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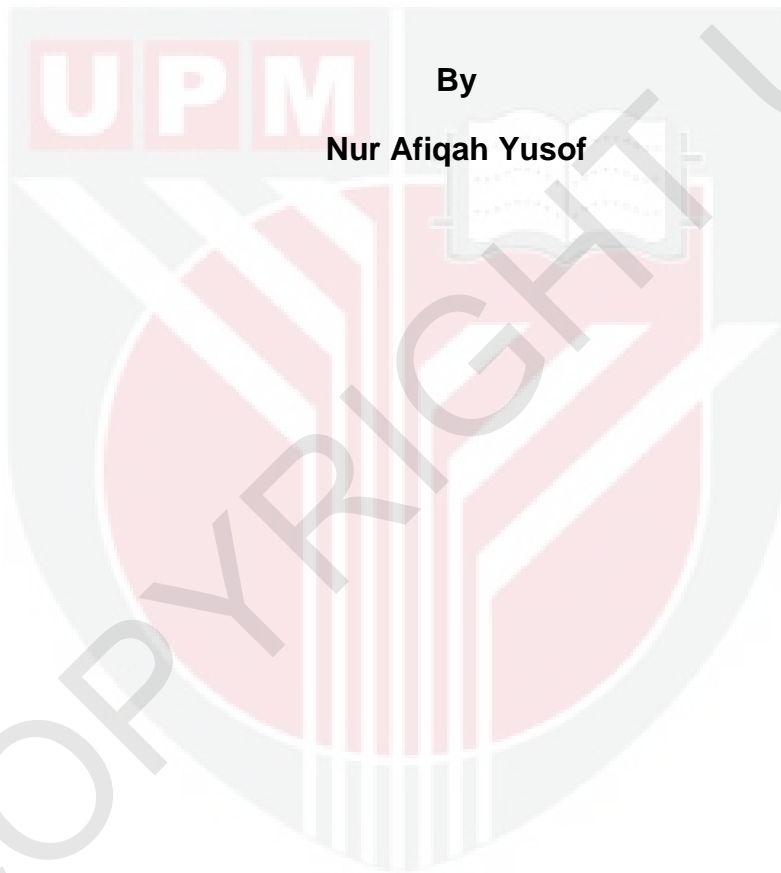
***TOURISTS SATISFACTION TOWARD ARCHITECTURAL DESIGN OF  
BUILDINGS IN KUALA LUMPUR***

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**TOURISTS SATISFACTION TOWARD ARCHITECTURAL DESIGN OF  
BUILDINGS IN KUALA LUMPUR**

**By**  
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**A Project Report Submitted in Partial Fulfillment of the Requirements  
for the Degree of Bachelor of Park and Recreation Science in the  
Faculty of Forestry  
Universiti Putra Malaysia**

**2016**

## DEDICATION

To

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## ABSTRACT

Kuala Lumpur is one of Asia's most vibrant and friendliest cities. The architecture of Kuala Lumpur is well known among tourists. A stunning mixture of the old and the new, the architecture of the city are deluxe and wonderful. Tourists who visited buildings attraction in Kuala Lumpur seemed to have different reasons and levels of satisfaction. This main purpose of this study was to investigate the relationship between tourist's satisfaction levels towards buildings and architectural design in Kuala Lumpur and socio-demographic backgrounds. A total of 150 respondents were involved in response to questionnaire survey. The information from socio-demographic characteristics was summarized into frequency and percentage. By means of a chi-square test for a crosstabulation test whether there exists a relationship between tourist satisfaction on building attraction and socio-demographic characteristics of tourists were determined. The result shown the majority of tourist are male and mostly an average of 18-29 years aged groups. Most of them were married and employed. Tourist attractions destination play a vital role in the tourism industry and the things that tourist come to see. The findings of this study will be used for the management of building attraction in Kuala Lumpur and other state of Malaysia to manage and improving to increasing the total numbers of visitors to repeat visit again.

## ABSTRAK

Kuala Lumpur merupakan salah satu bandar yang bersemangat ramah di peringkat Asia. Seni bina Kuala Lumpur adalah terkenal di kalangan pelancong. Seni bina tersebut adalah menakjubkan baik yang baru mahupun lama. Ia merupakan seni bina bandar yang dianggap mewah dan indah. Pelancong yang datang melawat ke tarikan bangunan di Kuala Lumpur mempunyai motif dan sebab serta mempunyai tahap kepuasan yang berbeza. Tujuan utama kajian ini adalah untuk mengkaji perkaitan diantara tahap kepuasan pelancong terhadap rekabentuk seni bina bangunan yang dilawati serta latar belakang sosio-demografi pelancong. Seramai 150 responden telah terlibat dalam menjalankan kaedah menggunakan borang soal selidik. Maklumat asas ciri-ciri sosio-demografi telah dirumuskan kepada kekerapan dan peratusan telah dikira. Kajian ini telah melaksanakan ujian chi-square untuk ujian crosstabulation sama ada wujud hubungan antara kepuasan pelancong terhadap tarikan bangunan dan sosio-demografi ciri-ciri pelancong telah ditentukan. Dapatan kajian menunjukkan majoriti balas pelancongan adalah lelaki dan kebanyakannya purata kumpulan umur 18-29. Kebanyakan mereka telah berkahwin dan bekerja. Tarikan pengunjung memainkan peranan penting dalam industri pelancongan dan perkara-perkara yang pelancong datang untuk melihat. Hasil kajian ini akan digunakan bagi pengurusan membina tarikan yang lebih menarik di Kuala Lumpur dan negeri lain di Malaysia untuk menguruskan dan meningkatkan jumlah bilangan pelawat di masa akan datang.

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Last but not least thanks to all the people that involve either directly or indirectly. This is a very sweet and sour journey and I love every moments of learning something new. I am looking forward what is waiting in the future.

## APPROVAL SHEET

I certify that this research project report entitled “**Tourists satisfaction toward architectural design of buildings in Kuala Lumpur**” by Nur Afiqah Binti Yusof has been examined and approved as a partial fulfillment of the requirements for the degree of Bachelor of Park and Recreation Science in the Faculty of Forestry, Universiti Putra Malaysia.

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the study

Malaysia known as one among the top countries in the region which receives a high number of tourist arrival. Tourism has become one of the rapidly growing services sectors of the world. Tourism involves the movement of people outside of their normal places of work and residence. It provides participants with novel experiences, often bringing them into contact with unaccustomed places and people. People have always been interested in their past, so historic monuments, buildings, and places have become important tourist attractions.

There are several reasons why tourists more interest on historic and culture resources attractively. Firstly, tourists are more interest on the age of ancient relics of their own cultural origins. Secondly, tourists with different of backgrounds cultural are enjoy visiting historic sites purely for the appreciation of the beauty of the arts and architecture. Thirdly, visitors more attracted to buildings and places for their historical or cultural meaning rather than their visual appeal. Lastly, tourists are more interest on other people works, play and live. They concerned more the dances, ceremonies and work skills.



## 1.2 Problem Statement

Gunn (2001) suggests that travelers go to any destination because of its special qualities of place, as every destination possesses a varied set of geographical factors, traditions, relationship to markets and host characteristics. Zakariya, Harun & Mansor (2015) stated that the common ground between the field of landscape architecture and tourism, where physical design meets tourist experience and satisfaction. It is all about creating a place for tourists.

Modern civilizations have created new scenery in cities with their high-rise buildings. Modern buildings with their unique and attractive architectural styles, fascinating people to visit. Architectural features provide physical evidence of the cultural attributes of the surrounding. Often a distinctive architectural style is associated with a particular community or country. Architecture also reflects the availability of local building materials, the way the community adapts to climatic conditions, or a particular design style (Swarbrooke, 2002).

Designing places, whether it is for public or private uses, is about the interaction of places and people. In tourism, designing tourist attractions or destinations is ultimately about the interaction of places and tourists. It is a matter of harmonizing the needs of the developers with the demands of the users.

Designing tourist attractions is not just about designing buildings and physical spaces, but what is also vital is the way the tangible elements of the attraction is designed that will shape the intangible visitor experience (Swarbrooke, 2002).

However, there is a little study to investigate the influence of building and architectural design in promoting tourism industry in Malaysia. Therefore, this study embark the scope of understanding the relationship between building architectural design and tourist preference.

### **1.3 Objective of Study**

The general objective of this study is to investigate the relationship between tourist's satisfaction levels towards buildings and architectural design in Kuala Lumpur and socio-demographic backgrounds.

The specific objectives to be achieved from this study are:

1. To identify the socio-demographic backgrounds of tourists in Kuala Lumpur.
2. To investigate tourist's satisfaction level towards buildings and architectural design in Kuala Lumpur.
3. To examine the satisfaction based on socio-demographic backgrounds of tourists.

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