

**FRANCHISING OF LONG DISTANCE BUS SERVICES
IN SRI LANKA IN ORDER TO IMPROVE QUALITY OF
THE SERVICE**

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Declaration of the Candidate & Supervisor

“I declare that this is my own work and this thesis does not incorporate without acknowledgement any material previously submitted for a Degree or Diploma in any University or other institute of higher learning and to the best of my knowledge and belief it does not contain any material previously published or written by another person except where the acknowledgement is made in the text”

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Abstract

The main objective of this study is to propose a suitable franchising system for long distance bus services. Introduction chapter explains features and structure of bus industry and background of franchising system. Literature review mainly discussed on quality of the service, theoretical approach of public transport management models and studies on franchising of public transport services. This study reached to conclusion through three surveys, and hypothesis system. Conclusions were done by using mean value. Based on a passenger interview survey quality attributes were ranked, and selected the most powerful five quality factors to be considered for the one of experts' opinion survey which was done to get experts' opinion on effectiveness of each management model to solve problems of the passenger. The other survey was done to identify effective level of each management model to solve problems of the regulator. These two experts' opinion surveys helped to make conclusion on the most effective management model to improve the quality of the service of long distance bus service in Sri Lanka. It concluded that creating omnibus management companies is the best option and suggestion of experts were supplemented to enrich the proposed franchising system. The study concluded that the NTC should make appropriate policies to establish proper institutional mechanism, and the regulator will have to play its role by improving its capabilities with administrative, managerial and technical knowledge. Independency and strengthening of the NTC are basic requirements for the successfulness of the selected franchising system.



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