

Forming Tourism Logistics Service Quality of the State Railway of Thailand: A Case Study of the Special Train Tour Death Railway Route

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Abstract: This Quantitative research aimed to (1) evaluate the Forming Tourism Logistics Service Quality of the State Railway of Thailand: A Case Study of The Special Train Tour Death Railway Route and (2) study the expectation and perception of the Forming Tourism Logistics Service Quality of the State Railway of Thailand, in the forming of tourism logistics service quality, location, staff, timing and security. The tool was a questionnaire with the sampling group of 400 people who used the state railway service, by using the table of Taro Yamane. The statistics which used to compile the data were frequency, percentage, average and standard deviation, T-Test and One-way ANOVA. The research found that overall scores of the train location station, staff service and security service were moderate. Each section had a different opinion except the staff serving with a good personality dress modestly and security service in the cabin topics. For the station comfortable was consistent to the hypothesis no1. Except the train location, heading of cleanliness and the period of service were inconsistent with the hypothesis no 3. For personal factors in age, average income per month and the average cost per month found that there had a different aspects opinions on the tourism logistics service model of the State Railway of Thailand that consistent to the hypothesis no 2, 5 and 6 with the statistically significant at the 0.05 level.

Keywords: Service Quality, Tourism Logistics, the State Railway of Thailand

INTRODUCTION

Thailand is renowned for its diverse attractions, the tourism industry of Thailand has created and distributed to the public in the enormous economy. Thailand's tourism sector has been supported by various organizations, especially from the public sectors. The Ministry of Tourism and Sports has prepared a reform strategies tour of Thailand (2015-2017) connected to the National Tourism Development Plan No. 2 (2017-2021). At present, the State Railway of Thailand has launched a special train tour into two forms: a morning trip and overnight stay, but has not shown the results of the study on the management model tourism logistics service for rail travel which is substantial. That could lose the chance to compete for business and implementation of the rehabilitation plan, the State Railway of Thailand (2015-2024), the strategic actions are required to improve service quality (Parasuraman et al., 1985, 1988, 1991, 1991a, 1994) and increase the number of passengers. Forming tourism logistics service (Sun, Yoo and Yang, 2015, 2016) quality for rail travel is required to attract tourists, to satisfy the need, to make an impression and come over next time. Process management, tourism logistics activities have to provide continuous service by focusing on the management of the value chain (Porter 1985; Sultan & Saurabh 2013 and Kumar & Rajeev P. V. 2016) and service supply chain management (Sakhuja & Jain 2012). However the State Railway of Thailand's main task is the field of rail transport services with a public service of the country, which is operating at a party, offer to other parties. Sometimes the process can be bound to a given product but it is the invisible, intangible and could not be owned. It is the economic activities that create value and provide benefits to customers in time and location specific. Which has many related in logistics service activities, the main goal is to deliver the transport service from one source to another (physical distribution) to meet the needs and satisfaction of tourists under the effective supply chain management. This study was aware of the tourism logistics service quality (Sun, Yoo and Yang, 2015, 2016) management, to understand the situation for rail tourism, user opinions and logistics problems in the tourism logistics industry to enhance management standards and acceptable to both Thai and foreign tourists. Moreover, the results of the study will be the guide line for forming tourism logistics service quality model development. Which will create a competitive edge, service quality improvement and increasing the number of passengers to maximize the State Railway of Thailand revenue.

RESEARCH OBJECTIVE

1. To study the opinions of service users that affect to the tourism logistics service quality: A Case Study of The Special Train Tour Death Railway Route.
2. To study the expectations and perception of service users that affect to the tourism logistics service quality: A Case Study of The Special Train Tour Death Railway Route.

HYPOTHESIS OF RESEARCH

Based on the research problems and framework above therefore the hypothesis of this research are as follows:

Assumption H1: Different service users personal factors has direct influence to forming tourism logistics service quality management

Assumption H2: Different forming tourism logistics service has direct influence to forming tourism logistics service quality management

RESEARCH FRAMEWORK

Research framework of this research is shown in figure 1.

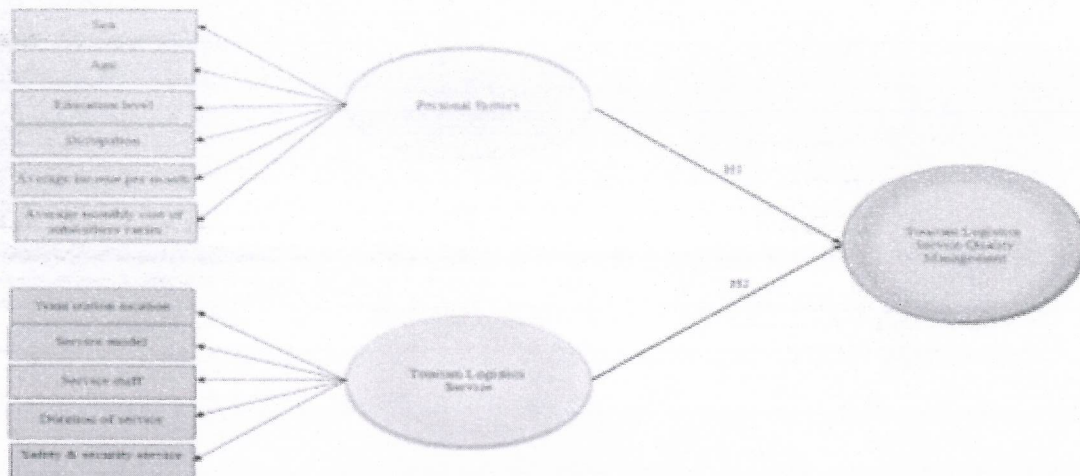


Figure 1. Research framework

LITERATURE REVIEW

Crompton and Mackay (1989) defined service quality as the quality of service attributes and investigations on the importance of those attributes based on types of service categories, which included: high staff intensives with high facility intensives, high staff intensives with low facility intensives, low staff intensives and high facility intensives and low staff intensives and low facility intensives. Results from the study also showed that capabilities to perform stated and promised service reliably and precisely are important. The service quality model, SERVQUAL by Parasuraman et al. (1985, 1988) is widely applicable and can be generalised to various service contexts (Bigne et al., 2003) provided evidences on the applicability of SERVQUAL in travel agencies.

Narayan, Rajendran and L. PrakashSai (2008) studied the Scales to measure and benchmark service quality in tourism industry. Found that the hospitality, food, logistics, security, and value for money have significant impact on satisfaction, while amenities, core-tourism experience, hygiene, fairness of price, information centers, culture, distractions, personal information, and pubs did not have a significant impact.

Daniel and Berinyuy (2010), service quality and customer satisfaction were very important concepts that companies must understand in order to remain competitive in business and hence grow. It was very important for companies to know how to measure these constructs from the consumers' perspective in order to better understand their needs and hence satisfy them. Service quality was considered very important because it led to higher customer satisfaction, profitability, reduced cost, customer loyalty and retention.

Geetika and ShefaliNandan. (2010) studied the Determinants of Customer Satisfaction on Service Quality: A Study of Railway Platforms in India. The study was exploratory in nature and uses factor analysis to identify the most important factors of customer satisfaction with service quality. The research methodology was empirical, and a survey of passengers (customers) was conducted. The findings reveal that five factors were considered important for determining satisfaction with railway platforms, the most important of which were refreshments and behavioral factors. Managerial and theoretical implications are drawn and discussed in the paper, and a model was proposed.

Irfan, Kee and Shahbaz. (2012) studied the Service Quality and Rail Transport in Pakistan: A Passenger Perspective. Customer satisfaction and retention was one of the key determinants to measure the quality of products or services and hence the organizational performance. Due to the growing importance of quality in our life, customers desire to enjoy a relatively better quality of products or availing superior quality services had been increased. Pakistan was the sixth highly populated country of the world and its rapid population growth also contributes to an increase of people's traveling demands. In Pakistan, train was the cheapest and comfortable mode of traveling especially for long distances. This paper aimed to investigate the passengers' perceptions about the service quality of rail transport system in Pakistan while traveling between the major cities especially from Lahore to Karachi, Multan, Peshawar and Rawalpindi. A modified SERVQUAL instrument including eight service quality constructs: empathy, assurance, tangibles, timeliness, responsiveness, information system, food and safety and security were employed to measure the passengers' perceptions about the service quality of railways. Out of 700 respondents, only 493 were selected and these respondents were frequent railway traveler on these routes. Results indicate that passengers perceived that quality of services delivered to them is not satisfactory

MukhlesAl-Ababneh (2013) studied the Service Quality and its Impact on Tourist Satisfaction. This study aimed to assess tourists' perceptions towards quality tourism services provided at Petra historical site, and to measure tourist satisfaction by examining the impact of quality tourism product on overall tourist satisfaction. In this study, four hypotheses were developed and proposed a study model. The empirical data were collected from tourists via a survey that yielded 180 usable questionnaires, these data were analysed using a series of multiple regressions to determine the relationship between service quality and tourist satisfaction. The findings confirmed that service quality directly impacted tourist satisfaction throughout destination facilities, destination accessibility and destination attraction. As a result, this study argued that there was a significant impact of the service quality on tourist satisfaction, and therefore service quality plays an important role in tourism by increasing the level of tourist satisfaction. The results in this study supported the evidence that there were positive impacts of components of tourism product on

tourist satisfaction. This study provided some theoretical and managerial implications based on the findings to academicians and tourism sector.

Sheeba. A. A and K. Kumuthadevi (2013) studied the Service Quality of South Indian Railway Determinants of Passenger Satisfaction in Trains found that the most important factors determining satisfaction of passengers in train were serially comes as basic facilities, hygiene, safety & security (Panichayakorn, 2017), catering, health care service, punctuality, behavior towards passengers.

Sabir, Javed, Ahmad, Noor and Munir (2014) studied the Assessing Customer Satisfaction Level of Transport Services Using SERVQUAL: A Case OF Daewoo Express, Pakistan. The aim of this study was twofold; first, to find out the impact of SERVQUAL model dimensions on customer satisfaction, and secondly, to measure the satisfaction level of customers using transport services in Pakistan. Responses were accumulated from two hundred subjects by a mean of questionnaire. The study used descriptive statistics, regression and correlation analyses. Findings of the study depict that all the dimensions of the SERVQUAL were positively correlated with customer satisfaction. "Empathy" was most strongly correlated with customer satisfaction as compared to other dimensions. As far as regression analysis was concerned; adjusted R² showed that 66.2% customer satisfaction was affected due to independent variables. Descriptive analysis highlighted the overall satisfaction of customers with Daewoo bus service with a mean value of 3.008 which reveals that customers were satisfied with Daewoo service, yet, not pleased. There was a need to improve Daewoo's fare strategies, and, to further improve its services to make their customers feel valued. This study was important for Daewoo Express to work out on the dimension that was most preferred by the customers.

Latiff and Siewlmm (2015) studied The Impact of Tourism Service Quality on Satisfaction to examine the relationship between tourism service quality with overall satisfaction, intention to revisit and willingness to recommend to relatives and friends. There were three notable findings; first, there was a significant relationship between accommodation service quality, hospitality, entertainment, transportation, taxi service quality and overall satisfaction. Second, there was a significant relationship between overall satisfaction and intention to revisit Kuala Lumpur. Third, there was a significant relationship between overall satisfaction and willingness to recommend Kuala Lumpur to friends and relatives.

Riduan, Suharyono, Achmad, Fauzi and Darminto (2015) studied The Effect of Tourism Service Quality, Tourist Destination Image and Experience of Tourist towards Tourists Satisfaction, Tourism Word of Mouth, Tourist Destination Preferences, and Tourist Destination Loyalty (A Study on Foreign Tourists in Tourist Destinations Area in Indonesia). This study aimed to examine the concept of Tourism marketing in the perspective of foreign tourists in three Tourist Destination Area in Indonesia, namely Kepulauan Riau, North Sumatra, and East Nusa Tenggara. The study also sought to develop concepts and models of Tourism Word of Mouth. The results of this study showed that there were Tourism marketing strategies in the context of improving Tourism service quality, formation of travel destinations image, creation and fulfillment of tourist experience and satisfaction; all of those were antecedent forming word of mouth which finally will directly or indirectly affect tourist behavior related to destination preference and decision to show loyalty to tourist destinations in Indonesia.

Yahyazadeh and Omrani (2015) studied the Evaluating Supply Chain Management and its Impact on Service Quality Management in Tourism Industry. The results of analysis of research questions/hypothesis showed that different dimensions of supply chain management (communication, cooperation, commitment, dependency, coordination and trust) had meaningful effect over quality of rendered services by the Organization.

Sun, Yoo and Yang (2016) studied The Empirical Study of Logistics Service Quality Factors influencing Service Satisfaction on Supplying the Industrial Goods in the Tourism and Leisure Industry: Focusing on the Moderating Effects of Job Type to find out which logistic service factors affect the field and administrative staff's perception of service quality satisfaction. It also tried to find out if there was a difference in perception due to job-type. As the result of analysis, the following implications can be gained. First, independent sample t-test results showed that based on the job types, there is an average difference on economic feasibility, stability, and service satisfaction. Second, the results showed that service quality factors all have a positive influence on service satisfaction. Third, although there was difference in view between field staff and administrative staff on each variables, there was no moderating effect between service quality including each subordinate factors and service satisfaction.

RESEARCH METHODOLOGY

This research was a quantitative research and data collection by questionnaires. Sample used in this research determine the sample regardless of probability (nonprobability sampling) with 400 simple sampling is from train service users. Using Taro Yamane's prepared table according to the recipe with the likelihood of error tolerance 0.05. Researcher had defined the characteristics of the tools used to collect data and construct the tools used in this research. Questionnaires had been developed based on objectives and conceptual frameworks of research on tourism logistics service model management. The questionnaire was divided into 3 parts.

Part 1: the service user's personal factors on sex, age, education level, occupation, average income per month and the average monthly cost of subscribers varies.

Part 2: Information on the management of tourism logistics service of the State Railway of Thailand: A Case Study of The Special Train Tour Death Railway Route. It covered the train station location, service model, service staff, duration of service and safety & security service.

Part 3: Problems and Suggestions.

Researcher had created tools to collect data. The steps were as follows

- Study concepts and theories from academic papers, textbooks, websites, and related research of similar nature to bring information from various sources as a guideline to create a questionnaire.
- Analyze the objectives, content and structure of the research to determine the guidelines and scope of the questionnaire.
- Create a draft questionnaire, by defining the scope and scope of the question in accordance with the objectives of the research.
- Bring the draft questionnaire to the advisor for review, consideration and correction, and provide the experts with knowledge and experience in tourism transportation service. By statistics research and consider the questionnaire for 3

persons to review and make further recommendations. As well as content validity. Understanding and using the language to evaluate the results of the decision to find the Index of Item Objective Congruence (IOC).

- Complete a complete questionnaire for use in the research sample.

The researcher selected the questions with the IOC value of over 0.6 as a question. As well as improving the questionnaire was clear and comprehensive for the purpose of this research. The researcher used a questionnaire that was subjected to expert review and tried out the sample with the similarity to the sample with the similar characteristics.

The data analysis was a statistical computer analysis program. Compare the difference between the personal data of the sample, the mean and standard deviation of the opinions on the management of the tourism logistics service model, using T-Test and One Way Anova statistics to test hypotheses that the users of sex, age, education level, occupation, average income per month and the average monthly cost of subscribers varies.

RESEARCH RESULT

The research found that most of the users were male age between 21-40 years old with a bachelor's degree, occupation as a private employee. The average monthly income was 10,001-20,000 baht and the average monthly cost of subscribers varies was 5,001-10,000 baht. The results of the analysis of opinions about tourism logistics service management

Table 1: Train station location

Train station location	Mean	S.D	Tourism Logistics Service Level management
Convenience of the station	2.87	0.43	Moderate
Cleanliness of the terminal	2.92	0.33	Moderate
Cleanliness of the bathroom	3.01	0.18	Moderate
Cleanliness of train seats	2.97	0.25	Moderate
Cleanliness of the toilet	3.01	0.11	Moderate
Average	2.96	0.26	Moderate

Table 2: Service model

Service model	Mean	S.D	Tourism Logistics Service Level management
Labeling, publishing, fast information	3.00	0.00	Moderate
Facilitating passengers to easily follow the news	4.43	0.49	Highest
There are no complicated payment procedures	4.31	0.46	Highest
Average	3.91	0.32	Most

Table 3: Service staff

Service staff	Mean	S.D	Tourism Logistics Service Level management
Attentive to service willingly	2.99	0.30	Moderate
Knowledge and ability to service	3.28	0.57	Moderate
Personality and dress appropriately	4.37	0.57	Highest
Average	3.55	0.48	Most

Table 4: Duration of service

Duration of service	Mean	S.D	Tourism Logistics Service Level management
Appropriate to maintain the train	2.93	0.24	Moderate
The suitability of the service period	3.01	0.13	Moderate
Appropriate to train schedule	3.47	0.49	Most
Average	3.14	0.29	Moderate

Table 5: Safety & security service

Safety & security service	Mean	S.D	Tourism Logistics Service Level management
Security in the station area	3.35	0.47	Moderate
Cabin safety	3.05	0.34	Moderate
There are measures to prevent theft of property	2.92	0.34	Moderate
Average	3.11	0.39	Moderate

Comparison of expectations and perceptions of individuals with different personal factors toward the tourism logistics service management of the State Railway of Thailand, classified by train station location, service model, service staff, duration of service and safety & security services, there was a difference opinions about tourism logistics service quality management if the sex, age, education level, occupation, average income per month and the average monthly cost of subscribers varies.

DISCUSSION

This research found that the service users had opinions about the tourism logistics service quality management, classified according to the train station location, service model, service staff, duration of service and safety & security service safety at the average score in the moderate level. As a result, the view of the State Railway of Thailand service users had not been able to meet the needs of the users in managing the tourism logistics service as much as possible.

Based on the study of expectations and perceptions of service users, by comparing personal factors and opinions about the tourism logistics service quality management of the State Railway of Thailand. In terms of the train station location, service model, service staff, duration of service and safety & security service safety, when considering each side, it was found that service users with different sex had different opinions in all topics. Except for the service staff had a good personality, dress appropriately and security service in the cabin topics. Therefore, it was advisable to compare the personal factors with the opinions on tourism logistics service quality management there had also a gap between expectations and perceived service (Cavana and Corbett, 2007; Chowdhury, Alam and Ahmed, 2015).

It can be said that the forming tourism logistics service management model was essential for the tourism business organization to develop the tourism business to meet the needs of all service users in accordance with vision and mission of the organization. The coordination between activities, systematically, covers planning, transporting tourists, and luggage from destination to destination. Providing and receiving information and getting paid which can be used as a guideline to improve the development of the tourism logistics service quality management system (Eraqi, 2006; Sun, Yoo and Yang, 2015, 2016) of the State Railway of Thailand.

CONCLUSION AND RECOMMENDATIONS

For the policy recommendations; it should be established or assigned to the authorities of the State Railway of Thailand to supervise, manage the tourism logistics service and supply chain as well as the strategic planning which can monitor and assess the situation in all areas. It should cooperate with government and private sectors by implementing tourism logistical service management concepts regarding joint forecasting and fulfillment (CPFR: Collaborative Planning Forecasting and Replenishment) in supply chain planning. The needs of those involved in the supply chain enable all organizations to collaborate and exchange information to meet their common goals. It will make sales of goods and service, reduce the amount of inventory and increase the level of customer satisfaction. They can also increase the level of mutual trust that enables them to exchange information more effectively including the development of a tourism logistics service model. This will reduce the logistics costs and increase the long-term revenue of the State Railway of Thailand.

For the practical suggestions; based on the study of expectations and perceptions of service users with sex different education levels and occupations. The State Railway of Thailand have to create a gap model to measure tourism logistics service quality, to realize the real gap between expectations and perception of service (GAP 5).

Suggestions for the next research

1. Research should be conducted on the establishment of a travel business network to improve tourism logistics service management efficiency for rail travel. And should study the gap between expectations and perceptions of tourists. To improve the management of tourism logistics service model for the State Railway of Thailand to cover all aspects and impress tourists.
2. There should be comparative research on the management of tourism logistics services for the State Railway of Thailand on other routes. With other service business competitors such as low cost carriers, the bus company, vans run on various routes, etc., to evaluate the tourism logistics service strategies appropriate to the service business to meet the needs of tourists and create a competitive advantage in a professional way.
3. Research should be conducted on service behavior of employees, talent worker to find out the performance of the person. Explicit knowledge is provided to the staff at the station and on the train to use them as a guide for self-development and build a good image in the service of the State Railway of Thailand.

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