CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Increasing global concern about the sustainability of our urban centers and the impacts of transport have resulted in a focus on achieving mode change from motor vehicles to more sustainable modes such as walking, cycling and public transport (Pucher et al., 2003). This has been supported by (Skinner and Rosen, 2007) where sustainable modes such as cycling has been used widely and orientedly in towards of achieving sustainability of urban centers. Bicycles are a mode of non-motorized transportation that have many benefits, such as reducing environmental problems and reducing the cost of journeys. Even though bicycles have a low energy consumption, whereas there is no need to apply fuel to run the bicycle but they bring fitness to their users. Cycling proves to be one of the most effective exercises, to shed off those extra calories and get rid of flabby abs. Even a small amount of cycling can prove to be good enough to boost metabolism level, thereby fastening the ideal weight loss program. It helps to improve the overall balance and coordination.

However, cycling is not being considered as an alternative mode by social community in younger generation today especially in the University Malaysia Pahang (UMP) campus in Gambang. Using bicycle in UMP is not a popular usage among some students. This is because only first year students are likely to be encouraged to bring bicycle as a mode of transport because they are prohibited to bring other transportation during the first semester. When comes to the next semester, they were no more upholding
this good habits due to some barriers. The consequence of barriers involve risk of cycling to commute from one place to another place as it considered not safe to travel. Another factor which influenced the students to have less interest in cycling due to social community reputation surrounding their environment. Social community reputation is one of the internal factor which can impact students to change in behavior, attitudes, norms and also habits. Therefore using bicycle to commute seems to have lack motivation in usage among students due to misconception of barriers.

1.2 BACKGROUND OF STUDY

Generally, there are numerous environmental, social, health and economical advantages of promoting cycling for transport and the benefits of intensifying cycle trips to both the individual and society (Jensen et al., 2000; Morris, 2004). This study explore about UMP’s community in Gambang on their motivation to use bicycle to commute and also their barriers against making trip using a bicycle. The results obtain will then be develop to promote healthy cycling programs in the campus itself. During the study, four groups or type of cyclist will be identified. It encompasses recreational, car substitute riders, necessity commuters and fitness trainers. The prevalence of these groups and concepts would be worth exploring as part of a quantitative survey. Concept of what defines a person as a ‘cyclist’ will also be explored.

1.3 PROBLEM STATEMENT

Universities have allowed various modes of transportation being used in campus, such as cars, motorcycles, and bicycles. Nevertheless, students nowadays want to have a better convenience and a better travel speed when commuting in campus. Thus, this leads to a number of motor vehicles such as private cars and motorcycles have been increased. This situation emerged especially in universities that offer dormitories on and around campus. Knowing to the emerging especially in a number of motor vehicles; noise and air pollution, increased budgets for road maintenance, shortage of parking space, and traffic jams during rush hour. Moreover, the number of students who commute by bicycle
to and from campus has been decreased in some universities tremendously. Despite of decrease in cycling, this form of transportation actually provides many benefits to individuals and also to the society. The ineffective guidelines lead students to use private cars or motor vehicles while the number of cyclists remains limited. According to the above problems, by identifying what are the real barriers and identifying what are the real motivators to bike riding will help to analyse problems and difficulties pertaining to bicycle usage in campus. The final results of this study are to produce practical guidelines to encourage cycling in campus to meet student needs.

1.4 OBJECTIVES

The objectives of the research are:

- To identify barriers and motivators to bike riding among UMP community.
- To determine the potential cyclist and current cyclist among UMP community.

1.5 SCOPE OF STUDY

This research limits its study area to University Malaysia Pahang, Gambang campus only. It focus to UMP community in the campus among potential cyclists and current cyclist. These two groups will be split into male and female.

1.6 SIGNIFICANT OF STUDY

The study recognizes what makes a person as a cyclist, hence to discover what are the criteria’s that influenced in their cycling habit. Provision of cycling infrastructure within UMP network will be added as an incentive and initiative to uphold cycling habits subsequent from the result obtain in qualitative research into motivations and barriers to cycling in UMP campus.