



**UNIVERSITI PUTRA MALAYSIA**

***INTEGRATING URBAN DESIGN PRINCIPLES IN PROMOTING SPORTS  
TOURISM FOR BUKIT JALIL SPORTS COMPLEX, KUALA LUMPUR,  
MALAYSIA***

**ROSHANAK MOHEBBI**

**FRSB 2014 1**



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TOURISM FOR BUKIT JALIL SPORTS COMPLEX, KUALA LUMPUR,  
MALAYSIA**

By

**ROSHANAK MOHEBBI**

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,  
in Fulfilment of the Requirements for the Degree of Master of Science**

**June 2014**

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In the name of GOD

I dedicate this work to  
Those endeavor sincerely to create a better world  
Those who help me finding the right way to live better  
Those who have special place in my heart:

*My parents*  
For their endless love and care

Above all  
The ONE who has created the universe and I have always reliance on



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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfillment of the requirement for the degree of Master of Science

**INTEGRATING URBAN DESIGN PRINCIPLES IN PROMOTING SPORTS TOURISM FOR BUKIT JALIL SPORTS COMPLEX, KUALA LUMPUR, MALAYSIA**

By

**ROSHANAK MOHEBBI**

**June 2014**

**Chair: Norsidah binti Ujang, PhD**  
**Faculty: Design and Architecture**

Globally, it is evident that there is a growing effort by urban managers to strengthen the relationship between sports and the urban environment. This has shaped the recent phenomenon of “urban sports tourism” to change the image of cities worldwide. The phenomenon has emphasized the aspects of sport and tourism to differentiate from other tourism attractions. However, in managing urban sports tourism little is discussed about the roles of urban design principles in making sports complexes as attractive and sustainable tourism destinations. This study aims to understand how urban design principles can be integrated in promoting urban sport tourism in sports complexes. The theoretical framework was based on joint theories of urban design and sports tourism to formulate the urban design principles for global urban sports tourism destinations. Three principles that affect the promotion of sports tourism the most are accessibility, legibility and diversity. Afterwards, the research employed the qualitative method using a case study approach. It triangulates two techniques, which include field observation and in-depth interviews. Field observation was conducted to evaluate the existing urban design principles of Bukit Jalil Sports Complex (BJSC), as one of the large-scale sports complexes in the city of Kuala Lumpur, Malaysia. By using photographs, it enables the researcher to obtain a clear picture of the actual condition of the sports complex and urban design principles that influence its usage as a centre for sporting facilities. In-depth interviews with key persons including government and sports tourism association were conducted to identify the urban design issues and strategies relating to urban sports tourism for the city of Kuala Lumpur, Malaysia. The results from field observation indicate that despite the existence of public transportation, various landmarks and indoor sport activities at BJSC, further improvements are needed in terms of pedestrian design, eradication of abandoned spaces and integration of various activities and functions with the place based on the needs of sports tourism. In addition, the interview analysis has identified three themes – planning and design, sports facilities attributes, and activities and events – that promote urban sports tourism and which also can be related to the sustainability factors in terms of environmental, economic and social, respectively. The study adds to our understanding of the success of a sports complex in attracting sports tourists by integrating urban design principles in the development proposal. Thus, the sports

complex itself can act as a socio-economic catalyst to increase the diversity of tourism attractions towards enhancing the development of the tourism industry in Malaysia.



Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Master Sains

**MENGINTEGRASIKAN PRINSIP-PRINSIP REKA BENTUK BANDAR  
DALAM MEMPROMOSIKAN PELANCONGAN SUKAN UNTUK  
KOMPLEKS SUKAN BUKIT JALIL, KUALA LUMPUR, MALAYSIA**

Oleh

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Di peringkat global, terdapat peningkatan usaha oleh pengurus-pengurus bandar untuk mengukuhkan hubungan antara sukan dan persekitaran bandar. Ini telah menjadikan fenomena terkini “bandar pelancongan sukan” untuk mengubah imej bandar di seluruh dunia. Fenomena ini telah menekankan aspek sukan dan pelancongan bagi membezakannya dengan tarikan pelancongan yang lain. Walau bagaimanapun, dalam menguruskan pelancongan sukan bandar, sangat sedikit perbincangan tentang peranan prinsip-prinsip reka bentuk bandar dalam menjadikan kompleks sukan sebagai destinasi pelancongan yang menarik dan mapan. Kajian ini bertujuan untuk memahami bagaimana prinsip-prinsip reka bentuk bandar boleh disepadukan dalam mempromosikan bandar pelancongan sukan di kompleks sukan. Rangka theoretikalnya adalah berlandaskan kepada hubungkait teori-teori reka bentuk bandar dan pelancongan sukan untuk membina prinsip-prinsip reka bentuk bandar untuk destinasi bandar pelancongan sukan. Tiga prinsip-prinsip yang memberi kesan utama kepada promosi pelancongan sukan adalah kebolehsampaian, kebolehbacaan dan keoelbagaian. Kajian ini mengambilpakai kaedah kualitatif dengan menggunakan pendekatan kajian kes. Ianya mengtriangulasi dua teknik termasuk penelitian lapangan dan temubual secara mendalam. Penelitian lapangan dijalankan bagi menilai aplikasi prinsip-prinsip reka bentuk bandar sediaada di Kompleks Sukan Nasional Bukit Jalil (BJSC) sebagai salah sebuah kompleks sukan berskala besar di bandar Kuala Lumpur, Malaysia. Dengan menggunakan gambar-gambar photo, membolehkan penyelidik untuk mendapatkan satu gambaran yang jelas tentang keadaan sebenar kompleks sukan dan prinsip-prinsip reka bentuk bandar yang mempengaruhi penggunaannya sebagai pusat kemudahan sukan. Temubual secara mendalam dengan pakar utama, termasuk pihak kerajaan dan persatuan pelancongan sukan telah dijalankan mengenal pasti strategi-strategi dan isu-isu reka bentuk bandar yang berkaitan dengan bandar pelancongan sukan untuk bandar Kuala Lumpur, Malaysia. Keputusan dari penelitian lapangan menunjukkan bahawa walaupun dengan adanya pengangkutan awam, kepelbagaian mercu tanda dan aktiviti sukan tertutup adalah kelebihan BJSC, dan penambahbaikan diperlukan dari segi reka bentuk laluan pejalan kaki, penghapusan ruang terbiar dan menyepadukan kawasan dengan pelbagai aktiviti dan fungsi berdasarkan keperluan pelancongan sukan. Analisis temubual telah mengenal pasti iaitu perancangan dan reka bentuk, ciri kemudahan sukan, dan aktiviti dan acara yang

menggalakkan bandar pelancongan sukan yang boleh dikaitkan dengan faktor lestari dari segi alam sekitar, ekonomi dan sosial. Kajian ini meningkatkan pemahaman tentang kejayaan sebuah kompleks sukan dalam menarik pelancong sukan dengan mengintegrasikan prinsip-prinsip reka bentuk bandar dalam cadangan pembangunan. Oleh itu, kompleks sukan itu sendiri boleh bertindak sebagai pemangkin sosio-ekonomi untuk meningkatkan kepelbagaian tarikan pelancongan ke arah meningkatkan pembangunan industri pelancongan di Malaysia.



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I certify that a Thesis Examination Committee has met on 25 June 2014 to conduct the final examination of Roshanak Mohebbi on her thesis entitled “Integrating Urban Design Principles in Promoting Sports Tourism for Bukit Jalil Sports Complex, Kuala Lumpur, Malaysia” in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Master of Science.

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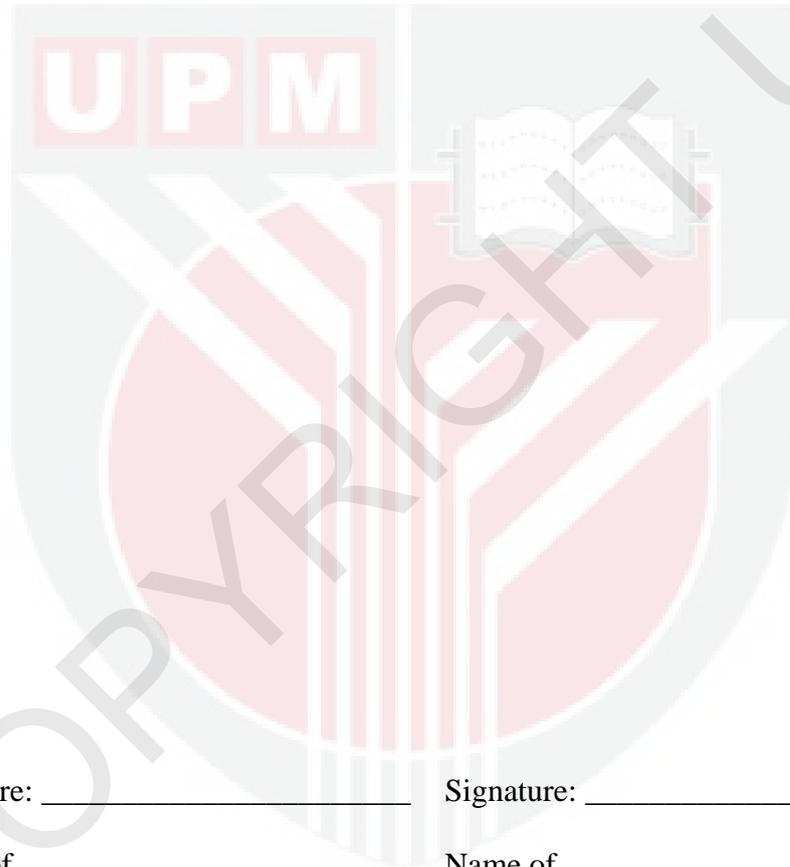
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## LIST OF ABBREVIATIONS

BJSC	Bukit Jalil Sports Complex
CABE	Commission for Architecture and the Built Environment
DBKL	Dewan Bandaraya Kuala Lumpur
EPP	Entry Point Projects
FIFA	Fédération Internationale de Football Association
GMB	Guggenheim Museum in Bilbao
IOC	International Olympic Committee
FINA	International Swimming Federation
KSN	Kompleks Sukan Negara
KL	Kuala Lumpur
KLIA	Kuala Lumpur International Airport
LRT	Light Rail Transit
MICE	Meetings, Incentives, Conferences, Exhibitions
MSN	National Sports Council
MYR	Malaysian Ringgit
PLUS	Projek Lebuhraya Usahasama Berhad
KESAS	Shah Alam Expressway
SAST	South Africa Sports Tourism
SEA games	South East Asian games
TPM	Technology Park Malaysia
UEFA	Union of European Football Associations
UNWTO	United Nations World Tourism Organization
WTO	World Tourism Organization

# CHAPTER 1

## INTRODUCTION

### 1.1 Research Background

Recent years have led to the use of different resources to compete for tourism in many cities. Sport, based on its Athenian and Roman antecedents, has resulted in several cities become centres of attraction, using the term “sport reimagining” to exploit sport to modify the destination image. Within the sports tourism literature, there has been a growing realization that the image of the cities can attract and promote tourists (Higham, 2005; Smith, 2005; Chalip and Costa, 2005). Smith (2005) mentioned the city of Perth in Australia, which introduced itself as the “City of Sporting Events” or “Lake Placid”, which attracts tourists by placing itself as the “Winter Sports Capital of the United States”. There are also many European cities, such as; Birmingham, Manchester, and Sheffield that utilize sport to present their image as an attraction to sports tourists.

The last decade has seen a rapid movement of countries to host major sports events. However, the concern exists on how the venues for large sports events can be effectively used and operate in the long run (Daugeliene et al., 2014). Pfahl (2013) noted that “in more recent years, sport personnel began to see the strategic issues related to environmental activities, such as community engagement, revenue generation through sponsorship, and cost savings through upgraded facilities”. As such, environmentalism is becoming a key operational initiative for sports marketing to keep an active and progressive venue. This also can be seen in the case of Olympic Stadium in London which was built using only a tenth of the total steel used at Bird’s Nest Stadium in Beijing. Therefore, it is worth mentioning that every sport venue is built, maintained and demolished at some point. However, the new sports facilities and stadia are to become into a more sustainable form (Pfahl, 2013).

Sports tourism is considered as one of the most pivotal socio-economic phenomenon of the twentieth-century (Heidary et al., 2011). This was consequences of an international conference in February 2001 in Barcelona (Spain) on the significance of sport experiences for tourists. The organizers were World Tourism Organization (WTO) and International Olympic Committee (IOC) who stressed the required the attention of academics and other experts (Hinch and Higham, 2011). Hinch and Higham (2011) showed that places and environments have relationship with sports tourism attractions. The sports and tourism industry and government and policy makers have begun to employ a significant interest to manage the sports tourism resources at their full potential. In addition, in the Commonwealth conference on sport tourism in Sabah, Malaysia, the new approaches for the development of sports tourism has identified based on several issues such as, post-event management (Fyall and

Shipway, 2008). However, the gap still exists in linking urban design, as an essentiality of place making (Montgomery, 1998, p. 96), with sports tourism.

The concept of sports tourism has gained attention since the 1990s from both academicians and the sports and tourism industry, resulting in varying degrees of success among countries (Gibson, 2006). The past thirty years have seen increasingly rapid attention in the field of sports tourism, in which it is considered a common activity to travel, to be either a spectator or participant in a sporting activity. However, strategies utilized universally illustrate various achievements (Gibson, 2005), and it is becoming increasingly difficult to ignore the significance of sports tourism on economic development (Kurtzman, 2005). Recent developments in the tourism industry have heightened the need to study sports tourism as one of the most widely used groups of sport and tourism perspectives and its link to urban design. The link is provided by the domination of spectacular sporting spaces in urban areas to attract tourists, and the way cities use sporting amenities as urban redevelopment components (Friedman et al., 2004).

Urban design, on the other hand, is the study of the urban environment and the relationships between the elements of a city, such as water features, open space, nodes, landmarks, pedestrian circulation, transportation system, commercial activity centres and the links between these elements. Thereby, the raw materials of urban design consist of the elements of townscape (Taylor, 1999). Montgomery (1998) listed three essential parts in designing a city comprising twenty-five characteristics for making a good city. These are activity, image and form. The aim is to create a legible city with distinctive characters, such as safe, accessible, and pleasant to use streets and public spaces. An active city is a venue for transactions and meetings, otherwise its character would change from urbanity to that of sub-urbanity. It is important to note here that most of the current literature on urban design and city branding does not include sports complexes and sports facilities as an integral part of urban environments. However, large sports complexes are the result of the trend for facility development, occupying one to ten hectares of land to cater for field sports or indoor sports (Jagoda, 2008).

In the case of Malaysia, in each of the fourteen states, there is at least one large-scale stadium. Bukit Jalil Sports Complex (BJSC) is located in the south of capital city of Malaysia, Kuala Lumpur. The Football Stadium capacity of 110,000 seats makes it the 11<sup>th</sup> largest stadium in the world and also as a largest stadium in Southeast Asia. The venue was initially built for the Commonwealth Games in 1998.

Van der Westhuizen (2004) study highlights the need for paying particular attention to the infrastructure developments in Malaysia to affiliate the country with large-scale events. Therefore, existing sport facilities are needed to be assessed in terms of their standards. However, there is a lack of descriptions on urban design principles as a catalyst to enhance the attraction of the place. Therefore, in addressing this gap, this study will analyse the area by exploring its urban design principles. This study will provide directions for urban planners and urban designers to effectively plan and design the sport facilities to attract tourists to the place.

## 1.2 Research Problems

Most of the research discusses the development of large city facilities, usually within the context of municipal finance projects and large scale events at the top competitive level often coined “mega-events” (Fourie and Santana-Gallego, 2011; Fourie and Spronk, 2011; Hallmann and Breuer, 2010). The popularity of sports events and physical activities is because of promoting health and friendship among communities and stimulating sport-interested individuals to bring them together, this has led this phenomenon attracting considerable attention and being the subject of widespread research (Kurtzman and Zauhar, 2003). In addition, 32% overall tourism industry relates to sport tourism (Kurtzman, 2005). Therefore, there is a need to develop the cores of cities based on sports activities and programmes year round. Bramwell (1997) describes the impact of developing sports facilities for a mega-event in the context of the city. According to Van der Westhuizen (2004), the sports industry is a major economic activity for new types of visitor experience. However, there is still a gap in integrating urban design principles and developing a city as a sports tourism destination.

Several studies have produced estimates of sports tourism (Harrison-Hill and Chalip, 2005; Yu, 2010). While, recent studies show that having a comfortable time and to gain new knowledge to improve the quality of life is involved in most active trips. This will illustrate the growth of sports tourism in industrial countries mainly Europe (Redmond, 1991; Deknop, 1990; Taleghani and Ghafary, 2014). However, there is still insufficient data relating urban design principles with sports tourism in the context of sports complexes. Previous studies of sports tourism have not dealt with the urban design principles of place. However, Higham and Hinch (2006) point out the need for an in depth exploration to articulate the relationship between place and physical activity. Therefore, the purpose of this study is to understand how urban design principles can be integrated in promoting urban sports tourism in sports complexes.

The concept of design has recently been challenged by Hinch and Highman (2004), Weed and Bull (2004), and Gibson (2006) demonstrating that design affects the visitor experience. However, questions have been raised about the visitor rate and whether they are short-stay tourists or locals. One major issue in early sports tourism research concerned the destination attributes, and whether integrating the sports complexes with the city was aimed at attracting tourists. “Beijing”, for example, is not only enumerated as a successful part of the urban environment for locals but also attracts tourists from all over the world every year (Zhang and Zhao, 2009). So far, however, there has been little discussion about the construction of sports complexes as an urban place. This could not only assist in diversifying the economy but also attracts a consistent pedestrian flow to its events that is both functional and inviting. In addition, it will assist the retail and hospitality sectors of the economy.

In Malaysia, sports facilities and sports developments have improved rapidly over past ten years (Barghchi et al., 2009b). According to the Ministry of Tourism Malaysia has declared that the country is increasingly and actively promoting urban sports tourism

through the “aim of becoming a major sports tourism destination in the Asia-Pacific region” (Ministry of Tourism and Culture Malaysia, 2013). However, the city is undervalued in terms of diversity of tourism activities, whereas sports accounts for 0.2% among other activities (Malaysia, Tourism, 2010). In addition, the improvements are inadequate compared to the overall developments of sports at international level (National Sports Policy, 2007; Barghchi et al., 2009b). While, at the international level, sports facilities have changed over the past twenty years from “functional facilities, adapted facilities, state-of-the art facilities to center of business and regenerating area facilities”. Therefore, sporting infrastructure at national level in cities are not primarily aimed at the involvement of the local community, but was instead aimed at attracting tourists and encourage inward investment and changing the image of the city (Gratton et al., 2005; Barghchi et al., 2009b). Correspondingly, the literature reported that there is a latency period in the operation of large-scale sporting venues, whereby large areas are vacant and unused. Therefore, Feng (2012) suggests strategies to generate venues and contribute to the sustainability, such as 1) leasing for professional sports; 2) local use planning; 3) selling the naming rights; 4) hosting non-sporting activities, such as concerts and bazaars; and 5) opening sites to tourists. Among these, opening sites to tourists is the most popular for stadiums to generate income.

Accordingly, based on Jabatan Perdana Menteri (2010), entry point projects (EPP9b) sports tourism offerings in Malaysia are expanding beyond hosting events. Although, the potential for other popular sports like soccer and badminton has been neglected. According to DBKL (2004), the area of “Bukit Jalil- Seputeh” is specialised to the sports tourism activities, which has the potential to raise the standards for being a sport city. In addition, according to DBKL (2004), the quality of the sports facilities located at BJSC, which was built in 1998 shall be improved to function as an attraction for sporting activities and resist the area to become “white elephant” (Thornely, 2002). However, the issue is that despite the existence of world-class sporting venues located at Bukit Jalil, sports facilities are underutilised due to inadequate maintenance, vandalism and poor accessibility. Accordingly, it is essential that the principles proposed by KLSP 1984 are maintained since much of the infrastructures are already in place and to introduce the measures to consolidate urban centres and improve urban design principles, such as accessibility. Therefore, the development strategies also include designating and developing international zones like BJSC (DBKL, 2004). However, based on the issues of underutilisation of the major sporting facilities, the question is that are they really integrate the urban design principles in designing the sports complex for sports tourism activities? Are these development enough to ensure the long run usage of the sports complex? And to what extent the principles are currently maintained for sports tourism promotion? In general, this study is a response to the question posed by Higham (2005) for a tourism destination; which is, “how might coordinated sports and tourism planning interests contribute to the development or periodic under-utilisation of facilities and infrastructure at a tourism destination?” (p.9).

In Malaysia, the Ministry of Youth and Sports Development is in charge of managing BJSC and turning the sports complex into a Sports City. This is towards the idea of enhancing the potential of sports as an industry in Malaysia. Smith (2010) conducted a comparative analysis among four sports cities; Manchester (UK); Cardiff (UK);

Doha (Qatar) and Dubai (UEA), known as “Sport City, the International Sports Village, the Aspire Zone, Dubai Sports City”, respectively. He states that the strategy to become a sports city is to build a venue for sporting events; however, to address the diversity of users and assist the stadia or other venues, the necessary resources should not be isolated and segregated from the urban areas. In addition, Barghchi (2011) study on the case study of BJSC indicated that the provision of sports facilities alone is not sufficient to stimulate development. Sports facilities located at BJSC must be integrated into the local development strategy and suitable planning. This also contributes to the integration of sports facilities with the surrounding urban areas. Undeniably, developing sports as an industry is increasing in Malaysia. However, without an understanding on proper planning and programs on how to integrate urban design principles, there is still a gap in developing the area for the growth of sports tourists.

In general, the development of large-scale sports facilities has a significant impact on the urban fabric. As Gibson (1998, p. 65) mentioned “there is a lack of integration in three domains: (1) policy development and implementation (2) in academe, a lack of interdisciplinary research (3) in the education of future sports tourism professionals”. Therefore, it can be concluded that sports tourism has received increasing attention from academicians and industry in recent years. However, despite its growing appeal, according to Ritchie and Adair (2004), different segments of sports tourism still demand for a better understanding of its nature, impact and management. Therefore, this study critically traces the BJSC since although it is well-known as the venue for the Commonwealth Games in 1998; now, sports tourism activities are not being held there year round. The goal of this study is to provide a coherent urban design framework for the future of sports complexes to be developed as a catalyst to attract urban sports tourists.

### **1.3 Research Questions**

The main research question that guides this study is as follows:

How can urban design principles be integrated in promoting urban sports tourism for Kuala Lumpur, Malaysia?

The sub research questions are presented below:

- 1) What are the urban design principles associated with global urban sports tourism destinations?
- 2) What are the existing urban design principles of Bukit Jalil Sports Complex?
- 3) What are the urban design issues and strategies related to urban sports tourism for the city of Kuala Lumpur, Malaysia?

## 1.4 Research Objectives

The objectives of this study are presented as below:

- 1) To formulate the urban design principles for global urban sports tourism destinations
- 2) To evaluate the existing urban design principles of Bukit Jalil Sports Complex
- 3) To identify the urban design issues and strategies relating to urban sports tourism for the city of Kuala Lumpur, Malaysia

## 1.5 Scope and Limitations of the Study

This study is considered to be one of the numerous studies on tourism, which is more focused on urban sports tourism related to urban design principles in sports complex. The study is limited to:

- 1) Formulating the urban design principles for global urban sports tourism destinations

Physical and social attributes are implemented in the construction of sports complexes. Although economic and political attributes are acknowledged as important, they are not covered to be explained in detail as they are subject to change and beyond control.

- 2) Evaluating the existing urban design principles of Bukit Jalil Sports Complex

The considered area for this study covers the city of Kuala Lumpur. While this case is focused on a large-scale sports complex in Kuala Lumpur, it should also be noted that there are other sports complexes outside Kuala Lumpur in other states in Malaysia. However, the selected sports complex is of the largest, which hosts for the national and international mega events. In addition, another limitation exists in the covering fieldwork of BJSC, which do not include the subordinate golf areas, parks and hill.

- 3) Identifying urban design issues and strategies related to urban sports tourism for the city of Kuala Lumpur, Malaysia.

Although the numbers of the respondents are limited, this will not affect the validity of the study, since the relevance of the respondents is more important than the number (Latip Abdul, 2011).

Notwithstanding this issue, there is a paucity of research considering urban design principles to promote sports tourism; as a result, the BJSC is seen as an empty, underutilized space. Research areas, such as effects of international events, effects on urban development or perception of sports tourists towards urban development projects are excluded from the purpose of this study. However, these may lead to future studies on this topic.

In general, this study tries to understand the integration of the urban design principles of an urban sports complex to become an urban sports tourism destination. The purpose and the methods that were applied might be among many other studies that try to plan and develop urban sports tourism destinations.

## **1.6 Significance of the Study**

At the international level, research conducted by WTO (2001) displayed that sport-oriented trips count for almost half of the trips in Germany and Netherlands. 32 million of the trips (55% of all outbound travels) and seven million (52% of all outbound travels) respectively are sport oriented or include sporting component. This rate is about 3.5 million trips (23%) in France, which shows less motivation, however, ranged from skiing to scuba diving and cycling. In Canada, in 1988, 37.3% of the 73.7 million of domestic recreational trips were for the participation in the sporting events. In South Africa, the development of sports tourism is being promoted, comprising 4% of the domestic tourism which specialised to sports tourism, which is due to inauguration of the South African Sports Tourism (SAST) campaign and comprises. Australia accounts for 12.9 million trips for the purpose of sports (Ritchie and Adair, 2002, p. 3). Therefore, sporting destinations and their image are a dynamic attraction for visitors (Nelson, 2005; Chen and Funk, 2010; Harrison-Hill and Chalip, 2005) that cannot be ignored.

According to Muhibuddin et al. (2010), tourism development in Malaysia is divided into two phases: “1) after the independence, which began in 1957, and 2) rapid development of cities in 1990” (p. 209). From 1997 to 2000, tourist arrivals increased from 6,210,900 to 10,221,600, which, according to DBKL (2004, p. 8-2), is due to “the promotion of inbound tourism, the hosting of major sporting events, such as the Formula One race at Sepang”. The growth of total visitor receipts is also noticeable from 4.5 billion (MYR) in 1990 to 17.3 billion (MYR) in 2000. However, tourism resources are in varying degrees of development, and, in many cases, lack attractiveness. Despite being accessible and more attractive than others, some of the sporting venues are still not tourism oriented. Therefore, the under-utilisation of major sporting venues is considered to be an issue (DBKL, 2004).

This research is significant to the tourism industry and integrating this industry with the sports industry in Malaysia as well as other countries. It will provide foundation to the integration of sport tourism industry and urban planning and design. In a long-term process, a proper enforcement of the urban design standards will promote the competitiveness among countries to attract urban sports tourism.

Indeed, many scholars have argued about the mutual effects of sport and cities (Forsyth and Heine, 2008; Smith, 2010; Coaffee, 2008; Sam and Hughson, 2010). Hall (2000) acknowledges the need of the cities to attract tourism to compete in the global economy; therefore, marketing the city with the intention of creating a new image. Law (2002) in Hinch and Higham (2011) indicates that flagship projects are large schemes used to attract attention through scale and architectural design to provide a basis for the regeneration of a complex by attracting further investment in the sites around it. It was noted that “there is a trend to integrate contemporary stadia developments with malls, plazas, hotels and other sport and entertainment facilities, such as theme parks, halls of fame and cinemas” (p. 149). These two examples are clearly overt attempts to utilize tourism as a catalyst to establish and maintain economic sustainability through urban design.

It is hoped that the developing countries that face similar issues and problems in terms of their large-scale sports complexes being vacant can benefit from the results of this study towards the integration of urban design principles into make an active venue for the sports tourism industry.

## **1.7 Thesis Structure**

This study is divided into five chapters. Chapter 1 elaborates on the problem statement and the significance of this study followed by the research questions, scopes and limitation, and purpose of the study. Chapter 2 reviews the literature concerning the aspects of urban sports tourism, urban design principles, sustainability in sports and sports complexes as well as their linkage. Chapter 3 describes the methodology in terms of the design, synthesis, characterization and evaluation of the data gathered in this study in which field observation of the case study and interviews are triangulated to answer the research questions. Chapter 4 develops the strategy model of the urban design principles in promoting urban sports tourism for Kuala Lumpur, Malaysia, as well as, presenting discussion of the case study findings. Finally, Chapter 5 comprises a brief summary, contribution of the findings, conclusions, and provides suggestions for future studies as well as recommendations for urban designers and sport managers.

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