

## Franchising of Long Distance Bus Service in Sri Lanka in Order to Improve the Quality of the Service

P.G.C.Karunarithna<sup>1</sup> and K.A.S. Kumarage<sup>2</sup>

The topic consists with two main areas as franchising of long distance bus service and quality of the service. Long distance bus services are regulated by the National Transport Commission, and bus industry in Sri Lanka has passed mainly four periods, and it can be seen different services provisions in terms of management ownership and regulatory structure of the bus industry. But the problem is long distance bus services are not successfully providing a reliable ,safe and efficient service for passengers .The National Transport Commission is finding on possible ways of making balance with objectives of long distance the bus operator and the passenger in order to establish a reliable and sustainable long services .Sri Lanka has passed four periods of Omni bus services, and it can be seen different services provisions in terms of management ownership and regulatory structure of the bus industry. Although there is a period of 100 years old history of Omni bus transport in Sri Lanka, the country is not successful with providing a competitive service for passengers.

National Transport Commission has drawn its attention towards franchising of long distance bus services helps to create a better path for an acceptable bus services for the three parties (passenger, operator and the regulator).

**The main objective** of this study is to propose a suitable franchising system for long distance bus services and recognition of strengthens and weakness of existing reform of management of omnibus industry that is being made by the National Transport commission.

Descriptive method is used for the study, and the conclusion is that the franchise system should be improved with new management system that is suitable to the country.

**Key words:** *Bus Service, Long Distance, Quality*

Authors Details;

1. Executive Officer, National Transport Commission, N0.241, Park Road, Colombo 05.  
chavik76@yahoo.com, 0112 503 705
2. Senior Professor, Department of Transport and Logistics Management, University of Moratuwa, Katubedda, Sri Lanka. kumarage@sltnet.lk, 0112 650 492