CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

Sustainable can be defined as concerning a head unit in which retains a viability by utilizing methods in which allow for constant recycling. (Plaut and Shmueli 2000). The urban transportation plays a key role in order to achieve the sustainable development of the city. Transportation is a device that used to move an item from one place to another. The form of transportation including trains, automobile, and two-wheel devices likes bicycle and motorcycle. The efficient urban transportation will lead to the systematic system of urban sustainable development.

Sustainable transportation refers to the broad subject of transport that is sustainable in the senses of social, environment and climate impacts and the ability to, in the global scope, supply the source energy indefinitely. (Plaut and Shmueli 2000). Sustainable transportation will give the less impact to human and the environment by using other transport like trains, bicycle or car sharing. The implementation of sustainable transportation roughly can decrease the traffic congestion and reduce the air pollution. The application of sustainable transport in Malaysia is still far behind compare to the other country in the world.

In the last decade, the level of mobility in the urban area of many countries has increased significantly. This situation has raised the concerns about the increasing card usage and consequent congestion and pollution effect. The rapid developments in Malaysia affect the citizens to increase the usage of motors, private vehicles and other transportation. The actual dynamics associated with transportation, as well as the
necessity to feel the alterations within society as well as life-style behavior of which crank out a range of vacation requirements, trigger a lot of people being quite depending on car traveling. (Anable, 2005).

1.2 PROBLEM STATEMENT

The population of Kuantan district is more than 600,000 people including Malay, Chinese, India, and other race. Kuantan was founded in 1850s and keep expanding until being a state capital of Pahang and the ninth largest city in Malaysia. Rapid development has led to the increasing number of population in Kuantan city.

In Kuantan, the increasing in population caused the increasing in the usage number of transport especially private car and motorcycles. Based on the information from the Department of Road Transport Kuantan the registered number of private transport increase for every year. This situation may affect the road traffic of the Kuantan town. It is obviously during the peak time especially on the morning and late evening. The most important is this situation also will affect the environment of the town due to higher fuel consumption by the transport. As for now, there is no properly standard yet that set about this situation. Due to that reason, this result of study can be used by the local authorities to take the proper actions.

1.3 OBJECTIVE OF STUDY

There are two (2) objectives that need to be fulfilled in this research. The objectives are;

i. To identify the awareness of people about sustainable transportation.

ii. To determine the readiness of people to change to sustainable transportation and reduce car usage.
1.4 SCOPE OF STUDY

The scopes of study are as follow. The location of study is at Kuantan district in Pahang. The data are obtained from questionnaire that distributed to the people in Kuantan district.

1.5 SIGNIFICANCE OF STUDY

The awareness of sustainable transportation is important element in the management of road traffic. Generally, the usage of sustainable transportation can reduce the usage of private transport which can decrease the number of transport used in the road. This basically can be help to avoid and reduce the traffic congestion especially during the peak time.

In addition, this also will help to reduce the pollution issues (air pollution, noise pollution etc.) that always been an attention by the people. With this study the authorities can constructed a systematic system to upgrade the existing system of sustainable transportation that already exist. In the other word, an establishment of the sustainable transportation can be implementing in Kuantan to make it more effective and efficient.