

A STUDY ON WATER THEME PARK: SUNWAY LAGOON

By

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**This thesis is submitted in partial fulfillment of the
Bachelor of Landscape Architecture**

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KULLIYAH OF ARCHITECTURE AND ENVIRONMENTAL DESIGN
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
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2003/ 2004



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ACKNOWLEDGEMENT

In the name of Allah, the most gracious and most merciful

I would like to thank people who helped during the preparation of this book by providing information, guidance and sharing their experience and knowledge.

First of all, I would like to make special thanks to Mdm Mazlina as our instructor for her guidance in order to perform this Topical Studies subject. Thank you, for spending some times to teach, guide and observing the progress of this topic. Her continuous observation for this studio subject is really appreciated.

My greatest debt goes to Bro. Ruzaimi B. Mat Rani for his effort on guiding me to the right tract of doing this paper. Although busy as a head department of Landscape Architecture, his willingness to spend his worthy times to advise me about this topic. His advices, approvals and suggestions are pretty useful to improve the skill of searching information and gathering data of Water Theme Park. Without his guidance, may be I will not have clear direction of doing this paper. Thank you so much, sir.

I wish to thank the Sunway Lagoon Sdn Bhd for giving several useful information. Special thanks goes to all the staffs and visitors at Sunway Lagoon that helped answering the questionnaires and interviews. I also indebted to my clique, Sis Julianie Md Said, whom help me and together undergone all stages throughout this semester. Also, to all my fellow friends and class mate whom sharing the knowledge on how to conduct this topic.

May Allah bless all of you. Finally, thank you very much.

W.Naimatul Asiah Bt W.Muhamad (0119194)

ABSTRACT

Due to the globalization era nowadays, people in town used to live in a busy life. Thus, leisure time is so worthy to them. I became interested in an idea that the country was becoming a theme park, and puzzled by the decline in manufacture, the disappearance of mass employment and the rise of leisure' (Martin Corrick, 1990). Leisure time will be valuable if it had been spent, especially with the family members. Rapid development caused the lacking of open space for people to spend their time. Recreational activity is among the choice that people are fond of. Typically, a recreational activity promise enjoyment, fun, relaxing, amusement and excitement activities. The existence of recreational site is due to the demand from the community. Theme Park is among the spot that offered recreational activity. Usually, Theme Park has been developed based on certain concept. Likewise, Water Theme Park has been planned and developed based on water excitement concept. Sunway Lagoon is the outstanding Water Theme Park, which has become as the tourist attraction due to the satisfaction of the users and advertisement.

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CHAPTER ONE

Introduction

1.1 INTRODUCTION

Water Theme Park exists due to certain factors. As community growth and changes in the urbanization era, the spaces become so limited. Hence, the demands for spaces especially for commercialized and residential area are very high. People tend to get rid from this scenario by looking for spaces which they can relax, rest, join recreation activities, spend some times with other people and experience a healthy and wonderful life.

Leisure times dragged them to indulge into recreational activities, but to experience the difference they can choose water-based activities at Water Theme Park. Water Theme Park offers the dissimilarity from other parks.

1.2 RESEARCH BACKGROUND

Nowadays, people are very busy with their routine life. In order to get rid from this scenario, they require some space which they can release their stress and having fun with family, friends or relatives.

Water Theme Park is among the choices they prefer. Recreation covers broadly any pursuit taken up during leisure time other it than those to which people have a high commitment (Manual Baud-Bovy & Fred Lawson, 1998). Water theme park is among the park that offers various kinds of activities, which are water based.

Manmade Recreational Water Theme Park means any manmade bodies of water in combination, including streams, fountains, waterfalls, swimming pools, water slides or other manmade water features, used primarily for contact recreational purposes and existing as the principal use of the property and open to the general public

1.3 PROBLEM STATEMENT

Mass media have broadly advertised the great and magnificent attraction at the premier water theme park, Sunway Lagoon. This award-winning Theme Park covers an area of 33 hectares and consists of a Waterpark, as well as Drypark, to offer twice the amount of fun (Selangor Escapade, Jun-Aug 2003). Sunway Lagoon catch the eye of the world while been rewarded as a winner among the Theme Park.

People do know this interesting places through this mass media or friends, thus they are tend to enjoy the activities and facilities provided. But, what is so special about this water theme park design? Why is it so well known?

1.4 GOAL

Every single park has its own criteria, which may differentiate it with the other parks; same goes with this Water Theme Park. Main intention of this research is to investigate and explore the practicality of planning principles, design guidelines, space requirement and design elements of Sunway Lagoon: Water Theme Park. Thus, all those criteria can be design guidelines, which can be implemented into the site's design.

1.5 OBJECTIVES

The objectives of this research are:

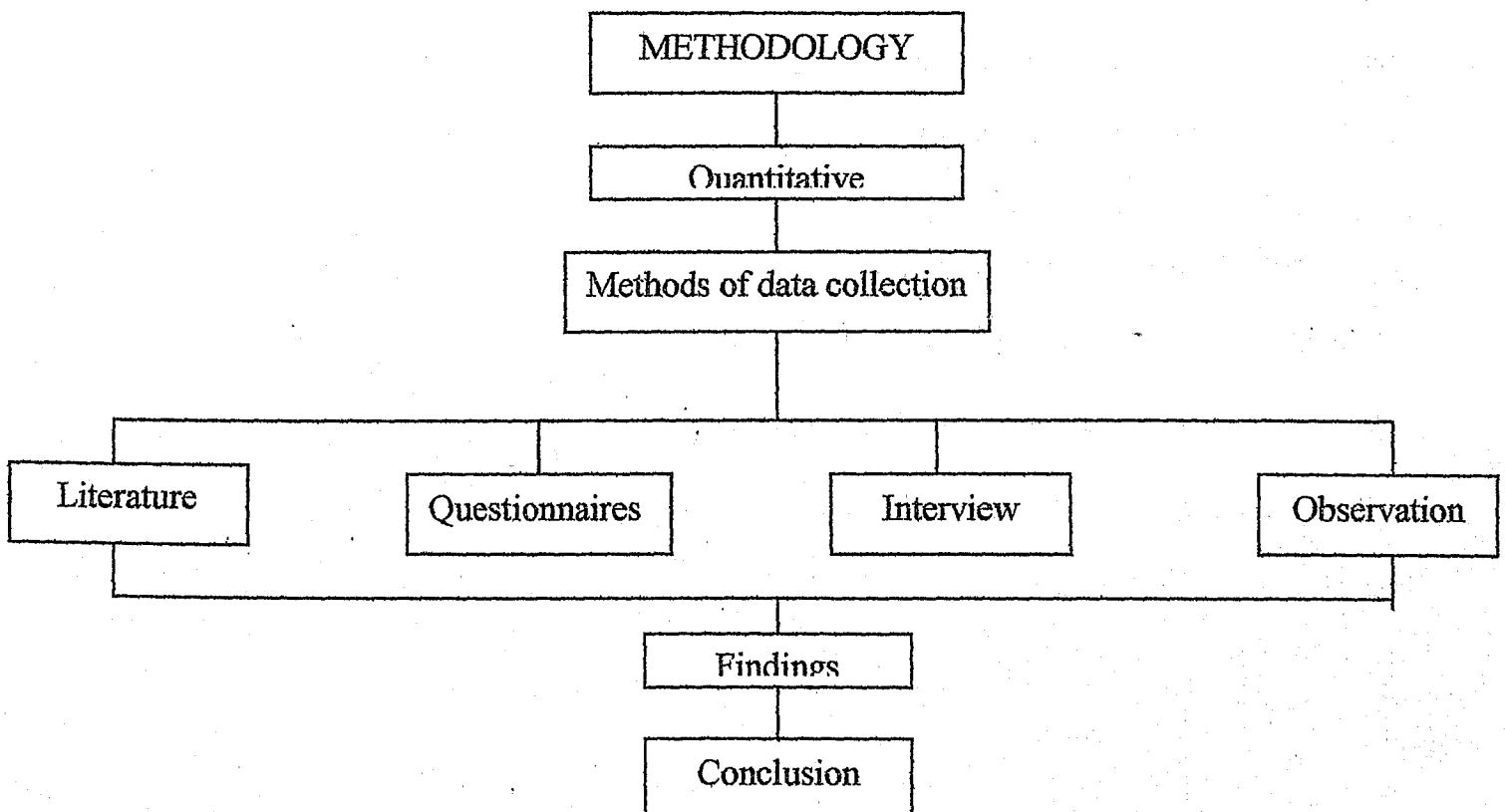
- i. To identify the significance of the Sunway Lagoon, Water Theme Park design
- ii. To investigate the practicality of planning principles, design guidelines, spaces requirement and design elements of Sunway Lagoon

- iii. To examine the factors that attracts people at this tourist destination
- iv. To underline the design criteria for a water theme park

1.6 SCOPE OF STUDY

A study on water Theme Park: Sunway Lagoon is a broad topic of research. Hence, the broad discussion of this topic should be specific to scope the study. The study is to investigate the design criteria, which are planning principles, design guidelines, spaces requirement and design elements.

1.7 METHODOLOGY



1.7.1 Literature Review

This literature review is an essential process before case study and result findings can be conducted. Data been gained from the book, journal, magazine, newspaper, website etc.

1.7.2 Questionnaires

Questions have been constructed in accordance to literature review. These questionnaires have been made in order to study how effective is the design criteria that resulted in the popularity of the Water Theme Park.

About 20 questionnaires have been distributed to visitors, in order to get data from their own experiences and senses. On the other hand, these questionnaires can be used to gain their perspective and thinking of these Water Theme Park.

There are open-ended questions and structured questions that need to investigate the planning principles, design guidelines, spaces requirement and design elements. Those data are very important in order to get the data access for the results findings. Those data will be presented in the graphic like bar graph, histogram, relative polygon, cumulative polygon or pie chart. People can see the results clearly in these methods.

1.7.3 Interviews

Interview is a systematic way using the verbal skill that has programmed structure to gain data. Another way to manage interview is through written

questioning. The interviews will be based on the goal and objectives. Indirect interview also has been conduct corresponding questionnaires. This simple interview is to gain opinion and suggestion from target groups.

Interview has been conducted among whom well known about the case study. Since, Sunway Lagoon belongs to big company, which is Sunway Lagoon, it was not an easy task to get contact with the person in charge. Overall, interview has been conducted among the staffs there.

1.7.4 Observation

After collecting secondary data, from the website and books, observation is another methods in order to prove the truth of the information gathered. At the same time, to observe and experience the reality, rather than base on the theory only. This is indirect effort of data collection.

Observations have been done the whole day during the site visit at Sunway Lagoon. The next day, observation has been conducted at integrated zone of Sunway. The intention of this observation is to observe the practicality of Water Theme Park based on the research background, which has been done. Through observation, fast sketches also can be produced to illustrate the its surrounding, as well as taking photograph.

1.8 CONCLUSION

Sunway Lagoon: Water Theme Park has its own significance that may draw people to visit this site. Besides become the main attraction of local people, it's also become a tourist destination throughout the world. So that, this research is carried out to investigate the factors that lead to the fame of this Water Theme Park, as well as to examine its planning principles, design guidelines, spaces requirement and design elements.

CHAPTER TWO

Literature review

2.1 INTRODUCTION

Variety concept of Theme park gives many choices to the users. Mines Wonderland, Times Square: indoor Theme Park and Genting Highland are among the destination of recreational activities. But, Sunway Lagoon offers the difference approach that people can experience water-based activities. Sunway Lagoon been established as a Water Theme Park.

To comprehend and understand the broad scope of Water Theme Park, discussion of this chapter will cover about:

1. Definition of Water theme Park
2. Design philosophy
3. Planning principles
4. Design guidelines
5. Spaces requirement
6. Design elements

2.2 DEFINITION OF WATER THEME PARK

Water Theme Park can be defined as any manmade bodies of water in combination, including streams, fountains, waterfalls, swimming pools, water slides or other manmade water features, used primarily for contact recreational purposes and existing as the principal use of the property and open to the general public (<http://www.defwaterthemepark.com>). Based on Town & Country Planning Department peninsular Malaysia, Water Theme Park can be defined as a recreational area consists of

several passive and active recreational elements and activities based on specific themes. Fees for usage of the facilities provided is on a flat-rate basis per entry whereby patrons may enjoy all the various amusement activities repeatedly throughout the day as long as they remain within the premises.

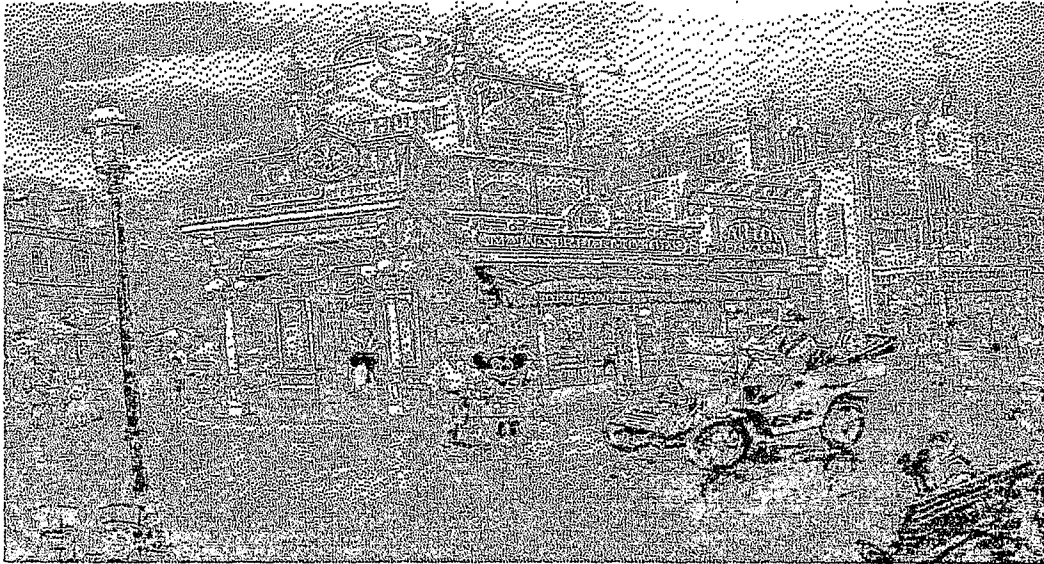
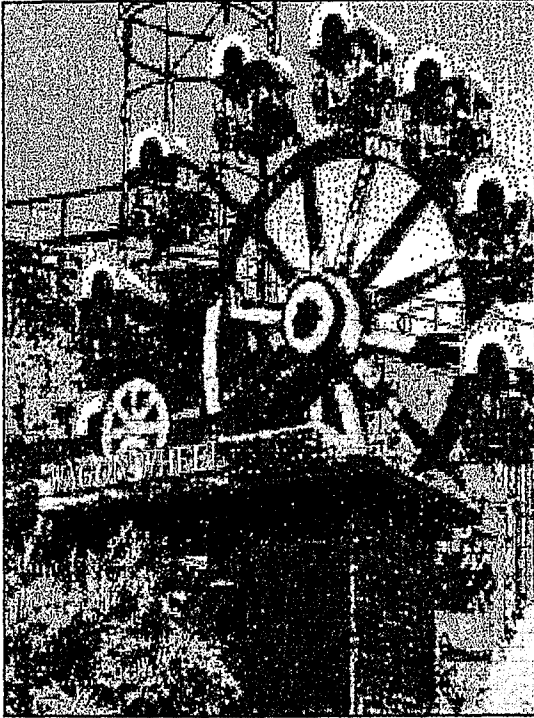


Figure 2.1: Disneyland is cheerful with imagination and amusement concept.

In the local context, a Theme park is defined as a commercial recreational area providing several amusement and fantasy type of activities or educational, knowledge base and cultural activities. A theme Park also may combine these elements such as resort development, golf course and also commercial and residential development. Usually, Theme Park will imitated other country cultural, for example Mines wonderland like imitating Disneyland and Sunway Lagoon emulating Red Indians and Cowboy's nature.

2.3 ABOUT WATER THEME PARK



The development of Theme Park is like a trend of recreational and tourism planning. It has been developed based on the educational and amusement concept, as for economic generator.

Mass development of commercial and residential area; result in insufficient space for recreational activities. Theme park existed due to the demand from the people that acquires space for recreational activities especially in the leisure time

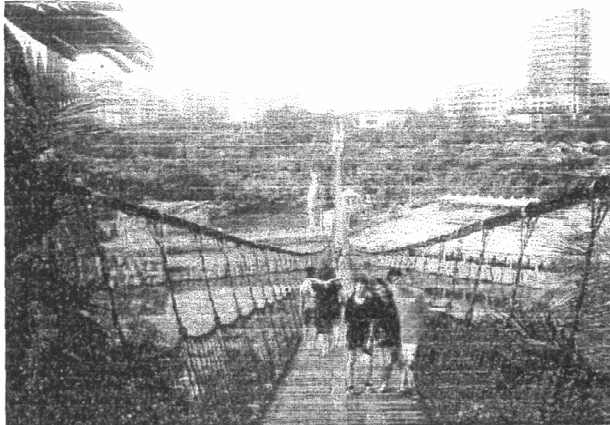
'I became interested in the idea that the country was becoming a theme park, and puzzled by the decline in manufacture, the disappearance of mass employment and the rise of leisure' (Martin Corrick, 1990). Having recreation in the leisure time gives the opportunity for socializing and interacts with other people. Besides that stresses and strain of other obligations can be relieved

Activities can be classified both that required skill (swimming and diving) and easy games which not requisite any skills like waterslides, wave pool, speed slides or double twister slides. The supply is whether referring to government or private sector. Thus, leisure activities can be sources of income for business organization

The word recreation derived from the Latin word 'recreatio' means restoration to health. But the *dictionary of sociology* defines recreation as any activity pursued during leisure, either individual or collective, that is free and pleasure. Freedom, satisfaction,

refreshing and creativity are the basic qualities for recreational activities. Thus, leisure time is an opportunity for people to enjoy leisure activities

2.4 DESIGN PHILOSOPHY OF WATER THEME PARK



‘Part of the challenge of sustaining a livable urban environment is, to ensure the maintenance of a choice of quality leisure experience through the existence of a spectrum of recreation opportunities, with

the flexibility to adapt to the dynamics of a changing city landscape and evolving socioeconomic and political relationships (Manuel Baud-Bovy, 1998). It is not an easy task to adapt a sustainable landscape into the development of a recreational activities like at Theme Park

‘Parks and recreation are clearly not the highest priorities in urban development, but their roles in social welfare and urban renewal are becoming recognized’ (Manuel Baud-Bovy, 1998). Social interaction among the community can be enhanced; at the same time can contribute to the growth of country’s economy.

The design of the Water Theme Park, should conserve open space for its natural, cultural and recreational values, as well as provide financial support for parks and recreation. Besides, to encourage joint use of existing physical resources, ensure the

recreation facilities are well managed and well maintained, with the quality recreation programmes available.

Appropriate and responsive recreation services should be provide through source planning. To make environmental education and management an integral part of urban park and recreation policies and programme, need an intensive planning.

‘Tourism as an element of outdoor recreation has become an extremely influential element in urban planning in some areas’ (Manuel Baud-Bovy, 1998). These outdoors recreations of Water theme Park can emphasis on obtaining private investment. Recreational area is like an asset in the development area, as it’s like an essence to attract people to explore surrounding area. People will be drawn to visit that development area because of the existing Water Theme Park. Latest Theme Park, which is an indoor Theme Park at the Times Square, is an interesting activity at the Cosmos World that makes this Shopping complex popular.

2.5 PLANNING PRINCIPLES

There are 9 planning principles, which had been underlined in order to ensure the successful of the park. It should be:

1. Accurate and fair
2. Virtues
3. Environmental friendly
4. Components and quality
5. Safety and security

6. Clean and beautiful
7. Greenery
8. Caring
9. Conservation

(Source: Town and country planning department peninsular Malaysia)

1. Accurate and fair

Theme park planning concept should be developed in accordance with the strategic planning development, which are structure planning and local planning provided. The concept of The Theme Park may portray the images of the Theme Park itself.

2. Virtues

The provision of the Theme Park elements should follow the users needs. Disabled amenities, as well as old folks and children should be taken into consideration. Thus all levels of people may enjoy the facilities provided. At the same time it will integrate the bound amount the community members.

3. Environmental friendly

The Planning should consider topography and geotechnical planning, which can bear with the development of the site and land use. Site inventory and analysis was important stage before planning has been underlined. Since, the design is based on the water theme park, evaluative criteria for recreational water bodies should be