking sector has always been of great importance in terms of urban mobility, since it is a fundamental element in achieving a high level of accessibility in the city centers. In fact, many businesses and municipalities see an adequate supply of parking, especially for visitors, as crucial for their competitive growth.

As the number of cars increases, with no initiatives and alternatives to combat the current scenario, many problems arise especially to the limited number of parking lot. This can give a significant effect, especially to commercial property. Parking issues come from the public behavior itself. The public come to the market and simply park their vehicle anywhere and everywhere they like.
1.3 RESEARCH QUESTIONS

The aim of the research is to assess the available parking spaces whether it is sufficient, safe and comfortable. A few questions will be brought up in order to find the solutions. Among the questions are:

1.3.1 How is the fluctuation of demand for parking spaces at LYC?
1.3.2 Are the parking parameters within reasonable limits?
1.3.3 What the improvement of parking facilities can be made at LYC hypermarket?

1.4 RESEARCH OBJECTIVES

The objectives of the study are as follows:

1.4.1 To assess the demand parking space available at LYC hypermarket
1.4.2 To assess the parking parameter such as duration, occupancy and adequacy of parking
1.4.3 To recommend the improvement of parking facilities at LYC hypermarket

1.5 SCOPE OF STUDY

The study is limited to scope and limitation, in order to receive a clear result from the analysis. The scope of the study will focus on:

1.5.1 The parking management in LYC Hypermarket. The issues are to see the supply and demand parking space provided.
1.5.2 To achieve the aim of this study, that is to assess the parking parameter form data available. Then followed by some conclusions and recommendations to the topic.
1.5.3 This study depends very much on primary and secondary data. Therefore, the nature of this study is more of a critical review on the time management, and to investigate the system and process of managing parking space.