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FACULTY OF ARCHITECTURE,  
PLANNING AND SURVEYING

FULL PAPER  
PROCEEDING



3<sup>RD</sup> UNDERGRADUATE  
**S E M I N A R**  
BUILT ENVIRONMENT & TECHNOLOGY

SEPTEMBER  
**2018**

ISBN 978-967-5741-67-8

FACULTY OF ARCHITECTURE, PLANNING & SURVEYING  
UNIVERSITI TEKNOLOGI MARA PERAK BRANCH  
SERI ISKANDAR CAMPUS

UiTM PERAK @ *Seri Iskandar*

# STUDY OF TOURIST PERCEPTION TOWARDS FAÇADE DESIGN: CASE STUDY OF GEOGRAPHER CAFÉ, MELAKA

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## **Abstract:**

Historic buildings that are still standing today give a perspective to people of the greatness and marvelous architecture in terms of building techniques from the days of the past. Historic buildings are in fact artifact that that give sense of place, thought and nostalgia. It also makes people curious to know more about people and culture created by the historic building itself. So, it is important to know and acknowledge the past. This study is focused on the impact of facade towards tourism in the future. The methodology used were through investigation and discussion with the conservation architect. The conservation of shop houses is addressed to trace memories of the past, present and adapt for the future condition in those places. The future Melaka shop house will become a place which tells the area's history with its physical environment, and serves the needs of the residents' social and cultural activities. The objective of the research is to know the interest of tourist on façade. The study will also help owners of shop houses to identify what factors make a shop house attractive to tourists which can have an effect on tourism in Melaka.

**Keywords:** Facade; tourism; Shop house; Conservation,

## **1.0 INTRODUCTION**

The historical past of Malacca has influenced the outlook of urban Malacca today where the old culture remains but there is change of culture in the cities where the architecture style combines concepts from all over the world. As Melaka is an important place for trading in Southeast Asia from 16th to 19th century, the city still maintains the architectural heritage values including various types of heritage buildings and people nowadays retain some of the old roads, streets, river, open spaces and town squares. The early year of Melaka cities forms by the mixture of culture values, ideas, tradition and memories of the people who travelling and trading in Melaka. The architecture itself has adapted to the surrounding with the availability of materials, transport, and technology and needs to live in a tropical climate. As Malacca is getting more successful with a phenomenal growth in tourism, there are improvement that need to be done. Malacca has achieved 12.74 million tourist arrivals in 2015 with 8.48 million in domestic tourists and the rest are foreigners. The largest amount of foreign tourists are from china with 1.14 million, and followed by 1.08 million from Singapore, 563,941 tourists from Indonesia, 128,504 tourists from Taiwan and 96,917 tourists from Japan. Many aspects need to be considered to identify the factors that make a good potential for tourism whether at the core or at buffer zones. It is important to know how to improve the shop houses and tourism in Melaka as it is one of the good economy generators to our country. This research aims to identify the impact of façade towards tourism which can help boost the tourism industry further in the country.

## **2.0 LITERATURE REVIEW**

### **2.1 Visitor/Tourism Pressures in Melaka**

The number of tourist arrivals to Melaka increased significantly from 2.5 m. in year 2001 to 4.6 m in year 2005 which is in particular, domestic tourists had risen drastically from 1.5 m. in year 2001 to 3.7 m (World Heritage Convention, 2008). In year 2005 while the arrivals of foreign tourists remained constant at around 1m. (In Figure 1) as such, the tourist arrival pattern is seasonal, with high visitation during



weekends and school/public holidays. In turn, traffic congestion frequently occurs along the city streets during these peak periods (World Heritage Convention, 2008). Over the past few years related government agencies have been instrumental in developing projects that are directly or indirectly related to tourism within the historic core, thus cementing Melaka's image as a heritage tourism attraction, at the same, time boosting tourist arrivals (World Heritage Convention, 2008).

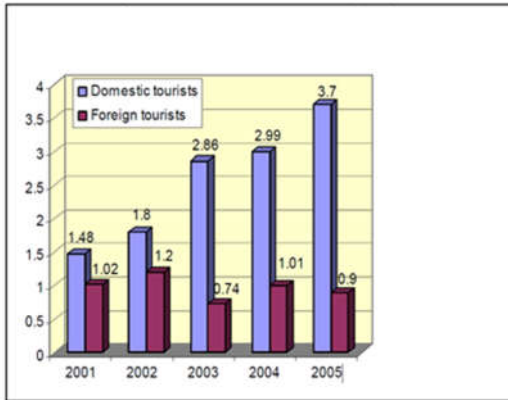


Figure 1: Tourist arrival to Melaka 2001-2005  
Source: Melaka Tourism Promotion Unit

Table 2: Tourist arrival in Melaka (2001 – 2006)

Year	Domestic	Foreign	Tourist Arrivals
2001	1,528,971	1,039,627	2,568,598
2002	1,842,336	1,133,851	2,976,187
2003	2,860,336	742,612	3,602,948
2004	2,987,310	1,017,728	4,005,038
2005	3,719,292	976,470	4,695,762

## 2.2 Zones in Melaka

### 2.2.1 Core Zone of Melaka

The Core Zone of the Historic City of Melaka is divided into 2 areas which is mainly the first area at St. Paul's Hill Civic Zone which has a number of government buildings, museums, churches, urban square and original fortress town from the 16th century Portuguese and Dutch Period. The second area in the core zone is the Historic Residential and Commercial Zone which has more than 600 shop houses, commercial and residential buildings, religious buildings and tombs on four main streets: Jalan Tun Tan Cheng Lock (Heeren Street), Jalan Hang Jebat (Jonker Street), Jalan Tokong/Tukang Emas/Tukang Besi and Jalan Kampung Pantai; as well as on four perpendicular streets of Lorong Hang Jebat, Jalan Hang Kasturi, Jalan Hang Lekiu and Jalan Hang Lekir (World Heritage Convention, 2008).

### 2.2.2 Buffer Zone

The Core Zone is being protected by 134.03 hectares of Buffer Zone, bounded by Jalan Merdeka, Jalan Kota Laksamana, Jalan Ong Kim Wee, Jalan Tan Chay Yan, Jalan Munshi Abdullah, and back lots of Kampong Banda Kaba, Jalan Chan Koon Cheng and Jalan Merdeka (World Heritage Convention, 2008).



Figure 2: Core zone (orange) and Buffer zone (yellow) at Melaka

Source: Planning and Research Division. Ministry of Tourism. Kuala Lumpur, Malaysia (2007)

### 2.3 Shop house, tourist and Jonker Walk

#### 2.3.1 Styles of Shop houses in Melaka

Melaka has a huge similarity on the space and the appearance which mostly depends on the façade and the period when it had been built which includes Dutch Style, Southern China Style, Early Shophouse Style, Early and Late Straits Eclectic Style, Neo Classical Style, Art Deco Style and Early Modern Style.

#### 2.3.2 Tourist Accommodation and Facilities

In total there are 85 hotels and 6,652 rooms in the Historic City of Melaka, of which 7 hotels and 628 rooms are located in the historic zone (World Heritage Convention, 2008). Out of this, 2 hotels with 70 rooms are located in heritage houses. In addition, there are 6 guest houses (107 rooms), of which 4 (85 rooms) are located within the historic zone (Table below) (World Heritage Convention, 2008).

Table 3 the Number of Accommodation in Historic Zone

Type of Accommodation	No. of Establishment	No. of Rooms	No. of Est. in Heritage Buildings
Hotel	7	628	2
Guest house	6	107	4

Around 147 food outlets with a capacity of 2880 seats are available in the Study Area, all housed in heritage buildings and shops and stalls selling souvenir items and trinkets can also be found around St. Paul's Hill and the Dataran Pahlawan (Esplanade) (World Heritage Convention, 2008). Currently, there are about 97 craft shops and stalls, 8 antique shops and 5 art galleries within the historic zone and the number is growing (World Heritage Convention, 2008).

Table 4: Number of Facilities in Historic Zone

Type Of Facility	Number Of Outlets
Restaurants, cafes and coffee shops	147
Craft shops	97
Antique shops	8
Art Gallery	5

#### 2.3.3 Jonker Street

During old times of Jonker Street, the street itself was inhabited by the more affluent group of society which was then named "Yong Noblemen's Street" and later was translated as Jonker Street (World Heritage Convention, 2008). The beautiful shop houses at Jonker Street created historical significance of the street by selling old antique stuff (The Government of Malaysia, 2007). The street is narrow which creates a sense of enclosure making it an intimate and homely environment. In addition, the kitchen and restaurant create a sensory experience with the smell of cooking. Most of the shop houses in Jonker Street are for commercial purpose (World Heritage Convention, 2008). Many good things happened there such as reduction of building obsolesces, increase of investment, more stable property and revival of the local economy because of the Repeal of the Rent Control Act in 1997. However, there were also negative consequences such as uncontrolled displacement and marginalization, monopolization of development and tourism-related business and special tourism event are professional traders to give activity into the old quarter.

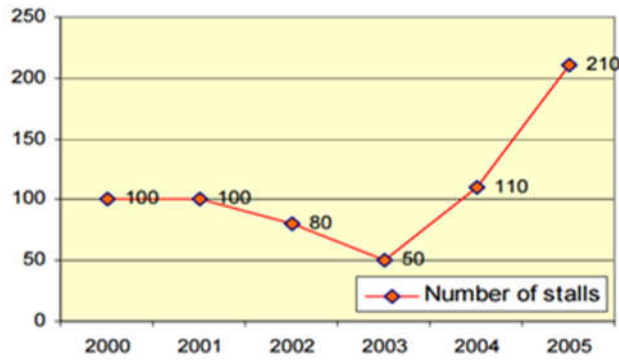


Figure 3: Number of stalls operating at Jonker Walk, 2000- 2005

### 3.0 METHODOLOGY

Research methodology used in this study is qualitative research. It is about analyzing, recording and pursuing to know the activity rate around and outside the open space of the shop house, public discomfort and the character surrounding it which makes the selected shop house a landmark. Five crucial stages were divided for the process. The primary stage is recognizing the point, issues and destinations. Next is choosing the contextual investigation. The qualitative procedure will be the third stage. The fourth stage is information gathering and the last stage will be making the conclusion

### 4.0 ANALYSIS AND FINDINGS

#### 4.1 *Context outside Open Spaces around Geographer Café*

The most crucial part is the layout observation because it will show the layout of each case study and findings of the research. Moreover, this section will also describe more about the outside environment. According to the designer of the Geographer Café, Mr. Hau Woon San, the context of the shop house which is the color, planter box, and trees makes the café more lively which has an impact on Jonker Walk making the street more lively too and a landmark there (refer Figure 3, 4 and 5).



Figure 4: Geographer café Side view Sketch with Context Surrounding



Figure 5: Geographer café Side view Sketch with Context Surrounding

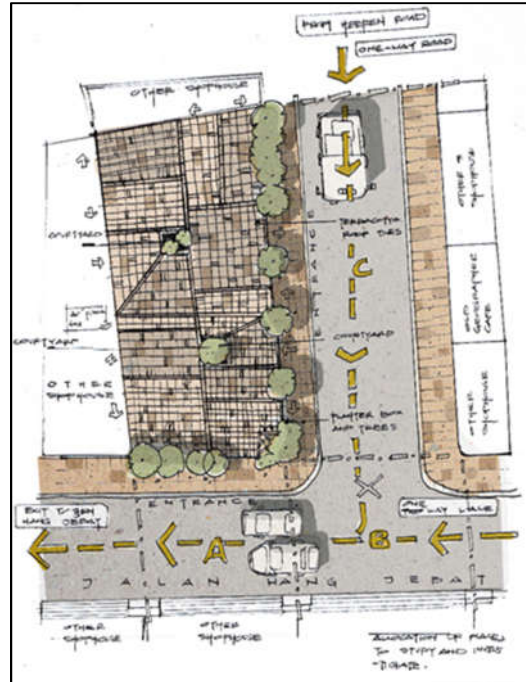


Figure 6: Geographer café Top View Layout sketch

#### 4.2 The Interest

The division of interest in choosing core zone or buffer zone to visit is clearly stated for both Malaysians and foreigners. Most people would choose the core zone rather than the buffer zone. This is due to many factors which lead them to choose core zone to visit. Mostly, people are attracted by the beauty around the core zone.

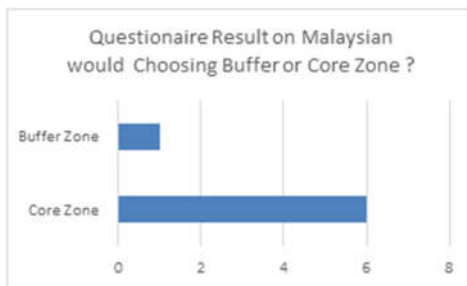


Figure 7: Foreigners' Choice of Zones in Malacca

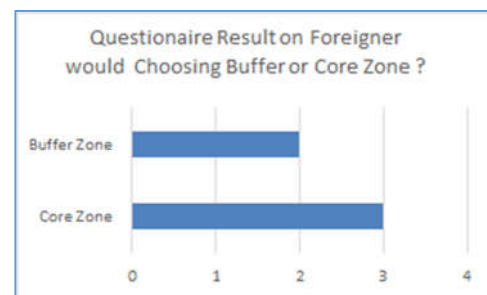


Figure 8: Table Comparison of choosing towards Foreigner

The division of interest in choosing Geographer Café over other shop houses to visit is clearly stated for Malaysians. They would choose other shop houses more than the Geographer Café while foreigners would choose Geographer Café more than other shop houses. The foreigners like the colors and the trees around Geographer Café which influence their visits to Geographer Café.



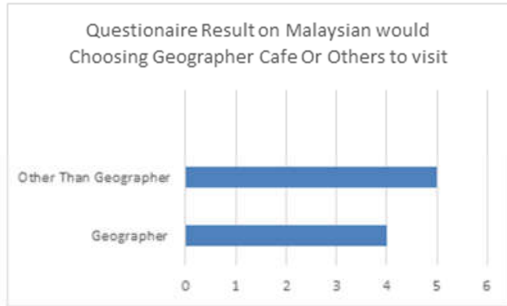


Figure 9: Preference for Geographer Café by Malaysians

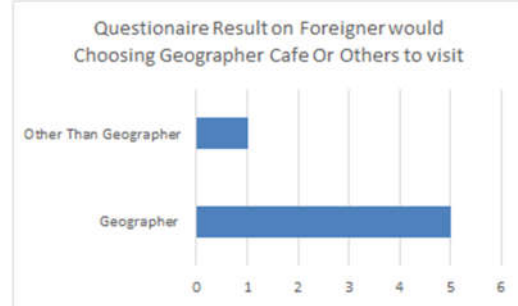


Figure 10: Table Comparison of choosing towards Foreigner

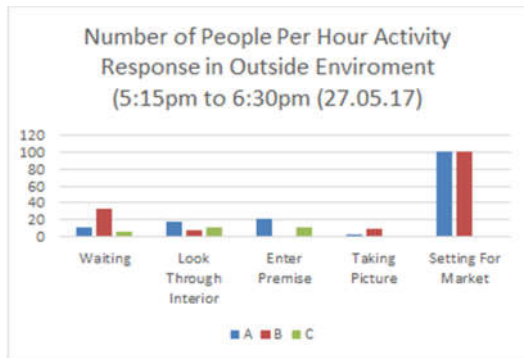


Figure 11: The Rate of People doing activity in outside environment of Geographer Café

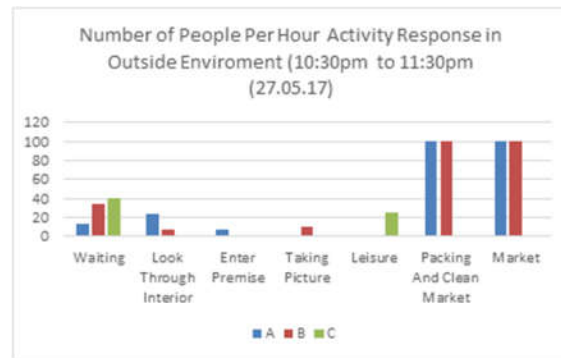


Figure 12: Number of Response people toward open space outside Geographer Café

## 5.0 CONCLUSION

The appearance and the greeneries of the shop house play a huge role in making a good attraction for tourists. Geographer Café should be a good example for other shop houses as it has become a landmark due to many factors such as trees, greeneries, details ornamentation and play with colors. The peoples 'response need to be considered too about open spaces as it gives an impression to users about Jonker Walk and the Tourism of Melaka. The comfort of tourists need to be given attention too. The same goes to traffic jam where Jonker Walk should be an experience where users feel a sense of tranquility to walk by. The culture of the place gives Jonker Walk a good experience for users to feel. Geographer Café should be a good example for people who want to create a shop house café. It attracts people as it provides the opportunity for taking pictures, looking through interior and becoming a waiting point. This is due to improve the quality of other shop house cafés which are the mostly situated in Core Zone Melaka.

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