

**AN EVALUATION OF TOURIST SENSES THROUGH ARCHITECTURAL  
VALUES IN JOHOR BAHRU**

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**AN EVALUATION OF TOURIST SENSES THROUGH ARCHITECTURAL  
VALUES IN JOHOR BAHRU TITLE**

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## **DEDICATION**

This thesis devoted to both my parents and my husband.  
For their never-ending support, affection and encouragement.

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In the name of Allah, the Most Gracious and the Most Merciful.

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## **ABSTRACT**

It is difficult to address tourism without discussing architecture. Architecture is a tourism consumption asset and objective cultural resource. This study will examine the importance of architectural values that need to be preserved and travel plans that may have an impact on the Malaysian tourism industry. The architectural value can be seen in an aesthetic form, and the architectural value can be expressed in a physical form that is easily recognized by its environment. For example, landmark buildings can easily identify the city, while events recorded by historical buildings show cultural value and become the focus of local communities. For tourism to develop better, culture and nature are needed. Moreover, the linkages between architectural attractions with the experience of tourist visual senses would reveal the values towards sight senses through the architectural attractions. The purpose of this research is to gain insights on tourist visual sensory experiences of Architectural Values in urban area. This study used multi-method quantitative methods to identify tourists' visual sensory experiences around the Johor Bahru city area. A questionnaire is designed using items and content analysis was used to identified architectural attractions through the previous literature reviews. In the survey, a total of 127 respondents took part. The study consisted five main outcomes: visualisation of visual sensory mapping presents the creation of 'tourists spot' through visual sensory experiences, the profiling of architectural values shows the ranking of each element, Heritage buildings have higher visual sensory experience values of appreciation relative to tourist satisfaction values, there are positive relationships in the overall tourist visual sensory experience, and negative and positive perceptions of architectural attractions based on tourist visual sensory experiences have been made by visitors. The findings should help tourism policy makers and practitioners solve the problem that Johor Bahru has to improve architectural destination area, so as to guide or develop tourist products while further enhancing its strength.

## ABSTRAK

Adalah sukar untuk merencanakan soal pelancongan tanpa turut membincangkan soal seni bina. Senibina adalah penggunaan yang komoditi dalam pelancongan dan juga penerapan nilai kebudayaan. Kajian ini akan mengkaji kepentingan nilai-nilai seni bina yang perlu dipelihara dan rancangan pembangunan yang mungkin memberi kesan kepada Malaysia dalam industri pelancongan. Selama beberapa dekad, Malaysia telah mengalami pertumbuhan yang stabil dalam industri pelancongan dan berkembang menjadi salah satu sektor ekonomi yang telah berubah paling pesat di dunia. Nilai seni bina dapat dilihat dalam bentuk nilai seni bina dan estetik dapat dinyatakan dalam bentuk yang mudah dikenali dari segi fizikal oleh persekitarannya. Untuk menjadikan pelancongan berkembang dengan lebih baik, budaya dan alam semula jadi diperlukan. Tujuan penyelidikan ini adalah untuk mendapatkan pandangan mengenai pengalaman deria visual pelancong mengenai Nilai Senibina di kawasan bandar. Kajian ini menggunakan kaedah kuantitatif pelbagai kaedah untuk mengenal pasti pengalaman deria visual pelancong di sekitar kawasan bandar raya Johor Bahru. Soal selidik dirancang menggunakan item dan tarikan seni bina yang dikenal pasti melalui analisis kandungan tinjauan literatur sebelumnya. Seramai 127 responden telah mengambil bahagian dalam tinjauan ini. Analisis terdiri daripada lima penemuan utama: visualisasi pemetaan deria visual menyajikan penciptaan 'tempat pelancong' melalui pengalaman deria visual, profil nilai seni bina mendedahkan peringkat setiap elemen, bangunan warisan memberikan nilai penghargaan yang lebih tinggi dari pengalaman deria visual berbanding dengan kepuasan pelancong, pelancong mempunyai pengalaman kualiti yang menyenangkan, terdapat hubungan yang positif antara pengalaman deria visual secara keseluruhan oleh pelancong, dan terdapat kesan yang negatif dan positif bagi daya tarikan seni bina berdasarkan daripada pengalaman pelancong dalam deria visual. Penemuan ini dapat membantu para pembuat dasar dan pengamal pelancongan menyelesaikan masalah yang dihadapi oleh Johor Bahru untuk memperbaiki kawasan tujuan seni bina, untuk membimbing atau mengembangkan produk pelancongan sambil terus meningkatkan kekuatannya.

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## **LIST OF ABBREVIATIONS**

DES	-	Destination Emotion Scale
MBJB	-	Majlis Bandaraya Johor Bahru
UNESCO	-	United Nations Educational, Scientific and Cultural Organisation

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

A review of research on the visual sensory experience of visitors in urban areas is addressed in this chapter. This chapter starts with research background and problem statement to emphasize tourist experience that appreciates the value of architectural attractions through experience of visual senses. The purpose of research questions and the importance of the research is further elaborated in this chapter, as well as the significance, research methodology and scope of the research, organizational concept and organization of articles.

### 1.2 Problem Background

The tourism industry is one of our country's most important service industries. Not only from neighboring countries such as Singapore, Thailand and Indonesia, the number of tourists registered increases every year, but it also focuses on international tourists from West Asia, Europe and the United States. The tourism industry also has great potential and is a great source of new economic benefits. Johor Darul Takzim, a rapidly developing state, is rich in uniqueness and tourist attraction. Johor's tourism sector is also seen to grow rapidly as many international and domestic tourists choose Johor as a tourism destination.

The design of buildings and architecture draws tourists who recognize a location through these important landmarks in turn (M.Scerri, D. Edwards, C. Foley , 2000). The role of architectural values in the tourism plan proves that architectural elements are very important in a tourism strategy. The objective of this research is to analyze Johor's architectural value in enhancing the quality of the Malaysian tourist experience in. Criteria for experiencing the experience and taste of a place to enhance

the quality of a tourist destination. Various studies have been conducted to classify tourists. The category or typology of tourists is important in planning and marketing a tourism destination.

The role of tourism and Architecture is related to one of another. It tends to be said that to rely upon one another. Their connectivity is clear since long time ago where architecture and tourist destination had a significant role. Recently there has been a significant change. Today, modern Architecture has a similar intensity of fascination, what makes urban areas extraordinary increment in the quantity of visitors and transforming urban communities into another tourism spot.

The role of tourism in architecture covers a broad range of areas including the infrastructure architecture needed to bring tourists to the architectural attractions they want to visit. Tourism is a tool used to offer tourists a beautiful and special experience where the setting will be a memorable moment. Each architecture that is a tourist attraction has its own unique identity. This research will focus on the architecture of Johor in the context of the tourism industry in Malaysia.

### **1.3 Problem Statement**

Architecture is one of important factor in developing successful tourism industry. This study will focus on the importance of the architectural values that can impact the tourist senses and their experiences. From long time ago, the tourism industry has been experienced gradually growth and expectation to be one of the foremost economic sectors that growing time to time in the world (UNWTO, 2018). Architectural values can be seen in aesthetics and expressed in a physical form that is easily recognizable by its environment. For example, iconic buildings make cities easily recognizable, historic buildings have recorded events that show value culture as well as the focal point of the local community.

Culture and nature are needed to make tourism grow with rather, the historical and archaeological elements are also part of its travellers to the hotel can enjoy their moment in touring the city's most famous attractions: museums, national landmarks,



parks, statues, monuments and others (Scerri, Deborah & Edward, 2016). Then, the importance of architectural values must be maintained to preserve regional identity. The objective of this research is to analyze the value of Johor's architecture style, image and sense of place that influence tourist senses in Johor Bahru. Collection the data in this study combines qualitative and quantitative methods for get accurate, transparent and up-to-date information. At the end of this study, the researcher will formulate the ideas, rules and recommendations can increase tourist experiences in helping the City of Johor Bahru is a tourist attraction in the city.

Tourism destination basically is the component that invite tourists visiting to a specific city (Giriwati et al., 2013). The uniqueness of certain destinations makes the desire of tourist, and influences their choice to pick where they want to visits. The tourist sensory experiences are physical and also multi-sensory (Saribaş & Sc, 2017). Tourism producers need to have concentration to the experience concept as a marketing tool. Every tourism destination has their own element that bond with senses. A tourist sensory destination experience is very important because it allows both a conscious and a subconscious connection to the destination, making it a more sensible and unforgettable feeling.

The rapid development of architecture in Malaysia is nothing new as it is a subject of national development in the world. At the same time, real estate development is also an identity for a country that is very valuable for the long term. This is because each property development will also be one of the historical snippets of the future. Because of this, many real estate projects are seen to have their historical value preserved to ensure they remain unstable in time. In this country we should be proud that there are various historic buildings that still have their own stories to encourage visits by local and international visitors.

The tangible assets that the city has are the architectural values of the area. Architectural Values' role in tapping into the sensory experience of tourism. Tourist emotions are driven by unconscious responses to stimuli, making the impact more difficult to quantify. Tourist experiences lock in the sensory, the feelings and the considerations of the tourist, drawing people into a social relationship or interaction, or just “taking him into another world” (Ashworth, 2011). Therefore, the importance

of understanding the tourist sensory experience and also the character that each sensory element plays a vital role in evaluating each of these factors can be linked to further understanding and appreciation of these unique attractions of architectural values, particularly in the area of Johor Bahru city.

#### **1.4 Research Questions**

The research questions for this study are:

- i. What are the unique factors of Architectural values around Johor Bahru city that influence the visual sensory experience?
- ii. What is the architectural attraction of Johor Bahru based on the tourists' spot density?
- iii. What is the relationship of the overall tourist visual sensory experience process and the architectural attractions?

#### **1.5 Research Goal**

The aim of this study is to gain insights on tourist sensory experiences of Architectural Values in urban area.

##### **1.5.1 Research Objectives**

The objectives of the study are as below:

- i. To identify the attractive Architectural Values factors that contributes to the tourist sensory experience.
- ii. To identify the architectural attraction by visualisation of the 'tourist spot' density.
- iii. To find the relationship between tourist visual sensory experience process and Architectural attractions.

## **1.6 Contribution and Significance of Study**

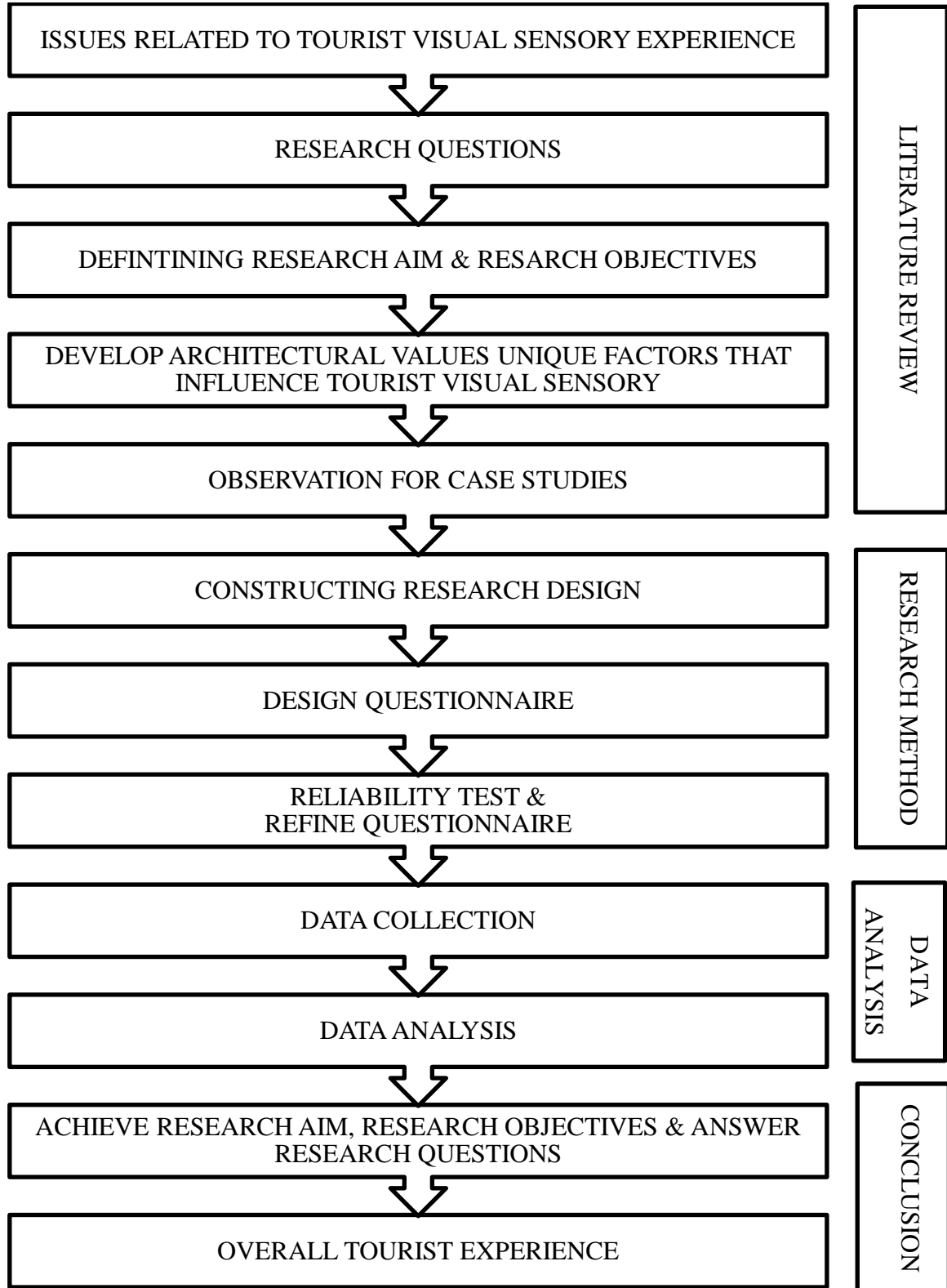
This research is important for formulating the overall concept of the structure and methodology of the process of practical value of the tourist visual sensory experience related to understanding and managing the overall experience of tourist senses in architectural tourism, especially in destinations urbanized by cities. Hence, this research will contribute to manage the visitor experience and academic knowledge. In this regard, this research supports current demand for academic knowledge to study human importance enhance awareness of the quality of travel experience. In this way, it will through their travels, it helps to gain insight into the feelings of tourists provide innovative and creative plans and strategic senses promotion and marketing activities.

From an academic point of view, due to the limitations of previous research, the role of the senses and the creation of variable and sensory perception projects, especially for urban destinations, have focused too much on them. Therefore, this research will increase and visual sensory perception variables and project development as well understand the overall visual sensory experience process of tourists, especially from the perspective of Malaysia, in the urban context of the destination. In addition, this research will greatly help assess the value of the method. Determine the scenic spots based on the visual sensory experience of tourists.

The method based on tourist's scenic spot evaluation of the visual sensory experience will provide a new paradigm that helps manage travel experience. Tourists' evaluation of quality experience and their emphasis on tourism products through their participation in tourism activities will be improved through tourist visual sensory experience. In short, this research will provide guidance for managing the visitor experience and for the development of better planning systems.

## 1.7 Research Flowchart

It is expected to conduct the research in four steps. In this analysis, the following figure shows the four phases (see Figure 1.1).



**Figure 1.1:** Flowchart for the Study

### **1.7.1 Stage 1 – Literature Review**

The study began with a comprehensive literature analysis of "sensory" and "experience" in various fields of science, such as anthropology, psychology, marketing and sociology, in particular tourism. This method includes numerous primary and secondary sources, such as reports from similar organisations, journals and articles in travel magazines, blogs and other promotional materials. The purpose of this step is to be familiar with current trends in academic literature and tourism, to be exact, particularly in Malaysia and Johor. It is at this stage, develop conceptual framework based on research goals, issues and opinions of the goal is established. In addition, this stage provides Investment in developing knowledge about factors related to architectural attractions that may be affected by the visual sensory experience of tourists especially in the context of urban destinations.

### **1.7.2 Stage 2 – Development of Research Method**

At this stage, it is necessary to achieve research goals, research problems, and research goals. To this end, a multi-method quantitative study was adopted in-depth understanding of the experience of tourist sensory of the overall visitor in the selected architectural attractions around the study area. Multi-method quantitative research uses qualitative and quantitative methods to assess the data is required, however the essence of quantitative methods is studied by both methods. Based on surveying and mapping technology design a questionnaire and distribute it to domestic tourists to provide a lot of information about the sensory experience of tourists in the urban area of Johor Bahru.

Initially, qualitative information was used for the compilation and recording of cultural information a monument influenced by the visual senses. Then, qualitatively analyze and code data based on content analysis quantitative methods. This method has been adopted two main methods of data collection. First, the data from the secondary data material is collected to evaluate previous academic journals, papers, books and institutional studies to expose the visual sensory experience and the special architectural value element that could have affected the overall experience of tourism.

In addition, academic papers and non-academic publications or books are often used to create more detailed visual-sensory ventures in the context of the field of research.

Then, the data in the previous literature materials used in the questionnaire design process were distributed to visitors, then the questionnaire was distributed. Online survey technique is used because of limitation to have face to face survey. Each respondent has a flexible time frame to evaluate each case studies of the architectural attractions by using image given, then they just submit the questionnaire by using link given.

### **1.7.3 Stage 3 – Data Collection and Data Analysis**

With a total of 127 survey forms used for data collection, the survey was performed within three months. Descriptive and inferential interpretation is the correct knowledge to interpret the findings. Four qualitative data, focused on deductive content analysis, evaluate and code open-ended questions. This is part of the structural verification of the overall tourist approach to verify each variable and item of visual sensory experience in the study area through material validity.

### **1.7.4 Stage 4 – Conclusion**

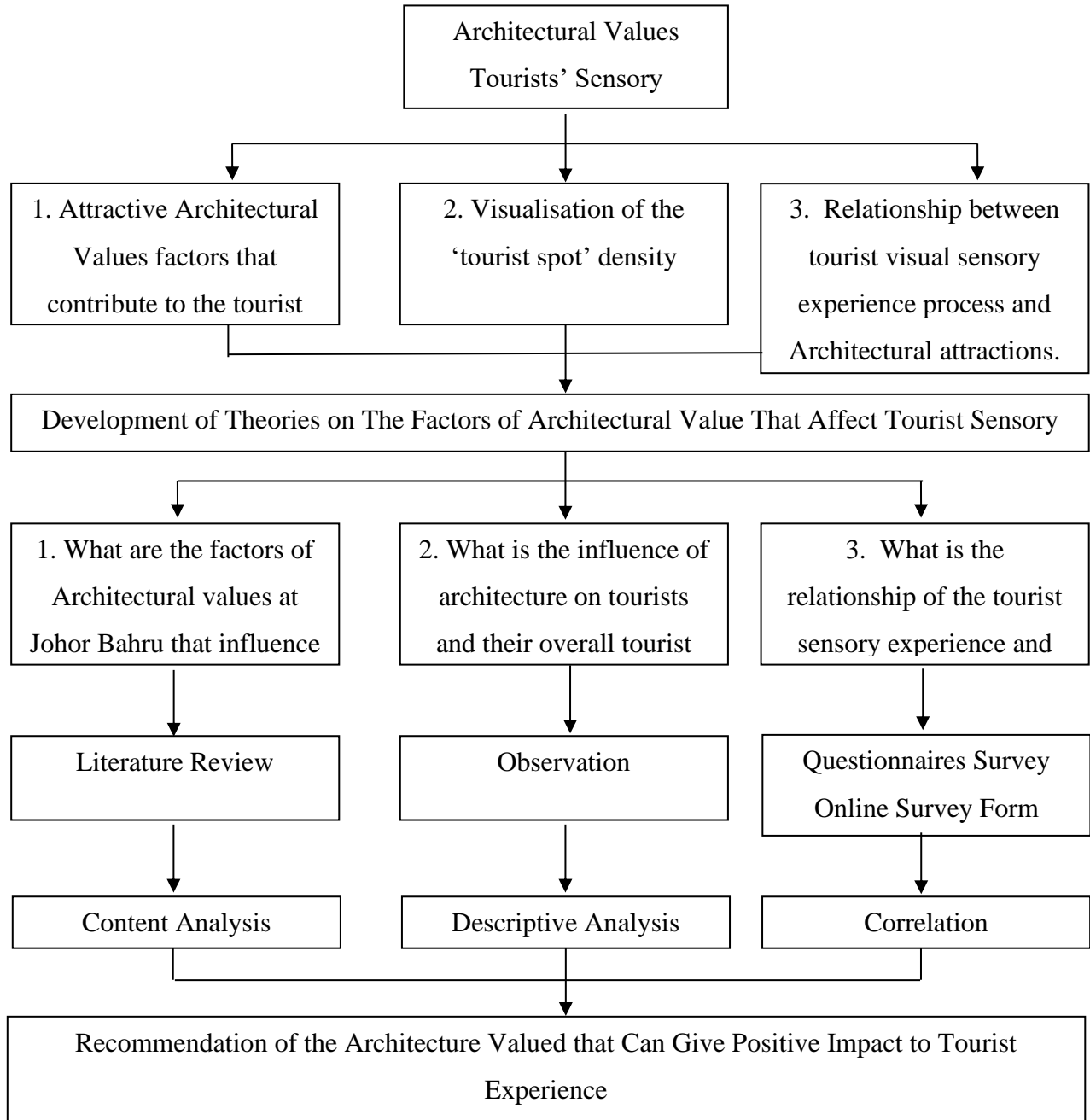
The interpretation of expected results should be able to respond to the research problem from the data analysis and verification stage of content validity, in order to achieve the research objective and the research aim established at that time in the early stages of this research. Therefore, through these explanations, this research will be able to reveal the overall tourist visual sensory experience in the destination especially the urban area of Johor Bahru.

### **1.7.5 Scope of Study**

The exploration of visual sensory experience of tourists in the following situations especially architectural attractions in urban destinations are still new study, especially in Malaysia. When assessing the appreciation value of architectural attractions, the method for visitors to experience the perspective in order to show the knowledge related to basic research travel experience. In fact, that are constantly influenced by the senses of tourist's visual experience. Therefore, the research scope is still completely focused on tourists from the perspective of the Johor Bahru city area, through visual perceptions, we can have better understanding of their evaluation of architectural attractions.

## 1.8 Research Structure

This thesis is divided into six chapters. Figure 1.2 shows an overview of each chapter.



**Figure 1.2:** Overview of the Research Structure



## **1.9 Conclusion**

This chapter introduces the research on the visual sensory experience of tourists in the urban destination. It discusses current problems in tourists experienced knowledge and selected management issues study area. In this way, research goals and research questions are formulated provide knowledge about the visual sensory experience of the architectural attractions.

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