## A Study of Traditional Mode in the Framework of Sustainable Urban Transportation

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**Abstract :** The traditional mode is a non-motorized vehicle powered by human or animal power. The objective of the study was to define the strategy of using traditional modes by the framework of sustainable urban transport in support of urban tourism activities. The study of the traditional mode does not include a modified mode using the engine power as motor tricycles are often called 'bentor 'in Indonesia. The use of non-motorized traditional mode in Indonesia has begun to shift, and its use began to be eliminated by the change of propulsion using the machine. In an effort to push back the use of traditional mode one of them with tourism activities. Strategies for the use of traditional modes within the framework of sustainable urban transport are seen from three dimensions: social, economic and environmental. The social dimension related to accessibility and livability, an economic dimension related to traditional modes can promote products and tourist attractions, while the environmental dimension related to the needs of the users/groups with respect to safety, comfort. The traditional mode is rarely noticed by the policy makers, and public opinion in its use needs attention. The involvement of policy-making between stakeholders and the community is needed in the development of sustainable traditional mode strategies in support of urban tourism activities.

**Keywords:** traditional mode, sustainable, urban, transportation

Conference Title: ICTM 2017: International Conference on Transport Management

Conference Location: Tokyo, Japan Conference Dates: September 07-08, 2017