

**UNIVERSITI TEKNOLOGI MARA**

**POTENTIAL OF TAMAN TAMADUN ISLAM AS AN  
ATTRACTION TOURISM CENTRE AT KUALA  
TERENGGANU**

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**DIPLOMA IN TOWN & REGIONAL PLANNING**  
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## AUTHOR'S DECLARATION

I declare that the work in this Planning Project Paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This project paper has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.


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## **ABSTRACT**

Taman Tamadun Islam was one of the attractions and tourism centre in Kuala Terengganu. It has a big potential and attraction to convince tourist and local people to visit this tourism centre. Based on visitor's arrival graph from Rancangan Tempatan Daerah Kuala Terengganu 2035. Shown that its decreasing drastically which means this tourism centre is getting losing visitors year by year. It was the bad thing that could give a negative effect to tourism industry and economy in Kuala Terengganu. Based on the preliminary study from the secondary sources, one of the causes that was leading to this lack of tourists stems from the physical elements of attraction such as lack of tourism attraction's elements, tourism attraction's elements is not well cared and maintained, bad effect on the economy, location of this tourism centre, Lack of landscape such as softscape and hardscape elements, hardscape elements not well maintained, lack of food, shop and souvenir stalls that conducting day and night business activities and etc. The objectives of this study in order to achieve the aim was to identify the existing attraction and tourism elements at Taman Tamadun Islam, to analyse the issues of existing attraction and tourism elements at Taman Tamadun Islam and to analyse the potential of existing attraction and tourism elements at Taman Tamadun Islam. This research is based on data obtained from a distribution analysis, statistical analysis and questionnaire's survey that reviews the community's opinion and response towards the tourism issues of Taman Tamadun Islam. Analysed data collected based on the needs of community will be given priority in this effort to restore and improve the tourism attraction and economy in Kuala Terengganu.

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