

PROPOSED BEACH RESORT HOTEL AT DESARU
JOHOR DARUL TAKZIM

by

MOHAMED SABURI BIN AZIRUN

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Department of Architecture
School of Architecture, Planning and Surveying
MARA INSTITUTE OF TECHNOLOGY
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PREFACE

It is expected that the proposed beach resort in Desaru will be the first of its kind in the southern region of Peninsular Malaysia and even the whole country.

It is proposed to promote tourism and hoped to be recognised as the most favourable and popular beach resort in this region.

The Lembaga Kemajuan Johor Tenggara or KEJORA has accepted the plan as the objective to create a natural environment and upgrade the standard of living of the residents there shall be achieved.

The careful design consideration and the systematic approaches towards formulating the required brief renders the success of the design. The architectural images created is being derived from the existing modern buildings and the perception on what Malaysian Identity is "Keindahan Semulajadi, rekabentuk berunsur Tropika," which is the central theme of the whole development is being reinforced very well.

The buildings blend with the natural surrounding and give a sense of place of a remarkable resort like Desaru. The identity of what it currently appears to the tourists and the public strengthen up.

The wise selection of building materials used for the development contributes to the success of the design as well. In addition, the local building resources like timber and granite

is exploited to the maximum. The total building cost is also reduced because the availability of the selected building materials within the site proposed.

Architectural design criteria is outlined to ensure that the process of formulating the proposal is on the right track. The facilities provided shall add to the architectural extravaganza. Water sports, indoor games facilities, tropical garden, water elements and other features are to be incorporated to make the proposal as one of its kind and shall leave a desirable experience to the user.

In this report one can see the systematic design processes and a careful analysis on the existing site condition to produce such a well thought proposal. It is hoped that the requirements and the objective outlined is achieved and the proposal shall make a precedence to other development in Desaru. Only then, the 'Keindahan Semulajadi Desaru' which is the theme of the development in toto will retain.

Acknowledgement

Preface

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