

2nd
edition

QUALITY OF TOURISM TRANSPORTATION SERVICES



ZURAIDA YAACOB
FAIZZATUL NOR SHAZLEEN AHMAD LAZIM

**2nd
edition**

QUALITY OF TOURISM TRANSPORTATION SERVICES

**ZURAIDA YAACOB
FAIZZATUL NOR SHAZLEEN AHMAD LAZIM**

Second Edition 2024

©Politeknik Merlimau, 2024

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanic methods, without the prior written permission of the writer, except in the case of brief quotations embodied in reviews and specific other non-commercial uses.

ZURAIDA YAACOB

FAZZATUL NOR SHAZLEEN AHMAD LAZIM

Published by:

Politeknik Merlimau, Melaka

Kementerian Pendidikan Tinggi

77300 Merlimau Melaka

Tel : 06 - 263 6687

Fax : 06 - 263 6678

Website: www.pmm.mypolycc.edu.my



Cataloguing-in-Publication Data

Perpustakaan Negara Malaysia

A catalogue record for this book is available
from the National Library of Malaysia

eISBN 978-629-7737-00-3

EDITORIAL BOARD

Managing Editors:

Zuraida binti Yaacob

Nurul Aqilah binti Johar

Mazlinda binti Ithnin

Editor:

Ruhana Wati binti Iran

Proofreading & Language Editing:

Putra Sazly bin Rosman

ACKNOWLEDGEMENT

We really appreciate the efforts of individuals and organizations who collaborated to produce this e-book, "The Quality of Tourism Transport Services." Your collaborative efforts have produced this comprehensive guide a wonderful resource for anybody interested in discovering more about the vital function of transport in the tourism sector.

Correspondingly, we would like to convey our heartfelt gratitude to the authors and researchers who devoted their time and expertise in creating the instructive and enlightening chapters contained within this e-book. Your dedication to researching the complexities of tourism transport quality has enhanced the content and given readers a thorough understanding of this critical part of the vacation experience.

Last but not least, we want to thank our readers for their interest in learning about the quality of tourism transport services. Your curiosity and passion for understanding the complexities of this critical component of the tourism industry inspired us to build a resource that we hope will inform and inspire your future travel experiences.

Thank you to everyone who contributed to this e-book. Your collaborative efforts have surely lifted the conversation on the quality of tourism transport services, and we are honored to share this work with the world.

PREFACE

Welcome to the world of quality passenger transportation in tourism! This e-book is designed to be your comprehensive guide, providing valuable insights into the essential aspects of ensuring a remarkable travel experience for passengers in the tourism industry.

The fast-paced world that we inhabit today has made travel a vital aspect of our daily life. Whether it's exploring exotic destinations, embarking on adventurous journeys, or simply taking a break from our daily routines, travel has a unique way of enriching our lives. At the heart of this extraordinary journey lies the passenger, whose comfort, safety, and satisfaction are paramount.

For any tourism transportation provider, be it airlines, railways, buses, cruise ships, or any other mode of travel, understanding and prioritizing the needs of passengers is of utmost importance. We'll look at different tactics and best practices that business experts may use to improve their offerings and satisfy the constantly evolving demands of modern passengers.

By prioritizing quality service, we can collectively contribute to the growth and advancement of the tourism industry while making travel an enriching and memorable experience for all.

TABLE OF CONTENT

NO.	CONTENT	PAGE NO.
01	Introduction	01
02	What is Quality?	03
03	What is Quality Passenger?	06
04	Quality Passenger of Tourism Transportation in Tourism Sector	08
05	Operator's Safety Guide	28
06	Exercise	35
07	References	41

INTRODUCTION

- The overall success and quality of the tourism sector are significantly influenced by the industry's transportation.
- The various modes of transportation that make it simpler for tourists to travel to and from their destinations are mentioned.
- The quality of tourist transportation directly impacts tourists' vacation experiences, satisfaction levels, and a destination's overall image and reputation.



- The standard of transportation services significantly affects passenger satisfaction, comfort, and convenience when traveling by air, rail, road, or water.



- A top-notch tourism transportation system makes sure that visitors can reach their destinations securely, rapidly, and pleasantly, which raises their level of satisfaction and helps them form fond memories.
- Passenger transportation services in tourism are integral to the overall travel experience.
- The quality of these services directly impacts tourists' satisfaction levels and contributes to the success of the tourism industry.

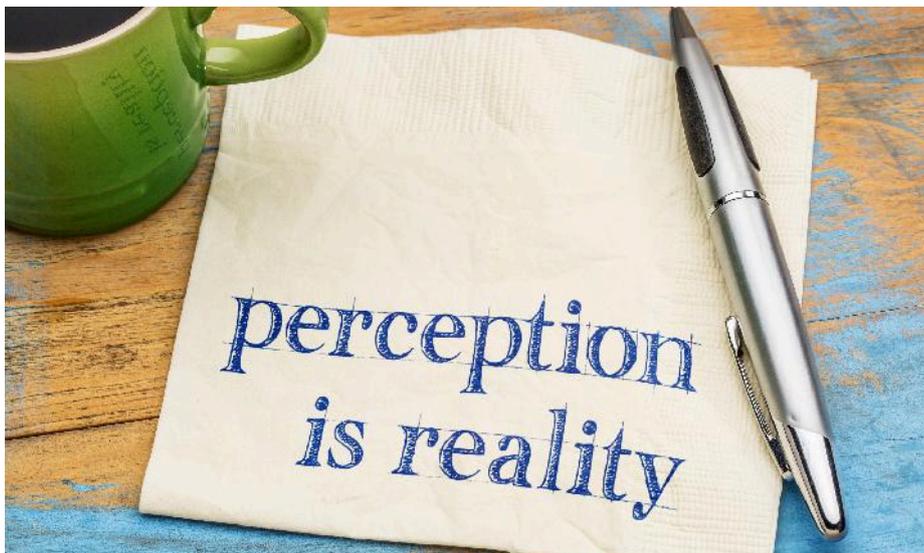
WHAT IS QUALITY?

- The word quality is used to describe the **general standard or degree of excellence in the services offered to tourists during their transportation experience.**
- The concept of quality in tourism transportation revolves around providing a seamless, comfortable, safe and enjoyable journey for tourists while meeting their specific needs and expectations.



- It includes the number of transport service components that strive to satisfy customers and meet or surpass their expectations.
- Quality encompasses several factors when it comes to tourist transportation.

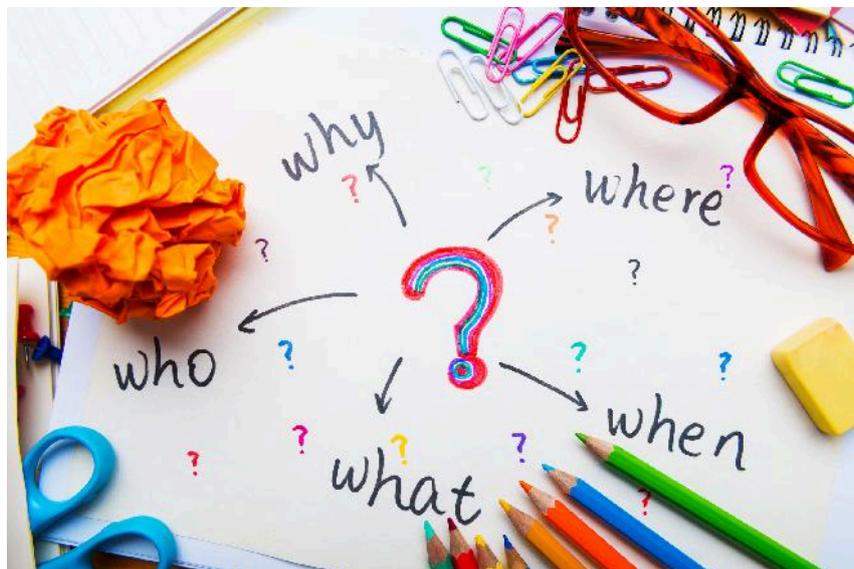
- A few of these are environmental sustainability, customer service, comfort, dependability, and safety precautions.
- Each element influences the perception of quality and affects traveller's overall satisfaction with the journey from the minute they board a means of transportation until they arrive at their intended destination.



- Additionally, a destination's reputation and image are greatly influenced by its tourist transit.
- A destination's dedication to offering seamless travel experiences is demonstrated by a well-developed and dependable transportation system, which draws more visitors and encourages positive word-of-mouth recommendations.

WHAT IS QUALITY PASSENGER?

- The phrase **quality passenger** does not have a distinct or commonly recognized meaning on its own.
- However, in the context of tourism transportation, these phrase typically refers to **a passenger who is of high value or importance to the transportation service provider.**
- It implies that the passenger has certain characteristics or requirements that are considered desirable to the company offering the transportation service.



- By assuring great customer service, maintaining safety and comfort, offering extra amenities or incentives and delivering an all-round superior travel experience, transportation service providers may work to draw in and keep quality passengers.
- For instance, in the **airline sector**, **quality passengers** is a term frequently used to refer to passengers who are viewed as attractive customers.
- The passengers might be frequent fliers, devoted customers, or people who follow travel guidelines.

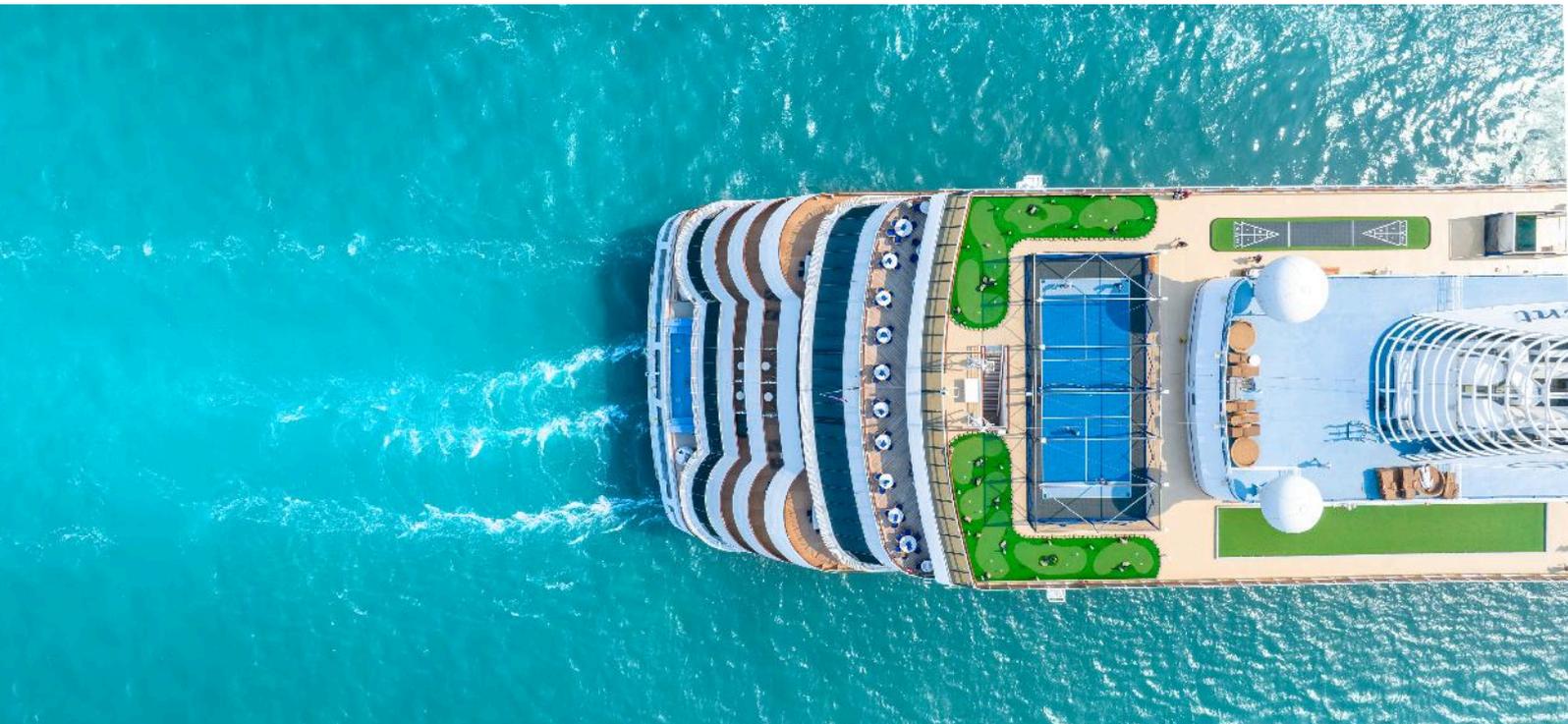


- They frequently adhere to rules, show courtesy to airline employees and may belong to higher membership tiers or travel classes.
- The term **quality passenger** may be used more broadly to refer to a person who enhances the experience of traveling.



- For **cruise lines**, they work hard to attract and retain excellent passengers by offering exceptional onboard experiences, attentive customer care, a wide selection of amenities and activities and strict safety and cleaning requirements.

- Such passengers frequently enhance the cruise line's excellent reputation and they could develop into loyal customers who reserve subsequent cruises.
- Cruise companies often seek high-quality passengers since they contribute to a pleasant atmosphere onboard, exhibit desired attitudes, and may have preferences that complement the cruise line's offerings.



QUALITY OF PASSENGER TRANSPORTATION SERVICES IN TOURISM SECTOR

Tourism operators who provide high-quality transport services not only improve the travel experience for tourists but also contribute to the overall development and competitiveness of the tourism destination.

A well-regarded transport system can attract more visitors, encourage repeat visits and promote positive word-of-mouth.

It is a measure that indicates a customer's view of the degree of service, as well as the ability to meet the specific requirements of customers under the purpose of services.

Transportation services are a vital part of the tourism sector, since they serve as an essential link that connects travelers to various attractions, lodgings and destinations.

Tourism operators who provide high-quality transport services not only improve the travel experience for tourists, but also contribute to the overall development and competitiveness of the tourism destination.



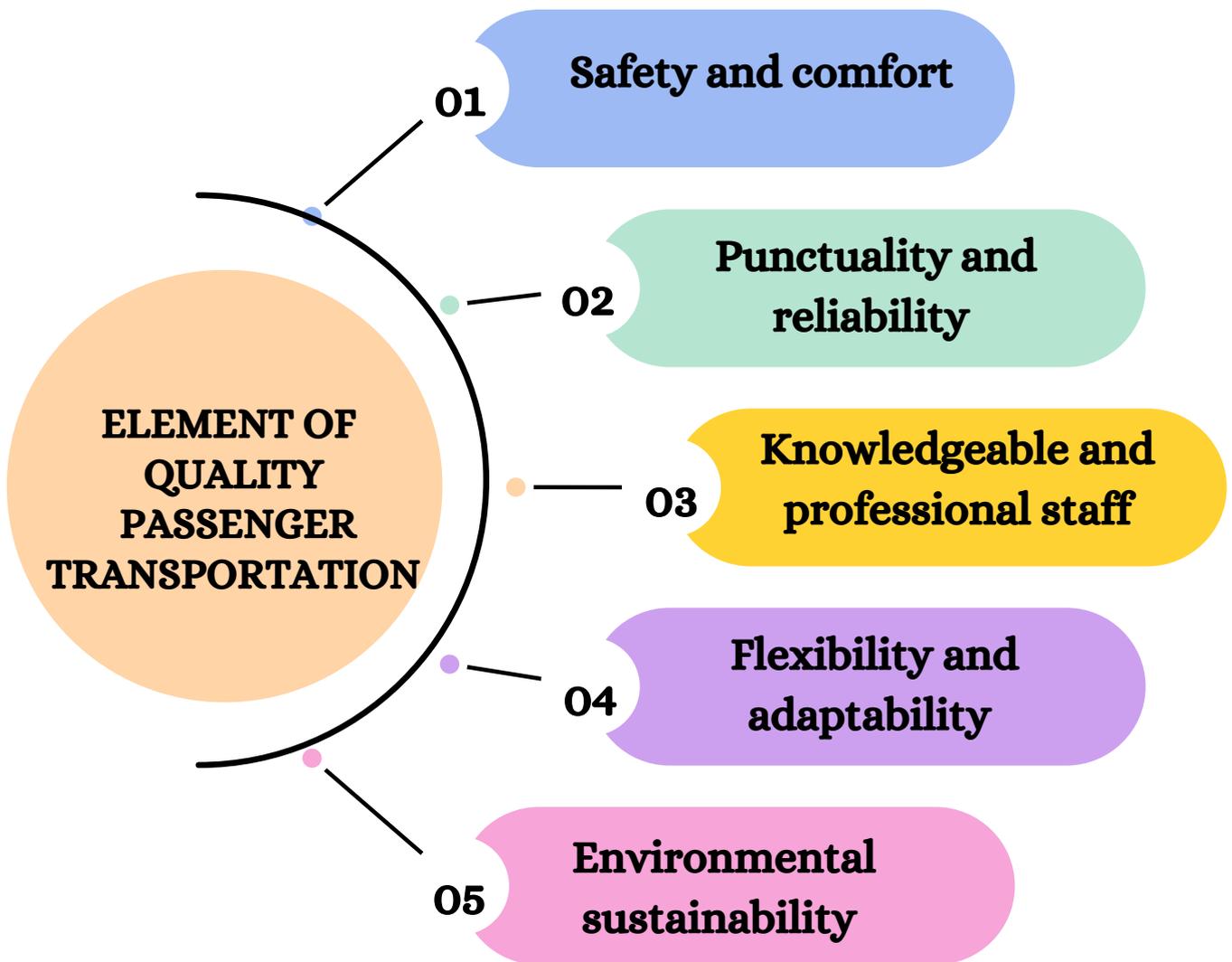
<https://youtu.be/yqvttfPrfT8?feature=shared>

A well-regarded transport system can attract more visitors, encourage repeat visits, and promote positive word-of-mouth.

It is a measure that indicates a customer's view of the degree of service as well as the ability to meet the specific requirements of customers under the purpose of services.

Transportation services are a vital part of the tourism sector since they serve as an essential link that connects travelers to various attractions, lodgings, and destinations.

Here are some elements that contribute to the quality of passenger transport:



01 - Safety and comfort

Punctuality and reliability are crucial components of high-quality passenger transportation.

Transportation services must be on time and run on schedule to satisfy passengers. Consistent and dependable service assists passengers in planning their excursions and ensuring they get to their destinations on time.

Being punctual demonstrates that the provider values their customers' time and is committed to delivering a reliable and efficient service.

Tourists rely on transportation providers to keep their assurances and give a smooth experience.

Tourists will have positive evaluations, return business, and referrals if service providers are regularly dependable and on schedule.

On the other hand, employing professional drivers who prioritize smooth driving skills can reduce the discomfort caused by excessive acceleration, braking, or rapid bends.

It contributes to travellers having a more enjoyable and comfortable journey.

Below are the aspects that influence safety and comfort.

1

Passenger Protection (Compliance with Regulation)

2

Vehicle Inspection and Trained Driver/Guides

3

Accessibility for All Passenger

4

Adequate Space and Amenities and Smooth Ride Experience

02 - Punctuality and reliability

Following safety rules, maintaining vehicles properly, and putting safety precautions like seat belts, airbags, and emergency procedures into place are all part of ensuring the safety of passengers.

For a high degree of safety to be maintained, frequent safety inspections and staff and driver training are essential.

The goal of high-quality passenger transportation is to give passengers a comfortable journey. It involves comfortable seating, ample legroom, climate control, and a smooth and stable ride



The cleanliness, good ventilation, and availability of amenities such as onboard entertainment or Wi-Fi can all help to increase comfort

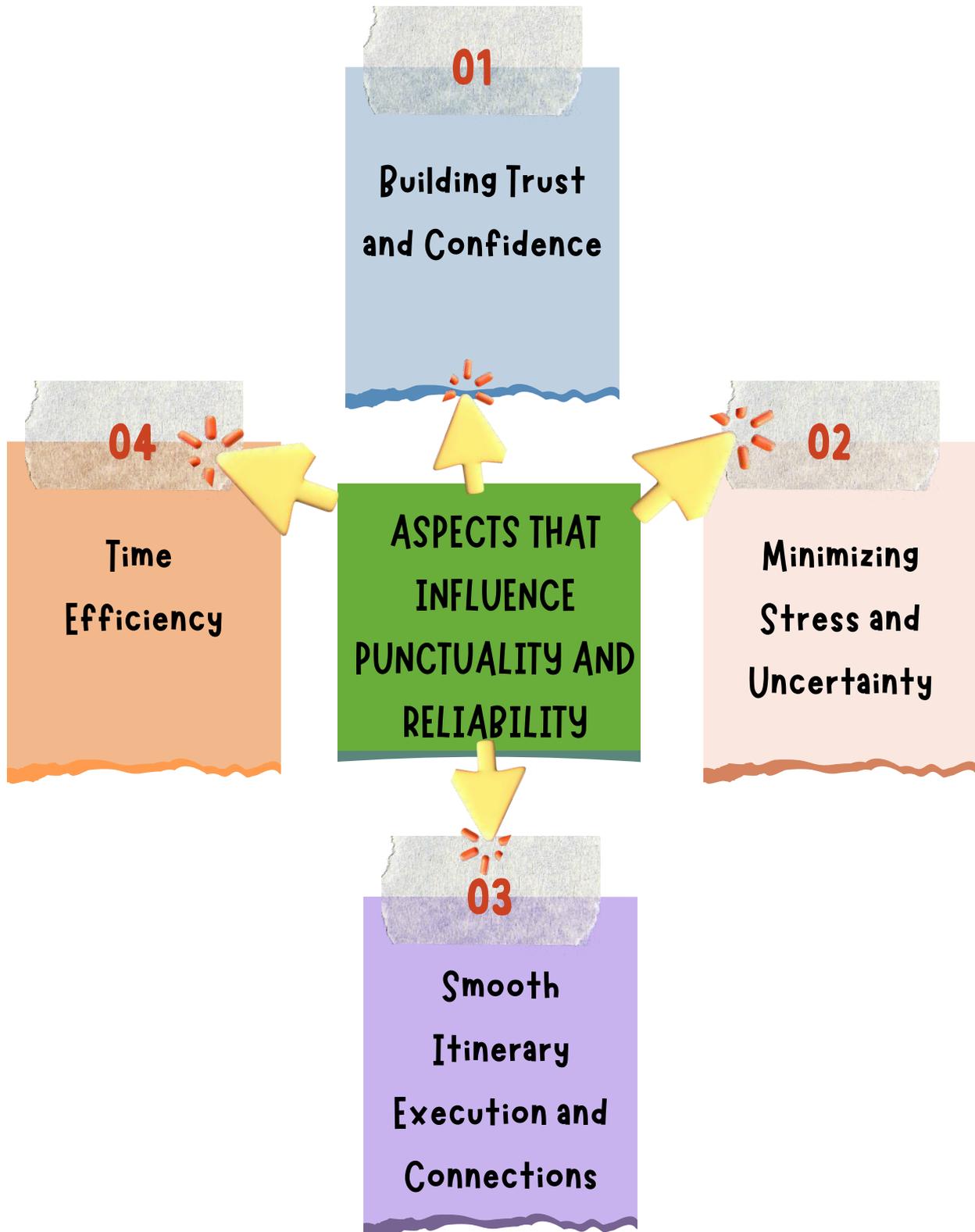
It is critical to consider passengers with disabilities or special needs.

Providing accessible cars with ramps, elevators, or special seating, as well as educating workers to assist passengers with disabilities, improves inclusivity and comfort for all travelers.

It is critical to consider passengers with disabilities or special needs.



Below are the aspects that influence punctuality and reliability.



03 - Knowledge and professional staff

Effective communication is critical in the tourism industry, especially when dealing with foreign guests who may have difficulties with language.

Professional staff who are fluent in multiple languages with outstanding communication skills can interact with tourists successfully, comprehend their needs, and give them clear directions and information.

Professional staff with a customer-centric mentality could provide exceptional customer service.



To meet visitors' demands and address any challenges or issues as soon as they arise, they should be courteous, focused, and considerate towards them.

This level of customer service boosts overall satisfaction and generates positive perceptions of the transportation company.

The aspects that influence knowledgeable and professional staff are shown in the figure below:

- 01** Expertise and Information
- 02** Safety and Emergency Preparedness
- 03** Customer Service Excellence & Cultural Sensitivity
- 04** Communication and Language Skills

To ensure a competent and professional staff, tourism transport providers should invest in training programs to increase their employees' skills and competence.

Training might cover areas related to destination information, customer service, safety precautions, communication skills, and cultural awareness.



Regular performance reviews, feedback mechanisms, and opportunities for continuous learning can all contribute to staff professional development.

By focusing on having informed and experienced staff, tourism transportation providers may deliver an exceptional service that meets tourists' expectations, enriches their travel experience, and contributes to the overall success of the tourism industry.

04 - Flexibility and adaptability

Flexibility and adaptability are critical components for tourism transport providers to improve overall service and suit the different needs of tourists.

Transportation companies may prioritize flexibility and adaptability by creating clear communication routes with tourists, preparing for unforeseen events, and cultivating a company culture that prioritizes adaptability and response.

Regular training and development initiatives that encourage adaptability and by giving the staffs the tools they need to effectively deal with unpredictable situations might be beneficial.



For example, tourist plans and itineraries can change due to variables such as weather, unforeseen closures or personal preferences.

Transport providers who can respond to these changes and make necessary adjustments to schedules or routes can better ensure that tourists continue to enjoy their journeys.

Flexible service providers can effectively address travel challenges by offering alternative routes and transportation options.



They can minimize delays and accommodate diverse cultural preferences, ensuring services that meet tourists' needs such as language assistance, dietary requirements, and cultural awareness during transit.

Aside from that, numerous kinds of transportation may be necessary to access various attractions or locations in many tourist destinations.

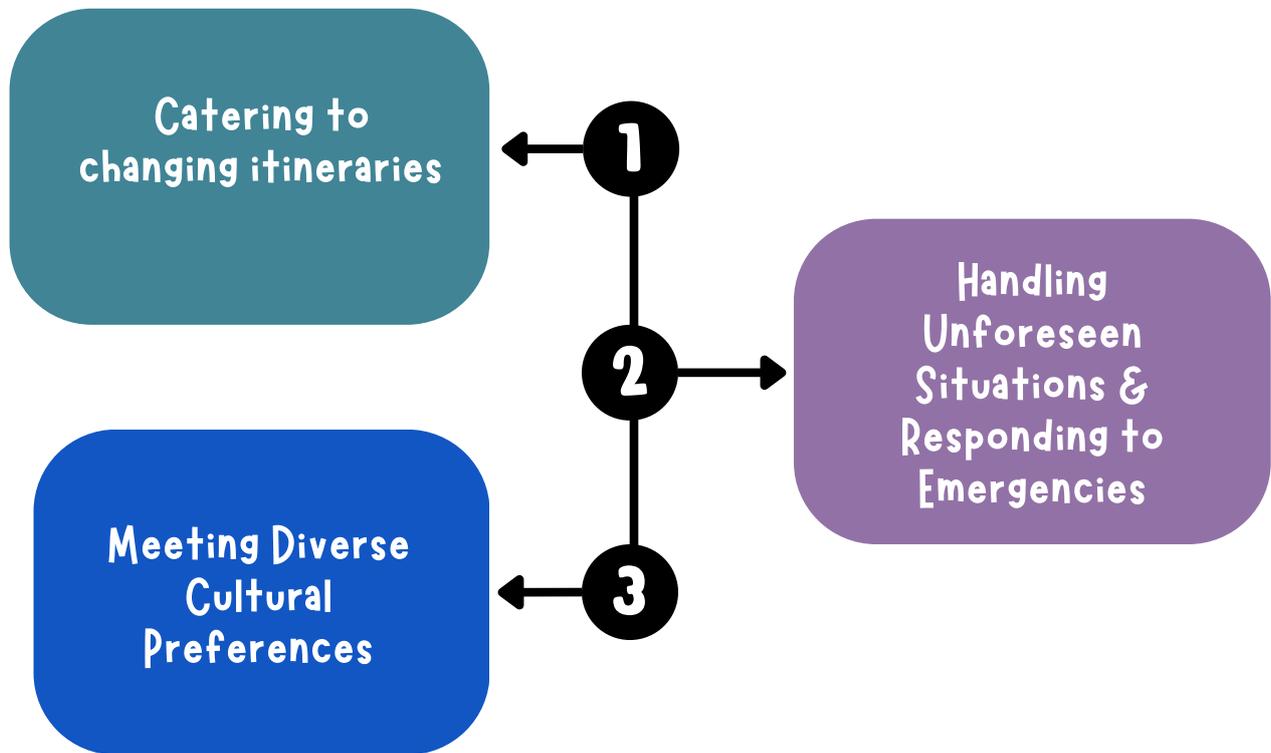
Being adaptable and providing multi-modal transportation alternatives, such as incorporating buses, trains, ferries, or shuttles, provides tourists with seamless connectivity and convenience, enhancing their overall travel experience.



Lastly, service providers must respond to emergencies or unexpected situations that can arise during tourism transportation, such as medical emergencies or natural disasters.

Being adaptable enables transportation providers to quickly mobilize resources, coordinate with relevant authorities, and provide necessary assistance to ensure the safety and well-being of tourists.

Below are the aspects that influence flexibility and adaptability:



05 - Environmental sustainability

Quality passenger transport integrates environmentally friendly practices to reduce its environmental impact.

Using fuel-efficient vehicles, adopting recycling programs, lowering emissions, and researching alternative energy sources can all contribute to this.

A dedication to environmental responsibility improves the overall quality of passenger travel.

With rising environmental concerns, travelers are becoming more cognizant of the impact of their travel choices.



Tourism-related transportation companies should prioritize sustainability by implementing greener practices, such as using fuel-efficient cars, looking into alternative energy sources and reducing carbon emissions.

Environmental activities can improve the overall quality of passenger transport services.

Tourism transport providers can help educate and engage tourists in environmentally friendly practices.

Providers can raise awareness and encourage tourists to make environmentally conscious decisions by giving information on sustainable tourism and supporting responsible behaviors while traveling.



[click here](#)

Promoting ecologically friendly alternatives and encouraging sustainable mobility options can assist in reducing dependency on private vehicles.

This can involve supporting public transport, bicycle infrastructure, or shared mobility options, which will allow tourists to discover areas in a more environmentally friendly manner.

As a result, providers can raise awareness and encourage tourists to make ecologically conscientious decisions by providing information about sustainable tourism and supporting responsible behavior while travelling.



ELEMENT OF QUALITY PASSENGER TRANSPORTATION



answer :

KEYS

R S F I T C H E N O L Y
E P L L B A S E M E T T
L O U U E D G S B I S W
I D C N I X G H L B L I
A S A M T E I I R A G E
B C H P M U B B U T L M
I C A E T A A L I H B L
L C T E T A I L A L O N
I O O P O S B L I O T G
T S A F E T Y I G T F Y
Y D C O M F O R T M Y D
A F I B E D R O O Y H T

SAFETY

PUNCTUALITY

RELIABILITY

COMFORT

FLEXIBILITY

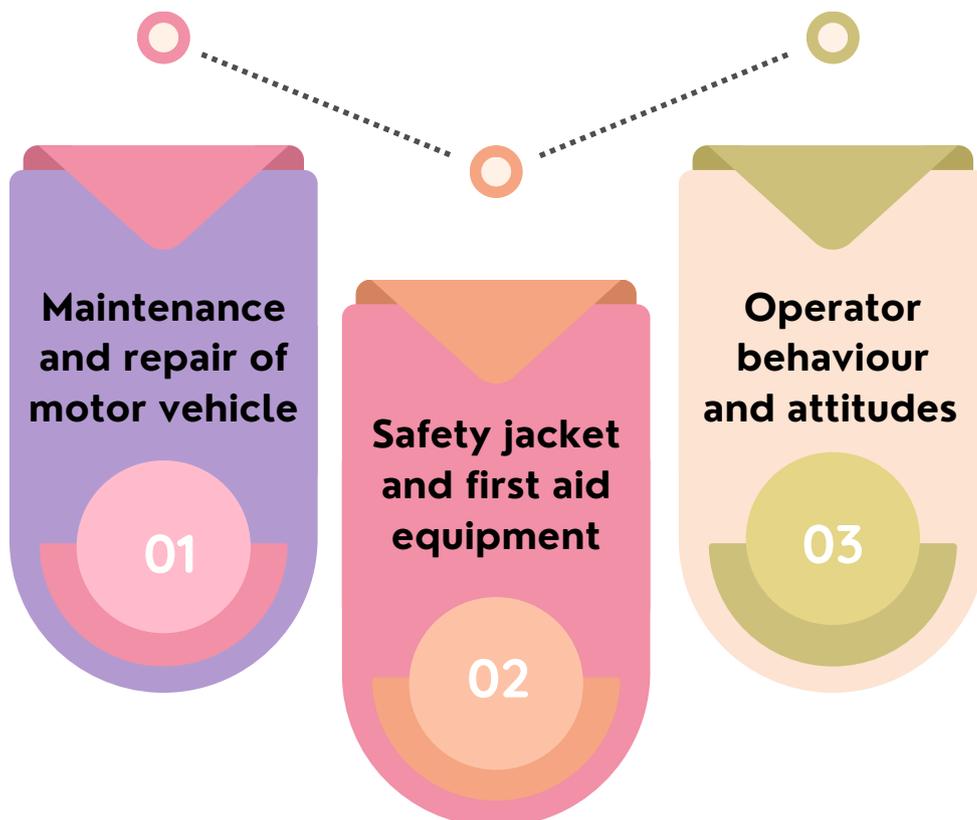
ADAPTABILITY

OPERATOR'S SAFETY GUIDE

For the tourism transportation sector, the Operator's Safety Guide is **a document or set of guidelines that regulates safety protocols, processes and best practices for transportation operators.**

Its goal is to ensure the safety and well-being of passengers, employees and the public throughout transportation for tourism operations.

The guide typically includes the following elements:



01 - Maintenance and repair of motor vehicles

Motor vehicle maintenance and repair are critical in assuring the safety, reliability and efficiency of tourism transportation services.



Motor vehicles must be routinely maintained and repaired as needed to preserve vehicular health, longevity, and human and vehicle safety.



Vehicles require maintenance and repair as needed. Regular preventative maintenance is required to keep vehicles in top condition.



Scheduled inspections, fluid checks, filter replacements, tire rotations, along with other basic maintenance duties are all part of this.





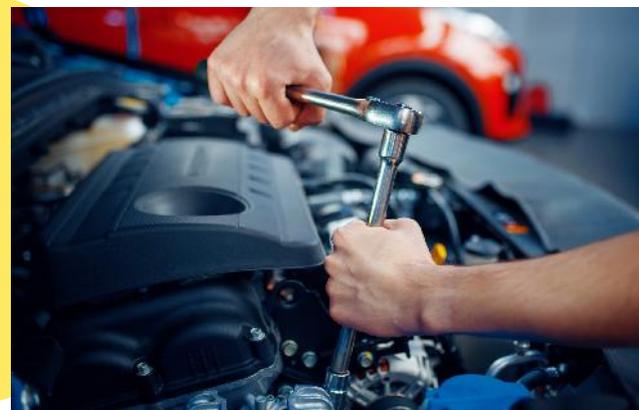
Operators can reduce breakdowns and keep vehicles in good operating order by proactively detecting and addressing possible failures.

Operators should monitor and collect data on maintenance and repair actions.



It allows them to identify patterns, maintain track of maintenance costs, and make informed decisions about vehicle replacements or upgrades

when a vehicle is maintained regularly, it can significantly reduce the chances of major issues that may arise on the road and improve the car's performance.



02 - Safety Jacket & First Aid Equipment

Safety jackets and first aid equipment are crucial elements in the tourism transportation sector to safeguard the safety and well-being of passengers and personnel.

Safety jackets, sometimes known as high-visibility vests or reflective vests, are garments indicated for enhancing visibility and safety, particularly in low-light or high-traffic environments.

Meanwhile, first aid equipment is required to provide urgent medical treatment in the event of injuries, diseases, or medical emergencies.



Many countries have legislation or recommendations requiring transportation providers to offer safety jackets for passengers and employees, particularly those operating in outdoor or high-risk situations.

These regulations safeguard the safety of both personnel and passengers.

Safety jackets are especially useful in emergencies since they enable staff members to be quickly identified by emergency responders, other personnel, or passengers.

In evacuation scenarios or during emergencies, the jackets help preserve order and aid in fast and effective response actions.

Emergency preparedness should be reviewed regularly, and expired or depleted items should be replaced as soon as possible.

It guarantees that the first aid equipment is always available and well-stocked when required.



03 - Operator behavior and attitudes

Behavior and attitudes in the tourism transportation sector have an important effect on the quality of service and the overall customer experience.

Behavior implies the actions, moves, conduct, or functions of an individual or group towards other people.

Meanwhile, attitude refers to a person's mental view, regarding the way he/she thinks or feels about someone or something.

Enthusiastic operators bring positive energy to their interactions with passengers.

Their enthusiasm creates a welcoming and engaging atmosphere, fostering a sense of excitement and enjoyment throughout the journey.

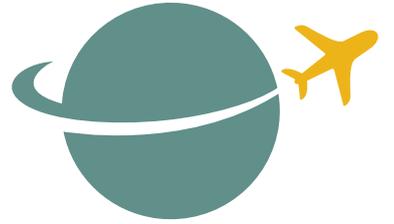


Conversely, competent operators pay attention to the needs and concerns of the passengers.

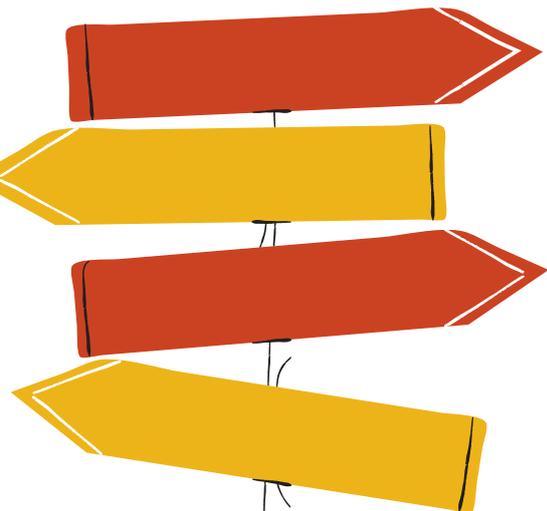
They can efficiently handle customer inquiries, give information, and ensure passengers feel safe and comfortable throughout the ride.

Among positive attitudes that can offer to the passenger are:





EXCERCISE



EXCERCISE - A

Passengers have mentioned that the seating on the bus is uncomfortable, and there are limited amenities available during long tours.

1

What are the **aspects that influence the comfort** of the bus to ensure a pleasant experience for passengers throughout the journey?

2

How can you **improve the comfort** of the bus to ensure a pleasant experience for passengers throughout the journey?

3

Provide amenities to ensure a pleasant experience for passengers throughout the journey?

[Please submit answer here](#)

EXCERCISE - B

Some tours have experienced delays, leading to frustration among passengers who have time constraints for their sightseeing.

How can you improve scheduling and time management to ensure that tours run smoothly and according to the advertised itinerary?

[Please submit answer here](#)

EXCERCISE - C

What are the aspects that influence knowledgeable and professional staff ?

Answer:

01

02

03

04

EXCERCISE - D



Please  the correct answers for

Operator Safety guide

positive attitudes

Enthusiastic attitudes

Excellent driving skills

First-class customers services

Safe driving

Quick wit

Ability to brighten the days

Get organized for the day

Set goals and plan your day

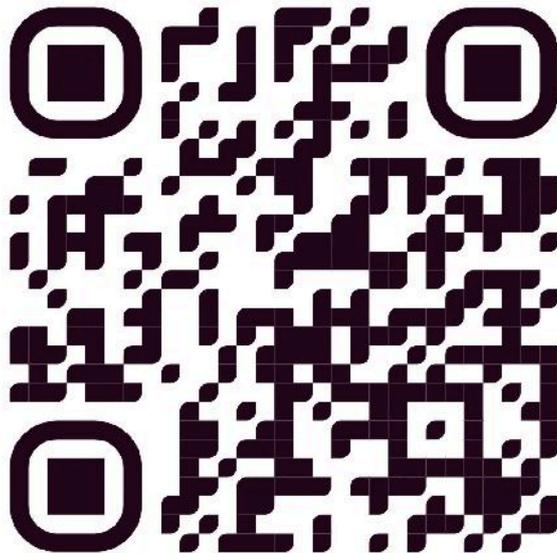
*"Have a positive attitude and
enjoy your day!"*

JOINING THE GAME

"Enter the game **PIN** and then **type your name** or a fun nickname.

Once everyone is in, we'll start the quiz."

SCAN QR HERE!!!!!



OR

[CLICK LINK HERE!!!!!](#)

REFERENCE

Dhillon, B. (2011). Transportation Systems Reliability and Safety. CRC Press.

Dileep, M. (2019). Tourism, Transport, and Travel Management. NY: Routledge.

Evans, C. (2015). Operation Management. Canada: Cengage Learning.

Langer, M. (1997). Service Quality in Tourism Methods and Empirical Analysis (Markt-Management). Peter Lang GmbH, Internationaler Verlag der Wissenschaften.

Vilakazi, A. (2018). Service Quality Management in Passenger Transportation Paperback -. Scholar's Press

You Tube Video

Mark R. Heavey [mta.info],(2019, Nov 7), What does a Bus Operator do?, You Tube :
<https://www.youtube.com/watch?v=yqvttfPrfT8>

2nd
edition

QUALITY OF TOURISM TRANSPORTATION SERVICES



Providing high-quality passenger experiences in tourism transportation is crucial for the sector's overall performance. Transportation companies should prioritize passenger comfort and safety since happy customers are more likely to recommend them to others, leave favorable reviews, and pay more money. By following these rules, transportation providers may make a good impression on passengers that will endure a long time, generating repeat business and enhancing their standing in the tourism sector.



e ISBN 978-629-7737-00-3



9 786297 737003

Zuraida binti Yaacob
Senior Lecturer

Tourism and Hospitality Department
Politeknik Merlimau, Melaka

Faizzatul Nor Shazleen Binti Ahamd Lazim
Lecturer

Tourism and Hospitality Department
Politeknik Tuanku Syed Sirajuddin, Arau, Perlis