



**A PRELIMINARY STUDY ON SITE SELECTION TO HOST  
ISME2006 CONFERENCE- KUALA LUMPUR  
CONVENTION CENTER**

**NOOR BADAIRIAH BINTI BAKAR**

**2003321282**

**BACHELOR OF BUSINESS ADMINISTRATION (HONORS)  
MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
SHAH ALAM**

**NOVEMBER 2005**



**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
40450 SHAH ALAM**

**BACHELOR DEGREE IN BUSINESS ADMINISTRATION  
(HONORS) MARKETING**

**DECLARATION OF ORIGINAL WORK**

**I, NOOR BADAIRIAH BINTI BAKAR I/C NO: 800826-01-5360 hereby declares that:**

- This role has not previously been accepted in substances for any degree, locally or overseas and is not being concurrently submitted for this degree or any degrees.
- This project is the result of my independent work investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and source of information has been specifically acknowledged

Signature: *Badairiah*

Date: 11 NOV 2005

## AKNOWLEDGEMENT

Alhamdulillah, first and foremost I thanked to Allah S.W.T for giving me the chance, strength and good health to complete this research report successfully. Many persons have contributed and spend their times, ideas and energies in helping me in preparing and completing this study.

Firstly, I greatly appreciate and highest gratitude to Encik Md. Nasarudin bin Hussin as my advisor, for his comments, advice, continued support and guidance throughout the preparation of this report. My thankful also goes to my second examiner PM Rosli Abdul Rahim for his comment and guidance. My special thankful also goes to my Head of Program, Encik Abdul Rahman bin Abdul Wahab.

Secondly, I would like to thank to PM Dr. Ramona binti Mohd. Tahir, the Chairman of ISME2006 Conference Organizing Group who is also my supervisor during my practical training, and ISME Committee that give me with a valuable information and easy for me to write this report.

My special thanks to my parents, Encik Bakar bin Mareng @ Batjok, Puan Hasnah binti Bedol. Thank you for the encouragement and continuance support over these years.

Last but not least, special thanks also go to my classmates and friends who have support and encouragement me in doing my report. To all people whom directly or indirectly involved, thanks for the kind of cooperation. May Allah bless you all with good health and happiness.

Thank you. *Wassalam.*

<b><u>TABLE OF CONTENTS</u></b>	<b><u>PAGE</u></b>
<b>ACKNOWLEDGEMENT</b>	<b>iv</b>
<b>TABLE OF CONTENTS</b>	<b>v</b>
<b>LIST OF TABLES</b>	<b>viii</b>
<b>LIST OF FIGURES</b>	<b>x</b>
<b>ABSTRACT</b>	<b>xii</b>

## **CHAPTERS**

### **1. INTRODUCTION**

1.1	Background	
	1.1.1 Background of ISME	1
	1.1.2 Background of KLCC	2
	1.1.3 Facilities at KLCC	4
	1.1.4 Transport services around KLCC	11
1.2	Problem statements	14
1.3	Scope of study	15
1.4	Research objectives	16
1.5	Research questions	17
1.6	Significance of study	18
1.7	Limitation of study	19
1.8	Definition of terms	20

### **2. LITERATURE REVIEW**

2.1	Introduction	21
2.2	Accommodation	24
2.3	Public transportation	26

## **ABSTRACT**

In addition to make the selection location looks interesting to host one conference with status an international conference, it must consider many type of factors whether internal or external factors. Other than that, a good selection location must considering the cost of rent the building or location, the level of qualities infrastructure, government and political structure during hosting the conference and economic situation during that time. The suitable site selection in hosting the conference like ISME2006 Conference can give a good reputation towards our country where this conference will participating by overseas delegates which will bring our country name at their home. It is big responsibilities to make sure the selection of right location can give a good impact towards the participation from the people towards ISME2006 Conference. Beside that, the effectiveness of the accommodation services, public transportation, traffic situation and utilities services are other important factors that must be to looks to make the ISME2006 Conference success. A feedback from the respondents towards this study is important to identify and making a corrective action towards the problems that will be exist. So, this study will give many benefits towards the people who are involve whether directly or indirectly in making this conference success. The responds from respondents are according their individual characteristics and values, environmental situation and the location site itself. Hoping from this study will give many tips and reference towards the other parties to make an analysis how to select the suitable location to host conference like International Society for Music Education (ISME2006).