

Implementation of Urban Catalyst into A Heritage Space:

Case Study: Sungai Lembing

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ABSTRACT

Through the use of conservation ideas for the existing heritage building and ideas for open space renewal, including altering the space's function for the purpose of attraction, this study aims to demonstrate that Panggung Wayang Sungai Lembing has the greatest potential to be developed as a heritage tourism space. The main purpose of this study is to transform an old space with heritage looks into new livable space as an urban catalyst for Sungai Lembing. At this point, the heritage looks that must be considered including the structure; material and facade. Therefore, this study has three (3) main goals: to explain the contribution of urban catalyst to a space using heritage and rural aspects as the tourism attraction; to analyse the level of effectiveness of Panggung Wayang as catalytic tourism attractions based on the interview session using thematic analysis; and to propose the best improvement by providing the design proposal on the space of Panggung Wayang Sungai Lembing as an urban catalyst. Relating to this part, the literature review is focusing on the urban design concept which is urban catalyst, where it has been chosen to be applied on the historical space of Panggung Wayang Sungai Lembing. The methodology will give focus on the research method chosen based on its suitable criteria for the data findings. In order to analyse the perspectives of the participants, which were selected based on their expertise that fits with the knowledge on difficult topics related to historic urban design on achieving urban catalyst, the interview method has been determined to be the most appropriate analysis at this time in order to ensure the heritage space's role as an urban catalyst.

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INTRODUCTION

The selection of the heritage site to become a catalyst is a comprehensive study by listed all the space among city of Sungai Lembing, which one is the most suitable to become a catalyst. Panggung Wayang Sungai Lembing, which recorded as the oldest cinema in Asian, is one (1) of the historical buildings in Sungai Lembing that has been preserved (Noorazam, 2016). This building has its strong historical value where it's still served the historical look by maintaining structure including façade and materials until now.

At the macro level, Sungai Lembing has three (3) main heritage buildings which is Terowong Bijih Timah Sungai Lembing, Muzium Sungai Lembing, and Panggung Wayang Sungai Lembing that are very potential to be developed as tourism attraction. However, in the context related to urban catalyst, Panggung Wayang Sungai Lembing and its space has the biggest potential to be developed due to several criteria's that can achieve the image of catalyst. Relating to this point, the location placement that located in the middle of the town of Sungai Lembing make this space can be the most accessible space to be proposed as an urban catalyst rather than others.

This heritage building also has the biggest green space that near to other public building such as Anjung Selera Hentias Bas Sungai Lembing, Padang Awam Sungai Lembing, and Surau Dayang Diot, make it easily can be accessed by people including tourists in the small radius of area, make it turn as the perfect walking distance. Thus, Panggung Wayang Sungai Lembing can be categorised as an unattractive building due to the current condition where its lack of attraction and less visited by tourists among other heritage buildings that exist in Sungai Lembing.

The main reason is that this building has its own set of issues, including the fact that it cannot be accessible to the public due to structural management requirements. Thus, this study is offered for the local community's benefit, as well as tourists as the target market, to ensure that this space is habitable and robust in the future. Implementing the urban catalyst concept in order to achieve a liveable space involves numerous aspects that can help to applying the catalytic design for this historical space. The consideration of its placement of the space for the city of Sungai Lembing is very important to make the space as urban catalyst, where it can be easily achieved from various sides or points in Sungai Lembing as it could be the focal point for the community as the tourism attraction. By strategically locating the catalytic projects, it can kick start the revitalisation efforts for Panggung Wayang and boost the biggest momentum for this heritage building in the future development. This will allow the space to evolve over the time to time and consider the respond in changing trends, needs, and market conditions, and economy of Sungai Lembing.

In considering that, there are three (3) objectives; to explain the contribution of urban catalyst to a space using historical aspects as the tourism attraction; to analyse the level of effectiveness of Panggung Wayang as catalytic tourism attractions based on the interview session using thematic analysis; and to propose the best improvement by provide design proposal on the space of Panggung Wayang Sungai Lembing as an urban catalyst.

LITERATURE REVIEW

Definition of Urban Catalyst

According to the Oxford English Dictionary, a chemical 'catalyst' has three (3) specific properties: it is a substance, it activates or accelerates a process, and it is not changed itself in that process (Juliet, 2009). When it comes to the question of how these properties accord with and/or translate to notions of 'urban

catalyst', different urban thinkers at different times explained it based on various bodies of work as well as under different theoretical and political conditions. From Rossi's point of view, many of these if not all are physical substances or 'artefacts', thus broadly complying with the first component of the definition of a catalyst above (Juliet, 2009). Rossi has pointed out that Rossi has (cited in Juliet, 2009) investigates how these constructed primary elements can simultaneously be 'capable of accelerating the processes of urbanisation, including the deployment of its residential districts, and thus acting as 'catalysts'. Rossi (1966), as cited by Juliet (2009), also claims that with regard to the second component of the definition of a chemical 'catalyst', primary elements 'catalyst' is not always 'physical, and constructed. Rossi (1966), as cited by Juliet (2009), argues that catalysts, whether as 'artefacts' or events, influence rates of change in processes of initial urban assemblage or re-assemblage, and in terms of either growth or negative decline.

According to Juliet (2009), the writer and urban activist Jane Jacobs elaborates on urban catalysts in the researcher's classic early 1960s book *The Death and Life of Great American Cities*. Jane Jacobs (1961) as cited by Juliet (2009) states that, 'once one thinks about city processes, it follows that one must think of catalysts to those processes, as this too is of the essence'. Identifying by close analysis what the catalysts to renewal are, the researcher argues as cited by Juliet (2009), should form a basis for the development of long-term views and process-driven objectives in both urban policy and design. The Power of Temporary Use (Juliet, 2009), Oswalt, Misselwitz, and Overmeyer, members of the contemporary interdisciplinary group known as Urban Catalyst, investigate the call 'temporary use' catalysts for the contemporary post-industrial European city. In focusing on the 'temporary' and the 'usage' rather than the structure, as quoted by Juliet (2009), propose that 'urban catalysts' may be features or activities of potentially limited duration, initiating processes that may continue long after it have transformed or disappeared. It is related to this study, where the catalyst project may affect the revitalisation process and took a long journey before its transform to be a new heritage building that can boost the heritage tourism purpose.

The Proven Ingredients in Applying Urban Catalyst

According to the different existing situations of a space with the traditional buildings, the specific types of catalyst element need to be chosen in order to produce the catalyst will react smoothly. Based on the form of urban catalyst, it can be classified into physical and non-physical ingredients. The physical ingredients of urban catalyst mainly refer to those available elements which have the potential of catalyst effect in cities. Meanwhile, the non-physical ingredient of urban catalysts mainly reflects on the integration and renewal of the area's functions. Besides, the non-physical ingredient of urban catalysts needs to be combined with the physical ingredients in order to create the real catalyst reaction.

In this study, there are some elements of these two (2) kinds of ingredients derived from Attoe and Logan (1990) that can be discussed and stated as well as it creating direct relations to the contemporary and current situation of the space of Panggung Wayang Sungai Lembing. (refer to Figure 1).

The Relation between Physical and Non-Physical Ingredients of Urban Catalyst in Revitalising Historic Urban Quarters

This study shows the relation between physical and non-physical ingredients in order to make sure that the proposed space has its own use as the functional space. At this point, it is giving priority to maximise the function of the space using both ingredients based on the level of people that come to this space. Based on the level of people that has been mentioned above, those can be labelled as the indicator to using physical and non-physical ingredients that refer as the criteria such as historical elements and functions such as revitalisation and enhancement of new function that suits with the catalyst implementation. Both of the ingredients play their different roles as the old function and new function. Those functions will help the transformation as it will be as one (1) of the parts to revitalise this space as the urban catalyst.

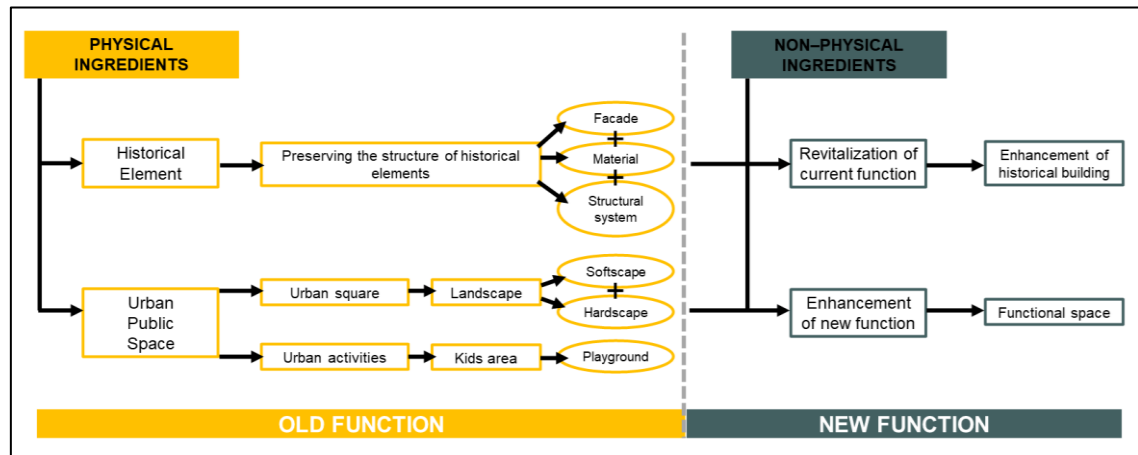


Fig. 1. The Relation Between Physical and Non-Physical Ingredients of Urban Catalyst

Source: Attoe & Logan (1990)

The Effectiveness of Tangible and Intangible Factors That Can Help to Achieve Urban Catalyst

In order to conclude both factors that will be used in the design analysis, the design synthesis is the best way to conclude the information that has been collected and analysed in order to inform the design proposal within the context of every step of progress and scale (Landau, 2022). The data that has been gathered need to be applicable to the design proposal as it is relevant and easily digestible to serve a purpose. Thus, the synthesis can inform the design parameter and create the decisions along the process itself (refer to Figure 2).

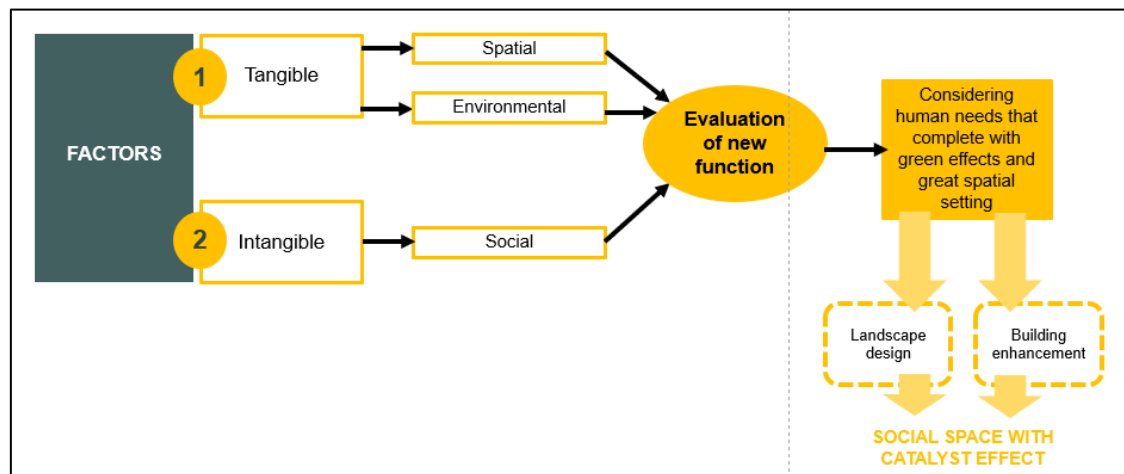


Fig. 2. The Relation Between Physical and Non-Physical Ingredients of Urban Catalyst

Source: Authors (2025)

Best Practices for Practicing Urban Catalyst into A Space

The best practices have divided into three (3) categories of different countries, where it shows different implementation of best practices (refer to Table 1). All those three (3) best practices have shown that the urban catalyst implementation has create the biggest change as it turns to be the space for people to do social activities, at the same time boosting the level of tourism attraction. Thus, it is function to make comparison from those best practices, as it can be the guides for the proposed site development. The variable for each country has shown different types of space that each best practices have used as the urban catalyst. It shows the possibility of implementation for catalyst implementation in various type of space is high.

Table 1. Sustainable Development Goals Related to this Study

Category of Best Practice	Best Practice	How The Best Practice Practicing Urban Catalyst		Justification	Review
		Variable	Idea for the Practices		
Worldwide	Imam Khomeini Square, Hamadan, Iran	Urban square	The condition of Imam Khomeini before transform to the current condition is unattractive and unremarkable due to its placement that only suits for the mobility use It has changed the urban square as a social space without any mobility	Demolished car section Entire square as a sidewalk Provide bazar as the attraction	As a catalyst practice that can enhance the function of Imam Square for the social space Reduce the use of transportation
Asian	Nantou Old Town, Shenzhen, China	Old town	This old town only function as the idle and unattractive old town that does not have any social activities before the transformation of urban catalyst has been done After the transformation, it has connected all urban square in the middle of the old town It has change as the outdoor spatial nodes	Connecting a cross-shaped spatial development axis Planning public event	Unique strategy here that create connectivity using the combination of urban square Encourage people to walk from to one (1) square to another square
Local	Bandar Hilir, Melaka, Malaysia	Riverside art street	Before the transformation of urban catalyst, this riverside only function as the backstreet of the commercial building, where it does not function as the tourism space due to unattractive and less social activities The transformation of urban catalyst as the street art has change and enhance the function street art as the urban tourism	Including cultural heritage characteristics as the art Provide great accessibility and easy access to the parking Using natural setting as the landscape	Provide water element as one (1) of the unique attractions Include historical and cultural value as the additional knowledge to the tourism

Source: Authors (2025)

Benefits in Transforming a Space as An Urban Catalyst

The urban catalyst brings the potential to enhance the legibility of urban environments by improving navigation, increasing accessibility, promoting local identity, supporting businesses, fostering cultural and educational opportunities, and enhancing feelings of safety and security. Meanwhile, urban catalyst also brings the potential to enhance the imageability as it can help to create range of sensory experiences through the recognisable elements, structures, or buildings. Thus, the imageability also can lighten up the concept of urban catalyst as it can influence the emotionally effect in the episodic memories (Mofidi-Shemirani et al., 2020).

Legibility and Its Benefits for the Urban Catalyst

Legibility in urban design is the ability to organise the environment with imageable coherence, enhancing wayfinding and creating a sense of belonging. The legibility proceeds in a way that is akin to 'feeling around' (Lee & Kah-Wee, 2014). In the other words, legibility is a way to provide the most reachable and easiest way for human in understanding a city and it also related to the good environment. Thus, the legibility can be defined as the comfort or ease by which the various areas of the city that become recognisable and arranged (Kumar et al., 2023). Legibility also can be referred as an apparent clarity for a cityscape that give direct impacts to the pattern of activities, public space form interaction, and people's movement (Golnazet, 2015). Using the legibility, people can create a well-designed space that easily understand and reachable by people through the organisation of the physical elements and structures in a city. In the other side, the legibility can help the local residents to find themselves in a comfort space to feel safe and secure (Fakouhi, 2004).

There are several benefits that can be highlighted of the legibility as it will help to create and boost the design of catalyst. The catalyst developments often involve thoughtful urban planning and design that can help establish clear spatial hierarchies, distinguishable space, and easily navigable street networks to the space, making it easier for residents and visitors to maximise the use of the space. One (1) of the benefits of legibility is through the provision of iconic landmarks and nodes. By introducing prominent landmarks, nodes, or focal points within the urban fabric, catalyst projects can serve as visual reference points that aid in orientation and way finding, thereby improving the legibility of the city's layout. Next, by improving the public realm, the catalyst projects frequently prioritise the enhancement of public spaces, streetscapes, and natural elements, creating inviting and well-defined public realms that contribute to the overall legibility of the city and encourage exploration and interaction. Then, creating the social attraction is one (1) of the goals of legibility that can help this catalyst space can be one (1) of the successful projects. Through this point, the social activities must be created as it can help to make the space is liveable and resilient. Thus, the repetitive activities, where the activities can be repeat without force in the short time period can be considered as the best implementation of activities to attract more people to come including the local people itself. Last but not least, the street design must be designed well to make it more reachable and create the easiest access from another place to this catalyst space. However, the existing street that connected to this space especially from the main entrance has been designed as straight route where it is reachable and create the best connectivity to help more people to come this space. By improving the legibility of a space, urban catalyst projects not only make urban environments more accessible and navigable but also foster a sense of coherence, identity, and belonging among residents and visitors alike.

Imageability and Its Benefits for the Urban Catalyst

Imageability is one (1) of element of physical quality in the aspect of urban design quality that relate with the criteria of identity and the structure of the cognitive mental image. It is a principle that was introduced by Kevin Lynch after the principle of legibility. Lynch has defined that imageability are different

with the legibility. According to Lynch (1960), imageability is the quality in physical object that give a high probability to evoke a strong image in a space. However, Nasar (1990) has said that the imageability will create intensify evaluations if the evaluative reactions being heighten. The quality and most useful mental images of the environment can be more facilitates based on the arrangement, colour, and shape. One (1) of the components or keys in achieving the good imageability in a city is the landmark. It is because landmark is an important structure that acts as the orientation points and can change the identity of a city into a valuable and recognisable city. This term also concerned about the relationship with human and the environment which create the “sense of place” in the city. The imageability has been interpreted into a book by Lynch in 1960 which is “The Image of the City”. Luque-Martínez et al. (2007) argue that all city character needs to be highlighted. In this case, there are five (5) important elements in order to construct the human mental health which are paths, edges, districts, nodes, and landmarks.

Urban catalysts can indeed enhance the imageability of cities in several ways. The idea of imageability can helps to enhance and enlighten the image of the space. The catalyst projects often involve the iconic architecture or innovative urban design, creating visually striking landmarks that contribute to the city's identity and image. Relating to this study, the existing heritage buildings will create the best image as it will serve as the historical looks for this space. The quality of a space can be measured using the provision of natural features, which is landscaping through the combination of softscapes, and hardscapes will create a better and natural looks for this space. By revitalising underutilised areas or creating new public spaces, catalyst projects can foster a sense of community and provide visually appealing settings for social interaction and cultural activities. Overall, urban catalysts play a crucial role in shaping the imageability of cities by transforming them into visually compelling and memorable places that reflect their unique character and identity.

RESEARCH METHODOLOGY

The urban catalyst can be implemented if several revitalisation ideas that has been proposed by the participants can be considered as it can be applied in order to help in creating better impact toward the space, especially on the tourism and economic level. Thus, the heritage vibes can be highlighted and be used as the strategy to renew the image and function of the space itself, make it look more attractive in the future. Thus, those ideas automatically can help to enhance the attraction and the image for its macro scale – the city of Sungai Lembing.

Based on Rancangan Tempatan Daerah Kuantan 2035 – Jilid 1 (Penggantian), it was stated in the strategy of 3.8 which is the preservation and conservation of heritage building and site as the source of tourism attraction, that historical mining sites and its surroundings must be regenerate to be nominated as the “World Heritage Site” under UNESCO.

Relating to this study that related to the urban catalyst implementation, the qualitative data has been chosen due to its objectives stated, where its highlight about the analysis using urban design context. As a result, the interview method has been chosen to collect the data findings, due to its ability to obtain rich and thorough data, examine complicated issues in depth, establish rapport with participants, customise questions to individual needs, probe for clarification, and access sensitive material by building trust with interviewees, making it a useful qualitative research method.

Braun and Clarke (2006) suggest that “codes identify a feature of the data that appears interesting to the analyst, and refer to ‘the most basic segment, or element, of the raw data or information that can be assessed in a meaningful way regarding the phenomenon (refer to Figure 3). At this point, the method which

is interview method will be used as it can collect and taking the consideration from the reviews of the selected participants involved for this study. The participants' reviews will be highlighted as it will be as the part of creating key points for the ideas in applying the urban catalyst. Thus, it is important to take consideration from the participant's reviews as both participants have a lot of experiences on managing the chosen space as the study area. This interview method is quite good to give the chance for the selected participants chosen to interpret and share their perceptions and opinions about the study area based on the questions provided. This benefit called as meaningful insights, where it appreciates and considers the human feelings.

Thus, the participants' perceptions, and opinions can be used as it will be translated as the recommendation into the proposal in transforming the space of the study area as the urban catalyst for Sungai Lembing.

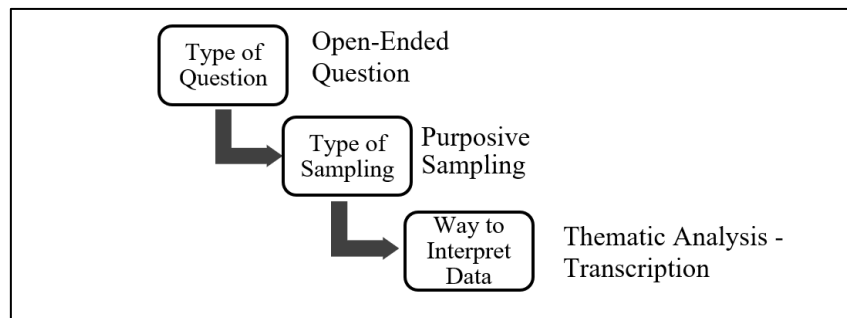


Fig. 3. Flow for the Interview Method; Thematic Analysis

Source: Braun & Clarke (2006)

Using the formula of purposive sampling with the related, it has been found that there are two (2) types of participants that has been selected. Both of the participants have its own criteria where the participants can fulfil the needs for this study (refer to Table 2):

- (i) First participant – A government officer who works at Pusat Unit Pengurusan Sungai Lembing Majlis Bandaraya Kuantan and manage the development of Panggung Wayang Sungai Lembing. This participant has been chosen due to its experiences that can be used as the information and details for the design proposal. This participant also fulfils the criterias for this study where he has deeper knowledge related to urban design context and has many inputs and details information for the future heritage development.
- (ii) Second participant – A local people who live nearby to the Panggung Wayang Sungai Lembing and also work as the government staff at Pusat Unit Pengurusan Sungai Lembing Majlis Bandaraya Kuantan. At the same time, this participant has the detail plan for the future development in boosting the tourism attraction in Sungai Lembing, where it is very related to his job scope. This participant will help to deliver another opinion from the first participant as it can be more realistic reviews from his eye view as the local people that responsible to manage the development of Sungai Lembing.

Relating to the context of urban design study, the most suitable space that has biggest potential to be highlighted as one (1) of the heritage tourism attraction in the historical town of Sungai Lembing is the kid's playground near to the Panggung Wayang. This space has been chosen due to its placement that

located in the middle of Sungai Lembing. Thus, the function of the space itself can be considered as the most suitable space to be developed as the social space in Sungai Lembing. Although, this study on a space design has include the space of Panggung Wayang Sungai Lembing to enhance the look of the space using the historical looks. Hence, other than the function to be as the social space, this space also can be promoted as the space that serve historical looks with its limited function that rarely can be found.

Table 2. Details of Target Participants

Participants	Gender	Position	Working Duration	Criteria's Needed and Rational as The Participants
First	Male	Pegawai Pusat Unit Pengurusan Sungai Lembing, Majlis Bandaraya Kuantan	More than 10 years	Has experience in handling the or managing Panggung Wayang Sungai Lembing and its surrounding Has deeper knowledge related to urban design context, where local people or tourist don't have Has detail information for the future development for the benefits of heritage conservation plan by the local authorities involved
Second	Male	Staf Pusat Unit Pengurusan Sungai Lembing, Majlis Bandaraya Kuantan	More than 10 years	Has experience in controlling the development Sungai Lembing for the purpose of development control Has detail plan for the future development in boosting the tourism attraction in Sungai Lembing Has detail information for the future development for the benefits of heritage conservation plan by the local authorities involved

Source: Authors (2025)

ANALYSIS AND DISCUSSION

This chapter presents the reviews from the transcription of the interview session. Relating to this part, the reviews and the theme that has been created based on the interview sessions will be a part of the design proposal. Those parts will be combined with the site synthesis as it can be considered as the part of the design components. Thus, the design proposal that focuses on the catalyst concept will be provided as it will meet the objectives for this study. Hence, at the end of this chapter, this study will create an approach for a space for the purpose of future development as it will conclude the overall study.

Creating the Conceptual Ideas

The conceptual ideas have been built based on the theme created using the opinions from both participants. It has considered the opinion from both participants as the experts in handling Sungai Lembing. At this point, their ideas have been pointed out relating to the development and problems that both participants have faced in managing Sungai Lembing, including the space of Panggung Wayang Sungai Lembing. These conceptual ideas can be considered as the morphology of the idea, where it represents the combination of the points in order to strengthen the reason why this space has been chosen to revitalise as the catalyst (refer to Figure 4).

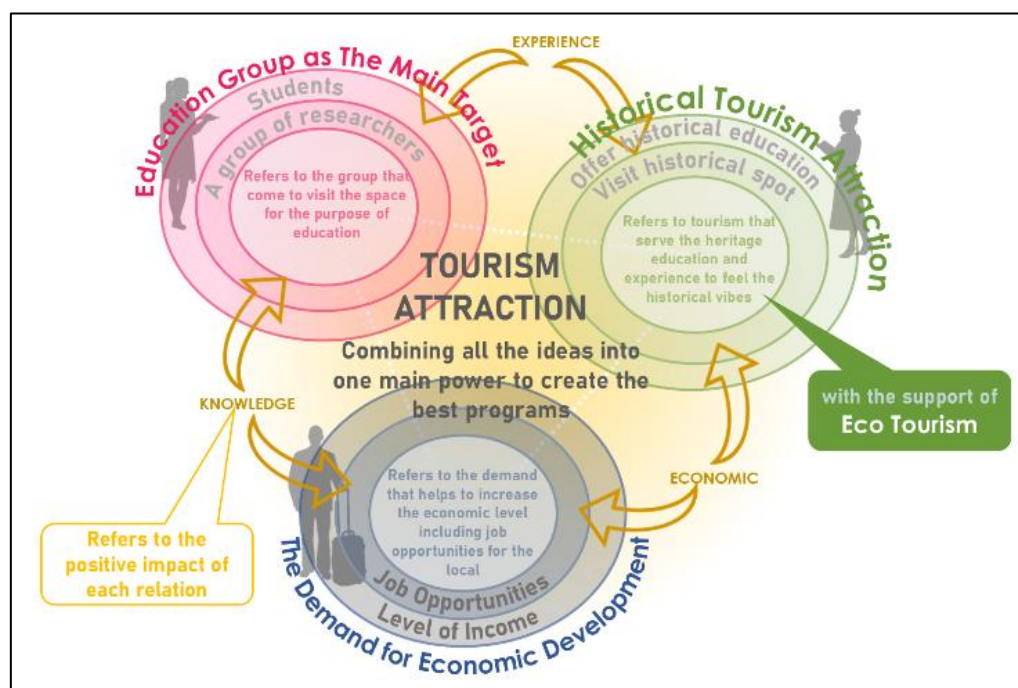


Fig. 4. The conceptual idea for Panggung Wayang Sungai Lembing as a catalyst space

Source: Authors (2025)

Tourism Attraction

Based on the transcription from both participants, the attraction has been the main point in order to create a better space as an urban catalyst. The participants have mentioned and highlighted the importance of attraction in order to make this catalyst project can be successfully achieved. In order to emphasise the attraction, there are three (3) sub points that help to support and strengthen to create high attraction. The combination of sub points will help to develop several ideas of implementation that must be considered in the design proposal. The first sub point represents as the historical tourism education, where it refers to the tourism attraction that serve the heritage education for the public and community itself. Meanwhile, the second sub point refers as the education group as the main target in order to promote the heritage and tourism attraction throughout the education purpose. It is followed by the third sub point which is the demand for the economic development, where it refers that the demand can help to increase the economic level such as increasing the job opportunities and oncome level for the locals. The sub points mentioned that will be divided into several categories, as each categories have their important roles in the design conceptual framework. The relation of each sub point will help to create idea in developing the proposed programme formulation for achieving the urban catalyst and it helps to create connection between design formulations in order to create the tourism attraction.

Historical Tourism Attraction Ideas

It cannot be denied when both participants have mentioned that Panggung Wayang Sungai Lembing can be categorised as a heritage tourism attraction. However, the participants also have mentioned the importance of eco-tourism which is natural attractions including Bukit Panorama and Air Terjun Pelangi

can help to support the historical tourism that has received less demand starting from the past few years. In order to implement the catalyst concept, it is important to enlighten the main actor which is Panggung Wayang. This is because, this building has the biggest potential to be developed as heritage tourism due to its limited function as the old cinema that serves classic looks and vibes for the users. Thus, the function of the space located beside this heritage building can be develop as the urban catalyst using the transformation of new function for the social benefits such as social activities. Panggung Wayang also must be conserved as it can be used for the future usage for the heritage and tourism benefits in the context of local and international level. In order to make sure those benefits can be successfully achieved; the conservation ideas must fulfil the terms that have been provided through the guidelines for heritage building. It is because the right implementation for the conservation can help this building to be gazetted for the local and international level. After the conservation of Panggung Wayang, this space automatically achieved the concept of urban catalyst for the old city of Sungai Lembing.

Education Group as the Main Target

The education group which refers to students and group of researchers that come from variety group of education background can create the biggest influence on another group where the education group can promote to other groups to learn and study about the history of Sungai Lembing as one (1) of the historical cities. However, due to the condition of this existing space and less information about visiting this heritage building, it makes this building and its space has received less demand from the education group when there are no attractions that can be served for them. Thus, the heritage building itself lacks promotion and influence, and currently it is not open for the public. These problems must be considered as the biggest threat to make this space a liveable space that serve catalyst concept. Thus, the building itself has no adequate signage to promote itself as one (1) of the historical buildings. In order to cope with this problem, the related party or local authority involved must provide adequate signage as it can help to introduce this building to the outsiders, especially the tourists. At the same time, this building must be opened for the public usage, as it can help to upgrade the economic level and the heritage tourism activities in Sungai Lembing.

The Demand for Economic Development

Panggung Wayang is lacking from tourists due to inadequate information or promotions about this historical building. Thus, it can be considered when this space needs its own enhancement through the provision of new social activities and attractions. In designing the space where represents the kids' playground, it is very important to highlight the historical elements as part of the design components. Emphasising the historical elements will help to create the nostalgic vibes of Sungai Lembing. It is a limited idea where tourists can visit this space and feel the 80's era vibes. However, to make this space receive high demand, the outdoor space with historical looks and nostalgic vibes can help to attract more tourists to come. Thus, it is also important to promote this space through the modern way such as provide the digital board and machine that can be used to highlight the importance of the tourism in Sungai Lembing and provide tourism package with the user-friendly application. Hence, promoting tourism to the education groups is one (1) of the best strategies where it can influence other groups to visit this space.

CONCLUSION

This study has shown the interest of this heritage space, where it has many potentials that can be highlighted as the urban catalyst for Sungai Lembing. It led to the development of tourism and heritage sector, at the same time redevelop this old city with its natural attractions.

The urban catalyst can be implemented if several revitalisation ideas that has been proposed by the participants can be considered as it can be applied in order to help in creating better impact toward the space, especially on the tourism and economic level. Thus, the heritage vibes can be highlighted and be used as the strategy to renew the image and function of the space itself, make it look more attractive in the future. Those ideas automatically can help to enhance the attraction and the image for its macro scale – the city of Sungai Lembing.

This study also functions as the reference of the further study that highlights the important of the image of heritage in order to attract and develop the tourism attraction. Thus, this study is synchronised with the real development project where Sungai Lembing has been targeted as one (1) of the tourism attractions in Kuantan with many micro scale developments that will be develop in the future.

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CONFLICT OF INTEREST STATEMENT

The authors agree that this research was undertaken without any self-benefit or financial conflicts. The authors also agree for not involve with any prejudicial involvement with other organisations, such as private sectors.

AUTHORS' CONTRIBUTIONS

Qaisarah Zulaikah carried out the research and the writing part including provided draft and editing for the article. Mohamad Taufek review the draft article, developed the design of the research methodology and supervised overall research progress; Mohamad Taufek visualise the research progress, ideas, and formulation.

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