

READINGS IN MALAYSIAN URBAN AND REGIONAL PLANNING

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CONTENTS

List of Tables		iii
List of Figures		iv
Foreword		v
Preface		vii
Contributors		ix
CHAPTER 1:	AN INTRODUCTION TO PETRI-NET	1
	Syahriah Bachok, Mansor Ibrahim and Ummi Aqilah	
CHAPTER 2:	PLANNING LEGISLATION IN A VIEW OF 'FEDERALISM' IN MALAYSIA	8
	Azila Ahmad Sarkawi	
CHAPTER 3:	HOTEL ROOM SUPPLY AND DEMAND IN WORLD HERITAGE CITY OF MELAKA	16
	Mohammad Abdul Mohit, Syahriah Bachok and Syakir Amir Ab. Rahman	
CHAPTER 4:	AN ANALYSIS ON THE FACTORS INFLUENCING THE DEVELOPMENT OF GATED AND GUARDED COMMUNITIES IN KUALA LUMPUR	22
	Mariana Mohamed Osman, Syariah Bachok and Noor Suzilawati Rabe	
CHAPTER 5:	DETERMINATION OF SPATIAL FACTOR IN MEASURING URBAN SPRAWL USING REMOTE SENSING AND GIS APPROACH	32
	Norzailawati Mohd Nor and Alias Abdullah	
CHAPTER 6:	DEVELOPMENTAL STATE OR NEO-LIBERAL POLICY? HOUSING PROVISION IN MALAYSIA AT THE CROSSROAD	39
	Syafiee Shuid	

CHAPTER 7:	RESIDENTS SATISFACTION WITH YOUNGER AND OLDER CONDOMINIUMS IN KUALA LUMPUR, MALAYSIA	49
	Mohammad Abdul Mohit and Ashim Oladimeji Ogundele	
CHAPTER 8:	KUALA LUMPUR DRAFT CITY PLAN 2020 LOCAL INQUIRY: AN ANALYSIS OF ITS SHORTCOMINGS	61
	Alias Abdullah, Zulaikha Nurulzuhri Zahar and Muhammad Faris Abdullah	
CHAPTER 9:	ENVIRONMENTAL AWARENESS ANALYSES AMONG STUDENTS IN INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA (IIUM), GOMBAK CAMPUS	67
	Mariana Mohamed Osman, Syahriah Bachok and Aisyah Nadhrah Ibrahim	
CHAPTER 10:	HEALTH IMPACT DUE TO PARTICULATES MATTER EMISSION FROM CONSTRUCTION SITE	74
	Shamzani Affendy Mohd Din and Nik Nurul Hidayah Nik Yahya	
CHAPTER 11:	PUBLIC FACILITIES PROVISIONS IN HOMESTAY PROGRAMME: A CASE OF HOMESTAY SUNGAI HAJI DORANI, SABAK BERNAM, SELANGOR DARUL EHSAN.	81
	Noraini Tukiman, Muhammad Ali A. Rahman and Mansor Ibrahim	
CHAPTER 12:	LOCAL GOVERNMENT IN MALAYSIA: ISSUES AND CHALLENGES	90
	Raja Noriza Raja Ariffin and Rustam Khairi Zahari	
CONCLUSION		99

CHAPTER 3

HOTEL ROOM SUPPLY AND DEMAND IN WORLD HERITAGE CITY OF MELAKA

Syakir Amir Ab. Rahman, Muhammad Abdul Mohit, Syahriah Bachok

INTRODUCTION

Tourism is an exclusive economic opportunity that leads to lifestyle changes. It potentially brings vitality and economic as well as cultural dynamism to a place. Hence, in order to attract domestic and international tourists, many countries embark on intensive efforts by providing and developing travel sites as well as facilities to facilitate the demands. In fact, although the provision of modern attraction places such as amusement parks, complex skyscrapers and others are the approaches and strategies to promote the tourism industry, the diversity of natural and heritage resources are also known as one of the tourism assets for a country.

MELAKA AS UNESCO WORLD HERITAGE CITY

On 8th July 2008, Melaka was announced as a World Heritage City by the United Nations Educational, Scientific and Cultural Organization (UNESCO). The recognition by UNESCO is the culmination of an eight years campaign by the state government to raise the status of heritage city. In addition, based on the official website of Melaka State Government, Melaka and George Town became the third and fourth Malaysian sites to be registered in the list of World Heritage sites after the Kinabalu National Park in Sabah and Mulu National Park in Sarawak. Melaka as well as George Town accounts for the historic cities of the Straits of Malacca which have developed over 500 years of trading and cultural exchanges between East and West. Moreover, the influences of Asia and Europe gave these two towns a specific multicultural heritage that is both tangible and intangible.

The State of Melaka comprises 214.6 hectares that covers two protected areas within the conservation zone of the city which is separated by the Melaka River. Hence, Melaka is divided into two areas, one being the St. Paul's hills Civic Zone which contains government buildings, museum, churches, the original fortress town from the 16th century, Portuguese and Dutch period and Bukit Cina. The second area is the Historic Residential and Commercial Zone comprising 600 shop houses, commercial and residential buildings, religious buildings and tombs on four main streets.

Tourism is the second main industry after industrial evolution in the economic development of Melaka. It is well developed from few components of tourism. The main core of tourism component covers heritage and recreational tourism; supporting tourism