PLANNING SUSTAINABLE CITIES IN MALAYSIA

Issues and Challenges

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FACTORS INFLUENCING THE DECISION TO WALK IN CAMPUS: A CASE STUDY OF UNIVERSITY OF MALAYA, PETALING JAYA

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ABSTRACT

This paper deals with the factors influencing the decision of students to walk in a higher learning institution in order to promote walking culture among students. The concept of walkable campus has been introduced in this paper which is aimed to provide a more conducive campus environment for the campus community and encourage students to walk in the campus. In order to know the willingness of the students to walk in the campus all the influencing factors have been gathered from the literature review. The study was conducted on students of University Malaya with regard of various factors such as age, gender and vehicle ownership which may influences their decision to walk in the campus. Sixty questionnaire form were distributed among the students belonging to various faculties of the University. The aim of this questionnaire survey is to identify the willingness of the student to walk in campus. The study assessed the students' perception toward the problems and issues of existing pedestrian facilities. Furthermore, the surveys also included opinion of the students on how to promote walking culture in the campus. It is hoped that walking could become one of the major modes of transport that will be used in all higher learning institution of Malaysia.

INTRODUCTION

Automobiles have become the most important transport mode followed by a very high growth of the vehicle fleet that has taken place in recent years. As highlighted by Gozun and Guille (2007), heavy traffic has become a “normal” occurrence for people and this has definitely led to higher opportunity costs related to the movement of people, goods and services. Thus, transport planners have noted that cities in all parts of the world are struggling to achieve some acceptable standard of mobility which is an essential part of all social and economic activities.

People nowadays are trying very hard to plan and design their environment as to reduce private vehicle movement by any possible ways. For that reason, non-motorized transport was introduced to achieve this goal. This mode of transport can be seen as the common approach of linking together places of activities instead of using the motorized transportation. Other than that, non-motorized transportation also includes variants such as small-wheeled transport (skates, skateboards, push scooters and hand carts) and wheelchair travel (Vasconcellos, 2001).

Walking is one of the universal movements in transportation system as it is a basic human activity which every person uses it almost everyday. This statement is supported by Brog and