



Tourist Perceptions of Petronas Twin Towers in Kuala Lumpur, Malaysia

*Fitri Rahmadani¹ and Nurul Ain Binti Shabir Ahmad²

¹) Graduate Student of Geography Education, Universitas Negeri Padang, Indonesia
e-mail: vivit.sikumbang@gmail.com

²) Student of Geography, Malaya University, Malaysia
e-mail: ainahmed1269@gmail.com

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Abstract

This research purpose was to investigate tourist perceptions of the attractiveness of Petronas Twin towers in Kuala Lumpur, Malaysia. It was a descriptive qualitative research which informants were chosen by using Purposive Sampling technique. The techniques of data collection were observation, interview, documentation and audio recording. The data was analyzed through data reduction, data presentation and verification. The result tells that the reason for tourists visiting the Petronas Twin Tower is because the attraction is one of the icons of Malaysia. Tourist perceptions of the towers are: 1) Visitors of Petronas Twin Towers are apt to come in the afternoon and evening. 2) Tourists come to enjoy the majestic view of the towers and the beautiful lamp decoration. 3) Other than that, they are also regaled by various tourist attractions around the towers. 4) At night, there is a musical colourful lighting fountain show in Suria KLCC Petronas.

Keywords: Tourist Perceptions, Attraction, Petronas Twin Towers

Introduction

Tourism is all governmental, business world, society activities to organize, manage, and serve tourist needs. Technically, tourism is a series of human activities done by an individual or a group of people in their own country or other countries. It was done by utilizing available services or facilities provided by governments or society in order to fulfil tourist desire (Karyono, 1997; Hermon, 2016; Hermon, 2017). Yoeti (2001); Oktorie (2017) defines tourism as travelling from one place to another place with special intention, remembering the travelling is usually for having fun and done for more than 24 hours.

The main thing in tourism is tourist attraction or object. The tourist attraction is very potential to motivate people to visit the area. Tourism object and attraction is one form of related activities and facilities that can invite visitors and tourist to come to certain places (Marpaung, 2002; Hermon, 2010; Hermon, 2012). They are highly related to travel motivation and travel fashion because tourists want to see and experience various attractions in their visit. Kuala Lumpur offers various tourist attractions to people, for example, its natural tourism, beach tourism, cultural tourism and religious tourism. This lures both local, national and international tourists to visit the city. One of the tourist attractions in Kuala Lumpur is Petronas Twin Towers. Tourism activity in Petronas Twin Tower should be able to adapt to all demands of changing by accepting suggestions from related parties especially from visitors who have different perceptions. Tourist perceptions are feedbacks from activities and facilities accepted when they travel.



Method

This study was aimed to know tourist perceptions of Petronas Twin Towers in Kuala Lumpur, Malaysia. It was a descriptive qualitative research that collected primary and secondary data. This research was not for the testing hypothesis but only for describing the existence of a variable, phenomenon or situation (Hermon *et al.*, 2008). This research was done in several places in Malaysia such as the centre of Kuala Lumpur, University of Malaya, Jamek Mosque, Dewan Bandaraya Kuala Lumpur (DBSA) or also called Kuala Lumpur City Hall, Batu Caves Temple, Putrajaya Mosque, and Putrajaya Wetlands Park. It was conducted from 7th until 12th of July, 2018. Data collection was performed through observation, interview and documentation. The informants were students and lectures of the University of Malaya, Grab drivers, and local and foreign tourists met in tourism sites in Malaysia who were considered capable of providing information about tourist perceptions of Petronas Towers in Kuala Lumpur, Malaysia.

Results and Discussion

Kuala Lumpur has various tourism potentials such as nature tourism, beach tourism, cultural tourism, and religious tourism that draw local, national and international tourists to visit the city. One of the famous tourist attractions in Kuala Lumpur, the capital of Malaysia, is Petronas Twin Towers.

The reason for tourists visiting Malaysia is merely for travelling. Since it is famous for its iconic twin towers tourists will surely visit the buildings. To visit the towers, visitors will pay no money except if they want to be in. They will be charged 200,000 IDR per person (56ish MYR) for maintenance costs of connecting bridge of Petronas Twin Towers. However, if they just enjoy the towers from the outside, they will be free of any fees.

Other than enjoying the towers' beauty at night, visitors' eyes will be pampered by the splendor around the towers like 69,000-meter-square park area that allows people to jogging and sightseeing, musical colorful lighting fountain show, swimming pools, Suria KLCC children's amusement park and one of the biggest malls /shopping centers in Malaysia.

When visiting Malaysia tourist must not forget to enjoy Petronas Twin Towers directly. The buildings sit in the centre of Malaysia's Capital, Kuala Lumpur. The twin towers are also named after KLCC, an abbreviation of Kuala Lumpur City Center. The Petronas towers designed by César Pelli, an architect from Argentina, were finished building 1998. After seven years of construction, this towers became the highest building in the world from 1998 until 2004. These were built on the former site of the original Selangor Turf Club. Because of the depth of the bedrock, the buildings were built on the world's deepest foundation. The foundations were completed within 12 months by Bachy Soletanche and required massive amounts of concrete. The towers are about 451,9 meters tall and have 88 floors, have been managed since the beginning of 1992. These 88-floor towers are constructed largely of reinforced concrete with a steel and glass facade designed to resemble motifs found in Islamic art, a reflection of Malaysia's Muslim religion. Another Islamic influence on the design is that the cross-section of the towers is based on a Rub el Hizb, albeit with circular sectors added to meet office space requirements. Tower 1 was constructed by a Japan Consortium led by the Hazama Corporation while Tower 2 was built by a South Korean consortium led by the Samsung C&T Corporation and Kukdong Engineering & Construction. The sky bridge was also completed by Kukdong.

KLCC Twin Towers like Indonesia's Monas is Malaysia's national pride monument. They serve as offices of both state-owned enterprises and private companies. Tower One is fully occupied by Petronas and a number of its subsidiaries and associate companies, while the office spaces in Tower Two are mostly available for lease to other companies such as Huawei Technologies, Microsoft, IBM, Boeing, Bloomberg, Reuters, Krawler.

Petronas Towers or Twin Towers in Kuala Lumpur is two towers which became the world's highest buildings from 1998-2004, before being defeated by Burj Khalifa and Taipei 101. (Wikipedia). The structures are located in Suria KLCC Kuala Lumpur City Centre, 50450 Kuala Lumpur, Federal Territory of Kuala Lumpur, Malaysia. They have 88 floors (+5 underground floors) and 395,000 m² floor areas (4.252.000 sq ft) with the highest floor total area of 375 m (1.230 ft)



Other than a company office, KLCC twin towers become a tourist attraction for local and international tourist in Malaysia. The grandeur, height and architecture attract many people to come and directly see the towers. There is also a large park around the towers where visitors can relax and enjoy the beautiful view of buildings in Kuala Lumpur.

Visitors can also be measured at the park around the towers, taking pictures with their loved ones and family. Other than that, they can shop or window shop in Suria KLCC Mall which is in the same area with KLCC twin towers. For those who love to experience adrenaline related activities, they can go up to the 41st floor and cross the sky bridge that connects the two towers. They will also be amazed by the beautiful lamps that light KLCC towers at night.

Conclusion

From the findings and discussion, tourist perceptions of Petronas Twin Towers are concluded as follows: (1) Visitors of Petronas Twin Towers tend to come in the afternoon and evening. (2) Visitors come to enjoy the grandeur of Petronas Twin Towers which is decorated with wonderful lights. (3) Tourist can also visit and enjoy various tourist attractions around the towers. (4) In the evening, there is a beautiful Suria KLCC water fountain light show, accompanied by great music.

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