



**UNIVERSITI PUTRA MALAYSIA**

***ASSOCIATION BETWEEN LANDSCAPE HERITAGE ELEMENTS AND  
PLACE ATTACHMENT AMONG VISITORS IN TAIPING LAKE GARDEN,  
PERAK, MALAYSIA***

**NURUL HIJRAH BINTI ABD GANI**

**FRSB 2015 6**



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PLACE ATTACHMENT AMONG VISITORS IN TAIPING LAKE GARDEN,  
PERAK, MALAYSIA**

By

**NURUL HIJRAH BINTI ABD GANI**

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

**December 2015**

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in  
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**December 2015**

**Chairman : Assoc. Prof. Noorizan Mohamed, PhD**  
**Faculty : Design and Architecture**

As commonly realized by most people, the priceless heritage is susceptible to deteriorate or destroyed by either natural phenomenon or human negligence. Henceforth, creating public awareness on this irreplaceable heritage is a necessity to ensure its continuous existence in the future. In the case of Taiping Lake Garden, Perak up to now there is still no study claimed that visitors are attached to the Lake Garden due to its heritage. Hence, this study aims to discover the association between landscape heritage elements and visitors' attachment to Taiping Lake Garden since there is still a gap of knowledge on this association. It is mentioned that place functioning depends on individual meaning, activity and physical form. Therefore, it is important to explore the meaning of place for visitors because it contributes in understanding visitors' attachment which later will be used to enhance the site. The objectives of this study are to document the landscape heritage elements and examine the influence of these heritage elements on visitors' attachment. Taiping Lake Garden was selected as the study site as it is one of the oldest gardens in Malaysia. The method employed is through archival study, interview and field observation for documenting the heritage elements found in Taiping Lake Garden. Meanwhile, a questionnaire survey is used to explore the influence of heritage elements on visitors' attachment to Taiping Lake Garden. The results from the archival study, interview and field observation indicate that physical, non-physical and natural landscape elements are the landscape heritage elements of Taiping Lake Garden. While, the result of the surveys demonstrated that these heritage elements have influenced the visitors' attachment to the place. This study will assist planners and designers to better understand the factors that influence visitors' attachment and improve the current state of the park so more visitors will come to visit the site.

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

**PERHUBUNGAN ANTARA UNSUR WARISAN LANDSKAP DAN IKATAN  
TEMPAT DI KALANGAN PELAWAT DI TAMAN TASIK TAIPING, PERAK,  
MALAYSIA**

Oleh

**NURUL HIJRAH BINTI ABD GANI**

**Disember 2015**

**Pengerusi : Prof. Madya Noorizan Mohamed, PhD**  
**Fakulti : Rekabentuk dan Senibina**

Seperti mana yang telah diketahui umum, warisan tidak ternilai terdedah untuk menjadi buruk atau musnah samada secara semulajadi ataupun disebabkan oleh kecuaiian manusia. Oleh itu, memupuk kesedaran awam bagi warisan yang tidak dapat ditukarganti ini adalah perlu dalam memastikan ianya terus wujud di masa hadapan. Bagi situasi di Taman Tasik Taiping, Perak sehingga kini masih belum terdapat kajian yang menyatakan bahawa pelawat terikat dengan Taman Tasik disebabkan oleh warisannya. Maka, kajian ini bertujuan untuk merungkai perhubungan antara unsur-unsur warisan landskap dan ikatan pelawat pada Taman Tasik Taiping berikutan masih ada jurang pengetahuan dalam perhubungan ini. Ianya dinyatakan bahawa fungsi tempat bergantung kepada makna bagi individu, aktiviti dan struktur fizikal. Oleh itu, adalah penting untuk merungkai makna sesuatu tempat bagi pelawat kerana ia menyumbang dalam memahami ikatan pelawat dimana kemudiannya akan digunakan untuk meningkatkan nilai sesuatu tempat. Objektif bagi kajian ini adalah untuk mendokumentasi unsur-unsur warisan landskap dan mengkaji pengaruh unsur-unsur warisan ini ke atas ikatan pelawat. Taman Tasik Taiping dipilih sebagai kawasan kajian oleh sebab ia adalah salah satu taman tertua di Malaysia. Kaedah yang digunapakai adalah menerusi kajian arkib, temubual dan kajian lapangan untuk mendokumentasi unsur-unsur warisan yang terdapat di Taman Tasik Taiping. Manakala, tinjauan soalselidik digunakan untuk mengetahui pengaruh unsur-unsur warisan ke atas ikatan pelawat ke Taman Tasik Taiping. Hasil kajian arkib, temubual dan kajian lapangan menunjukkan bahawa elemen fizikal, bukan fizikal dan landskap semulajadi merupakan unsur-unsur warisan landskap yang terdapat di Taman Tasik Taiping. Sementara, hasil kajian soal selidik menunjukkan bahawa unsur-unsur warisan ini mempengaruhi ikatan pelawat di tempat tersebut. Kajian ini akan membantu perancang dan perekabentuk untuk lebih memahami faktor yang mempengaruhi ikatan pelawat dan memperbaiki keadaan semasa taman supaya lebih ramai pengunjung berkunjung ke tempat ini.

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I certify that a Thesis Examination Committee has met on 28 December 2015 to conduct the final examination of Nurul Hijrah binti Abd Gani on her thesis entitled "Association between Landscape Heritage Elements and Place Attachment among Visitors in Taiping Lake Garden, Perak, 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.

Members of the Thesis Examination Committee were as follows:

**Mohd Yazid bin Mohd Yunus, PhD**

Senior Lecturer  
Faculty of Design and Architecture  
Universiti Putra Malaysia  
(Chairman)

**Mohammad Yazah bin Mat Raschid, PhD**

Senior Lecturer  
Faculty of Design and Architecture  
Universiti Putra Malaysia  
(Internal Examiner)

**Badaruddin Mohamed, PhD**

Professor  
Universiti Sains Malaysia  
Malaysia  
(External Examiner)



**ZULKARNAIN ZAINAL, PhD**

Professor and Deputy Dean  
School of Graduate Studies  
Universiti Putra Malaysia

Date: 24 March 2016

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Master of Science. The members of the Supervisory Committee were as follows:

**Noorizan binti Mohamed, PhD**

Associate Professor LAr  
Faculty of Design and Architecture  
Universiti Putra Malaysia  
(Chairman)

**Norsidah binti Ujang, PhD**

Associate Professor  
Faculty of Design and Architecture  
Universiti Putra Malaysia  
(Member)

---

**BUJANG KIM HUAT, PhD**  
Professor and Dean  
School of Graduate Studies  
Universiti Putra Malaysia

Date:



## Declaration by Graduate Student

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Name and Matric No.: Nurul Hijrah binti Abd Gani, GS35576

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Signature: \_\_\_\_\_

Name of  
Chairman of  
Supervisory  
Committee:

Associate Professor LAr Noorizan binti Mohamed

Signature: \_\_\_\_\_

Name of  
Member of  
Supervisory  
Committee:

Associate Professor Norsidah binti Ujang

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

To begin with, this chapter has provided the readers the overview of this study. This chapter has covered the scope of research that includes heritage elements, place attachment, visitor's attraction and tourism. Then, followed by several issues that have triggered this study. The aim and objective of this study are also presented in order for readers to understand the direction of this study as they go deeper in the literature review section. Besides, also included is the brief explanation on how this study was conducted so the reader will be able to know what and where the information used specifically came from. Last but not least, the researcher shared the benefits of this research and summarized the study.

### 1.2 Background of the Study

According to the World Tourism Organization in 2011, tourism is a rapidly growing industry, hence increases the competition to attract visitors to one's country. Basically, there are six common phenomenon occurred in tourism industries which are recreational, business, health, educational, cultural, and social tourism. At present, people are spending more time in leisure either in recreation or nature based form especially for those who come from the city. For example in 2014, it is shown that there is an increment of 2.48% of visitors' attendance in Yellowstone National Park compared to the year 2013 (Crandall, 2014). Yellowstone National Park was known as the World's First National Park with wildlife, hot springs and geysers (Lowenstern et al., 2005). The external pressure from the workplace, financial problems, relationship and the bustle of the capital city invite more visitors to a peaceful destination for the relaxation of mind, body and soul.

In 2008, Tourism; as mentioned by the United Nations World Tourism Organization (UNWTO), defined it as the movement of people to a destination outside their usual working place or resident for various purposes and this was influenced by social, cultural and economic factors (UNWTO, 2010). When it comes to describe a place, contingently will associate its existence with mankind. Place is often described in the form of multidimensional physical and psychological attributes such as the physical state together with an individual sense of place (Tapsuwan et al., 2011). Place is where the inter-correlations occur between human and physical environment (Shamai, 1991). Besides, it also refers as the centers of human existence (Relph, 1976) which later create



a history of a mankind. Place carries multitude definitions, yet, according to architecture, photography, cultural geography and travel, they rely on 'sense of place' as the personality of a location (Hayden, 1995).

A person develops the attachment to a place that is important for an individual. An individual's sense of place can be measured by three aspects which are place identity, place dependence and place attachment. Therefore, this study focuses on place attachment in the sense of individual feelings and experience towards the site. The emergence of this study is to aid the planning process as discovering a person's engagement through all five senses; sight, sound, smell, taste and touch eventually results in understanding the meaning of place for them (Appleyard, 1981). Hence, from this understanding, the responsible party will be able to acknowledge the elements that individual found it very close to them and later preserves the elements and promotes the site. This is supported by Kyle et al. (2004) who mentioned that dissimilar meaning from various people on the natural environment consequently result in better management of site by providing equipment's that meet diverse people expectation.

This research examines the attachment based on the visitor's point of view. Visitors are chosen as the survey participants as the researcher seeks to discover their thought and feeling to the study site. Some of the issues that lead to the observation on visitors' attachment are based on: what are the things that capture visitors' interest during the visit? And does history and aesthetic values affect the visitor's pattern of visit?. Does the visitor form an emotional attachment towards the heritage element? Thus, through the survey questionnaire, the researcher will be able to explore the main attractions of Taiping Lake Garden.

This research was conducted in Taiping Lake Garden since it has been well known for its heritage. Taiping is one of the oldest cities in Malaysia and the second largest town in Perak state after Ipoh (Taiping Municipal Council, 2006). In addition, based on the past survey, this place is highly recommended for those who are looking up for a vacation. The luxuries of flora and fauna coupled with fresh air and the beauty of the landscape scenery has caused the venue to get high rate among the past visitors. Therefore, this site was chosen to seek the emotional attachment felt by the visitors.

In this research, it is crucial that the researcher identify the values and the elements existing at Taiping Lake Garden. Values are either valued through people acknowledgement on something or the quality of product (Carter & Bramley, 2002). In this case, the researcher focuses on heritage values. Heritage values can be divided into five categories; geophysical, biological, cultural/historical, aesthetic and recreational (Coccosis & Nijkamp, 1995). The researcher intends to discover the elements that can be found in historic and aesthetic values in order to understand the visitors' attraction to the site.

Besides, up to now, there is still a lack of literature reviews regarding the association between landscape heritage and place attachment. The most commonly found is the study on landscape heritage and place attachment

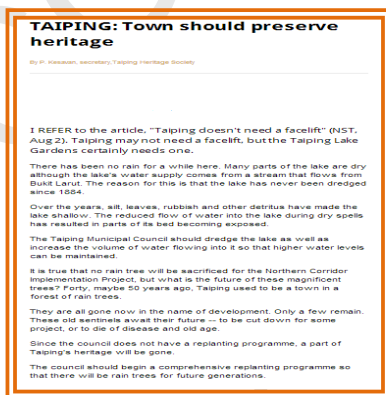
solely in differing fields of study (Giduthuri, 2013; Tapsuwan, Leviston & Tucker, 2011; Gu & Ryan, 2008). Most of the researches emphasized on the place bonding for recreation places (Brown & Raymond, 2007; Halpenny, 2010; Kaźmierczak, 2013) while fewer researches conducted at the heritage sites. Hence, this study hopes to contribute to the body of knowledge by exploring the association between place attachment and landscape heritage of a site.

Overall, this study was conducted to identify the landscape heritage elements and examine visitors' attachment to the heritage elements of Taiping Lake Garden. The heritage elements comprise of the nature and heritage of the lake garden such as flora and fauna, geography, lake, atmosphere and history. While visitors' attachment is observed in the sense of emotions, thought and memories.

### 1.3 Research Problems

As part of the efforts to promote tourism in Malaysia, variety of innovative products has been introduced such as shopping mall, home stay, parks and gardens, museum, exhibition as well as food, fashion and cultural festival (Ministry of Tourism Malaysia, 2013). Park and garden tourism offers visitors the landscape scenery view of flora and fauna together with its complementary hardscape. Thus, Taiping Lake Garden has been chosen as the study site as it is one of the Public Garden which offers natural endowment that stand over centuries; plant name *Rain trees*.

This Lake Garden was established in 1884, hence, was known as one of the first public garden in Malaysia (Taiping Municipal Council, 2006). However, as development taking place, there has been little concern on the background of this Lake Garden especially to visitors, hence, to promote this site, advertising these heritage elements is crucial. In addition, due to the fact that heritage is susceptible to deteriorate as people make way for urbanization, hence, there is a need to create awareness among people in preserving this priceless heritage. Figure 1.1 shows several issues taken from daily newspaper regarding the heritage of Taiping Lake Garden.



Kesavan,  
14 August 2012.



"Taiping Lake Garden",  
31 July 2012



Dermawan,  
19 September 2013

**Figure 1.1. Issues reported relating to the heritage of Taiping Lake Garden**  
(Sources: Kesavan, 2012; Dermawan; 2013; “Taiping Lake Garden”; 2012)

Other issues that also trigger this study to be conducted as follows:

- 1) Up to date, there is still no significant evidence that visitors visit Taiping Lake Garden due to its heritage elements. Thus, this research intended to discover one.
- 2) Visitors came across the world to visit Taiping Lake Garden, hence, this study intended to discover visitors' emotional attachment to the site.
- 3) As there are many attractive sites offers by various countries, thus, the problem arise on how to engage visitors to the site so that visitors will lengthen their visit and repeatedly visits the site? This study intends to discover the elements which capture visitors' interest during the visit.
- 4) Besides, it is undoubtedly that heritage is susceptible to deteriorate as time goes by either due to the natural phenomenon or socio-economic growth, thus, this study intend to acknowledge and create people awareness in protecting these heritage.
- 5) Facilities and accommodation influence visitors decision to visit the park. Thus, this research will explore whether these factors have affect visitors to visit or vice versa.

In addition, the emergence of this study is due to there is a need to study on landscape heritage elements of Taiping Lake Garden and its influence in place attachment to attract visitors. It is stressed that emotional attachment to a destination was influenced by one history and place visited (Alegre & Garau, 2011). A building, structure or site may be considered important for a number of reasons. It is said to be valuable when it has an architectural value, or relate to a significant person or it involves an important event in the history of the city. For instance, the house of Tun Dr. Mahathir Mohamad near the ice factory has now become one of the main attractions in Kedah as he is the fourth Prime Minister of Malaysia in 1981 (Arkib Negara Malaysia, 2015). Hence, it shows that visitors form an emotional attachment to the house as they appreciate the

service and contribution made by him or also known as “Father of Modernization Malaysia”. Thus, this research intends to discover the historical background of Taiping Lake Garden as the past also influence a person feeling or emotional bonding towards a destination.

#### **1.4 Research Questions**

The research questions set up for this study are as below:

- (i) What are the existing landscape heritage elements of Taiping Lake Garden?
- (ii) Do the heritage elements influence the visitors' attachment to Taiping Lake Garden?

#### **1.5 Research Aim**

From the identification of the existing landscape heritage elements, later, the researcher will discover the influence of these elements on visitors' attachment to Taiping Lake Garden. Hence, the aim of this research is to examine the association between landscape heritage elements and place attachment among visitors in Taiping Lake Garden.

#### **1.6 Research Objectives**

A competitive attraction for the 21<sup>st</sup> century causes various countries to offer multiple attractions and improve the service provided. Hence, Malaysia offers varieties of attractions and this include historic properties, museum, rainforest, wildlife attractions and other forms of natural and built landscapes to attract visitor. Taiping Lake Garden is known as the built heritage where the landscape is a man-made. Its beauty and aesthetic view has been praised by whoever comes from the area.

For that, the main objectives for this research are:

1. To identify the existing landscape heritage elements of Taiping Lake Garden.
2. To examine the influence of heritage elements on visitors' attachment to Taiping Lake Garden.

## 1.7 Research Hypothesis

In this research, one hypothesis is made to answer the research question which is:

H<sub>1</sub>1: Heritage elements have a significant positive effect on visitors' attachment to Taiping Lake Garden.

## 1.8 Scope and limitation

The scope and limitation of this research are as follows:

- (i) The study is limited to local and foreign visitors.
- (ii) The study is limited to 384 respondents to represent 1000,000 answers of the overall visitors at Taiping Lake Garden. This sample was determined using the formula applied by Krejcie & Morgan (1970).
- (iii) The study only focuses on the emotional attachment felt by visitors to the Lake Garden.
- (iv) The study taking respondents range age between 18 to 55 years old and above. The age restriction is necessary since the researcher believes people in this range of age will be able to respond and provide good suggestion in improving the condition of the Lake Garden. Besides, there were several studies showing that these are the age range of the park user (Steckenreuter & Wolf, 2013; Kaźmierczak, 2013).

## 1.9 Research Methods

This research use documentation, direct observation, interview and survey as sources of information in examining the association between landscape heritage elements and place attachment among visitors in Taiping Lake Garden. The data were gathered from both primary and secondary sources. Primary data involved questionnaire and interview sessions. While, the secondary data or documentation was collected through reading materials such as journals, related article, records, daily papers etc. Whereas, direct observation was conducted by photo recording that enable the researcher to identify the heritage elements existed on Taiping Lake Garden in the current state.

## 1.10 Significance of the study

Taiping Lake Garden is one of the oldest gardens in Malaysia, indeed, it was the first public park created during the British colonialism. Previously, the park



was a residual tin mine, however, it got a new lease of life by the British colonial such as Sir Hugh Low, Frank Sweettenhan, Col. Walker, E.W Birch, Contance Sydney Holmes, A.R Venning, W.R Scott, R. Derry and others (Taiping Municipal Council, 2006). Taiping Lake Garden is known for its beauty, history and the sense of serenity. Hence, this study hoped to protect the historical place as the study on place attachment may be linked to individual willingness in preserving the place.

From the secondary material, most visitors came to the Lake Garden with the purpose of recreation, play on the playground, picnic, birds watching, relaxing and boating. Therefore, the issue arises whether the visitors conscious about the historical background of the Lake Garden?. This issue brings to the need for this study that is to create awareness among visitors on the history of the Lake Garden together with other historical elements found at the site so the next generation will protect and appreciate this built heritage.

In addition, one of the main concerns in the 21st century in Malaysia is to conserve and preserve the heritage elements as its impact the country economic, socio-cultural, physical and politics (Yusof et al., 2007). The direct impact of heritage conservation can be seen in increase the property value, promote heritage tourism, conserve the knowledge and less urban sprawl. For instance, the two-storey pre-war shophouses in Georgetown, Penang has risen in 1997 at Rm6,000 per m<sup>2</sup> compared to the average price Rm4,000 per m<sup>2</sup> (Yusof et al., 2007). Thus, this study hoped to alert the responsible parties including public to safeguard the Taiping Lake Garden through enforcement, maintenance, reduce pollution and vandalism as it gives good returns in the future.

Taiping Lake Garden is never empty and receives overwhelming response from visitors all the time. Therefore, the researcher intends to discover elements that attract visitor to visit the site and do the facilities and services provided influence their visitation?. Hence, this research will aid in discovering the elements that capture visitors' interest and consequently improve the facility and service provided to meet visitors' expectation.

On the other hand, numerous studies have been conducted on the relationship between place attachment and natural landscape elements (Alegre & Garau, 2011; Brown & Raymond, 2007; Bricker & Kerstetter, 2000). While, previous studies at Taiping Lake Garden have focused on place attachment of residents to green infrastructure (Mazlina and Ismail, 2008; Mansor, 2011). However, to date, there is still no research carried out to examine the association between place attachment and landscape heritage elements among visitors in the Taiping Lake Garden. Thus, this research intends to contribute to the body of knowledge. Plus, as stated by Alegre and Garau (2011), the place attachment of visitors developed as they encounter similar destination product, for example the heritage cities of Georgetown, Penang and Malacca. Thence, this study means to discover visitors' attachment towards heritage element to increase repeater at Taiping Lake Garden as there are several studies claimed that bond developed between tourist and holiday destination over time (Fredman & Heberlein, 2005).

## 1.11 Structure of the Thesis

In summary, this research is presented in five chapters which are Introduction, Literature Review, Methodology, Result and Discussion and last but not least Summary of Findings, Conclusion as well as Recommendations for the future research. This research is structured according to chapter as follows:

**Chapter one** presents introduction or brief explanation regarding the study, followed by the background of the study and research problems which cause this research to be conducted. Then, researcher came up with research questions, research aim, research objectives and research hypothesis so readers will understand the purpose of this study. Scope and limitation are also included in this study. Besides, a general view on how this study was conducted or the methodology used is also included in this chapter. Lastly, this chapter ends with the significance of the study.

**Chapter two** reviews on the heritage, place attachment, visitors and other related literature that is useful in the study. This chapter provides the definitions of the heritage and the place attachment as well as its sub-topics. Since this study focuses on visitors, hence, researcher takes into account the definition of visitors and the visitors' attachment. The importance of this section is to develop the conceptual framework while supporting the findings.

**Chapter three** is methodology. This chapter explained research design, study area, identification of data sources, sampling size and sampling techniques. Also included are questionnaire design and reliability and validity of the study. Researcher ends this chapter with the analysis of data.

**Chapter four** shows the result of the study from the documentation, field observation, interview and survey sources. This chapter provides the demographic profile of respondents. The result is presented in two sections; identification of heritage elements and sense of place attachment according to the aims of this study. This chapter also included the hypothesis testing and the multiple regression analysis. In summary, this chapter ends with the association between landscape heritage elements and place attachment of visitors to Taiping Lake Garden.

**Chapter five** summarizes the finding and makes a conclusion based on the discussion from the previous chapter. Researcher provides recommendation for future researcher as well as to the responsible organization for the benefits of the next generations.

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