# THE ANALYSIS OF PLACE-MAKING RESEARCH TOWARDS COMMUNITY SUSTAINABILITY IN MALAYSIA

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## ABSTRACT

The place-making approach is a participant-based planning approach that includes community involvement in the development and transformation of spaces into places of higher quality. The concept of place-making is to make public spaces more liveable. It is a well-known approach in the area of urban planning research. However, the concept of place-making has also been widely utilised in different fields, especially in areas that require exploring the relationship between place and people. The core aim of this paper is to analyse studies on place-making concept implementation in the region of Malaysia and its impact on implemented planning approaches for developing such places. By using the qualitative method, the case study approach and Computer-Aided Qualitative Data Analysis Software (CAQDAS) Atlas.ti software, sixty articles were chosen as samples for analysis and were assessed using the thematic analysis procedure. From the results, most studies relating to the place-making approach are from the area of built environment. However, the field of tourism shows an increasing interest in applying the place-making approach among other multi-interdisciplinary fields. Four attributes, which are imaging, sociability, activities and accessibility, with 30 issues determine the themes for place-making studies in Malaysia. In conclusion, the government and professional developers must actively involve the community when developing and transforming spaces to achieve a great place that is practical. The need for applying this approach in the area of tourism planning is crucial for creating great tourism locations with the involvement of professionals and community participants to achieve sustainability goals.

*Keywords*: Place-making; Sustainability; Tourism; Community; Malaysia.

## 1. INTRODUCTION

The rapid changes of Malaysia's development can be identified with the progression of mega infrastructures and modern, accessible facilities that provide quality places for community liveability. Malaysia is aggressively moving towards planning and developing urban areas since its independence in 1957 (Yassin et al., 2013). Currently, Malaysia's structure of master planning shows that the government is acting as an agent involved in establishing the development. Malaysia is in the progress of making development based on five years of planning a transformation

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development strategy to ensure socio-economic and infrastructural progress for the benefit of the community (Economic Planning Unit, 2014). The federal agency is collaborating with the state government and the local government in the implementation of what was planned for the development, as well as the management of such places. Three stages of the top to down approach were used: the federal, states and local governments (Razali et al., 2016). Since the Third Malaysia Plan, the Malaysian government is focusing on achieving a development and environmental balance, which are highly in demand (Siwar, Ghazali & Halim, 2014). Due to the introduction of sustainability goals, the participation of the community in planning are recognised to be very important to achieve the goal of sustainability (Rasoolimanesh et al., 2017). Prior to this, the concept of the place-making approach was implemented to create a great place for living. However, the misconceptions of such an implementation in planning (especially for open spaces such as public parks, pedestrian streets and historical sites) occur because all ideas for development are only obtained from professionals without the involvement of the community. As a result, this provides a negative perspective from the aspect of the physical view and becomes unsustainable since there was no involvement or input from the community. The participation from the community in planning and development is still questionable.

Before further discussing place-making, the concept of place must be understood. Thus, from the theoretical perspective, the combination of Theory of Space and Theory of Place are identified in the place-making approach. Basic human life tends to share their space, uninterrupted, amongst each other (Greenbie, 1982). Thus, space is a basic necessity that contributes to the formation of place and is interrelated. Place is defined as a result of fixed space with a specific location that has its own character and identity (Relph, 1976). Tuan (1977) has stated that space is more abstract than place and has no different function, while place has its own value and meaning and is interdependent between space and place. Place is an important point in determining identity as it is a social and cultural point-of-view as well as a community space for interaction (Butcher, 2009; van Liempt, 2011; Main & Sandoval, 2014). Thus, the community should be an actor in establishing a space that presents how they wish to occupy the place.

The motivation for developing this paper is to discuss the extent in which the place-making approach has been accepted and implemented in Malaysia for the sustainability of the community, at the same time, to investigate the discourse of the approach that is seldom discussed academically in other fields of studies. Previously, the study of place-making was chosen by scholars as a topic with differences in the utilisation of the approach in various areas of studies and backgrounds (Razali et al., 2017). This paper further compares the current practices of place-making approach with the involvement of the community in making a place more liveable and meaningful (Brunnberg & Frigo, 2012). It is supported by scholars such as Beza (2016), Abdel-Aziz et al. (2016), Wang (2015) and Markusen & Gadwa (2010) who have stated the importance of community involvement in creating a greater place. The main factor of the place-making approach is how people can be attached to a location or environment that creates a sense of place, and in the end, provides a good experience. The place-making concept is all about the transformation of a space to create more quality places. Additionally, it is about imagining a place that captivates others for the purpose of tourist attraction (Lew, 2017). We need to have a place of quality because it is a part of our life's routine, which will improve community experiences since such places will have activities like business dealings and socialisation. Space is also a valuable resource, but it is limited, therefore place is a usable space that must be planned and designed according to environmental responses (Cilliers et al., 2015). The standard definition of the place-making approach is *'the process of creating quality places in which people want to live, work, play and learn in'* (Wyckoff,

2014). There are different case studies in the adaptation and implementation of the place-making concept based on geographical factors, especially in Malaysia's research agenda. The main objectives of this paper are to analyse the implementation of place-making approach studies and to determine the research agenda of place-making studies in Malaysia.

## 2. THE PHENOMENA OF PLACE-MAKING

The phenomena of the place-making approach were introduced in the 1960's by two planners, Jane Jacobs and William H. Whyte, especially in the area of urban design. Early issues which discussed urban design focused on safety aspects of city streets (Jacobs, 1961). After fifty years, the concept of place-making has been explored and implemented in various research areas worldwide. Based on the articles of the concept of the place-making approach, it was also utilised in different background studies such in the field of geography, social anthropology, landscape architecture, architecture, environmental psychology, planning, philosophy, economics, public policy, technology, law, political science and marketing (Sofield et al., 2017; Razali & Ismail, 2015; Friedmann, 2010). Table 1 presents the compilation of definitions and concepts of the place-making approach from different backgrounds of research areas. The knowledge of place-making has attracted scholars to combine their expertise of different backgrounds in various areas of research. For that reason, the articles show that not only urban planning employs place-making approaches, but other fields also apply and implement the concept as well. Table 1 presents some of the identified keywords in determining the place-making approach such as space, place and community. Most published articles are from the viewpoint of western researchers compared to eastern researchers, including Malaysian researchers.

**Table 1:** Compilation of Worldwide Concept of Place-Making

| Research Field | Place-making Concept |
|---|---|
| Urban Planning | *Capitalising on a local **community**'s assets, inspiration and potential, where through collaboration, community matters can come to light, they can be addressed and a tailor-made process developed, creating a trajectory to a desired outcome.* (Beza, 2016) |
| Architecture | *The act of creating great **places** by making a public space a living place.* (Abdel-Aziz et al., 2016) |
| Geography | *The centring and marking of a **place** by actions and constructions of people tracing salient parts of their daily lives as a homing point in their trajectories.* (Wang, 2015) |
| Tourism | *The image (re-)construction of **place** for marketing.* (Lew, 2017) |
| Economy | *Partnership from public, private, non-profit and **community** sectors strategically shape the physical and social character of a neighbourhood, town, city or region around arts and cultural activities.* (Markusen & Gadwa, 2010) |
| Landscaping | *The process of managing the mental construct of **place** that occurs as individual's experience of design settings and the placemaker as the person who defines design as the management of placeness.* (Motloch, 1990) |
| Information Technology | *An inclusive and **community**-driven approach for the design of human spaces, and it focuses on the entire process of creating meaningful public **places** in urban environments.* (Brunnberg & Frigo, 2012) |

*Source*: Field Studies

The knowledge of place-making has prompted scholars to combine their expertise from different areas of studies. However, the use of different terminologies is sometimes confusing and contradictory, and this fails to determine the concept of place-making because it emanated from the area of urban design (Wyckoff, 2014; Carmona et al., 2010), and in the area of construction of places and the process of transforming space into place. Space refers to the un-fixed location that does not have any social connection for an individual (Parsaee et al., 2014). On the contrary, a place consists of a physical environment that gives meaning towards human social relationship (Wang & Xu, 2015). The idea behind the place-making approach is the process of transforming a place in order to give it meaning in the context of the connection between people and place. According to an urban design scientist, Jane Jacobs, five important aspects in implementing the place-making approach that should be considered: (1) cities as ecosystems that must interrelate human and place, (2) mixed-use development for human liveliness, (3) bottom-up community planning that involves the community as part of making the place process, (4) focusing on higher density cases that improve quality of life, and (5) local economies that benefit the community (Schlebusch, 2015).

**Figure 1:** Place Diagram Attributes



*Source*: Project for Public Spaces, 2016

Next, to understand how the place-making approach works, PPS (2017) has stated that place-making is a process rather than an output that capitalises on community knowledge, which helps create better quality public spaces that positively impact towards a better quality of life. In the planning phase, place-making acts as one community-based planning (Schlebusch, 2015). However, it depends on the use of either a top-down approach or bottom-up approach (Lew, 2017).

The place-making process occurs either organically or through conversional planning (Sofield et al., 2017). It is apparent that there are still debates in the process of defining the place-making approach, as well as the elements that are essential in creating great places based on this approach. To create a higher quality place at public places with the use of the place-making approach, sociability, uses & activities, comfort & image and access & linkages are the elements that greatly impact and contribute to the development of greater places (Sulaiman et al., 2016), as shown in Figure 1. The importance of the development progress in transforming a place has been increasing with the establishment of The Project for Public Spaces Inc., which was founded in 1975. The objective of the project is to help communities change their public spaces into greater places based on community expertise. With the increase in urbanisation issues, the UN-Habitat Sustainable Urban Development Network (SUD-Net) and Project for Public Spaces have cooperated to transform cities by implementing place-making approaches (Project for Public Spaces Inc., 2015).

## 3. METHODOLOGY

The qualitative method was chosen in the research design for this article. The case study approach was chosen in the discussion of the concept of place-making in Malaysia. The thematic analysis technique was used in the analysis of the study sample. 60 articles were selected as samples for the data analysis from among a total of 214 articles listed in the Scopus bank of publication. For this article, the purposive sampling was employed to find the related articles that discuss place-making in the context of Malaysia alone. In the thematic analysis, the data were analysed by using Atlast.ti as a Computer-Aided Qualitative Data Analysis Software (CAQDAS). Next, a discussion on the process of data analysis was presented.

### 3.1. Article Searching Strategy

When searching the articles, the researchers used three popular keywords that spell the terms for the searching strategy: (1) "placemaking AND Malaysia", (2) "place-making AND Malaysia", and (3) "place making AND Malaysia". This is to obtain articles with only the English language. Firstly, the researchers identified the list of titles of the articles related to the key term in the advance searching section by using Web of Science (WOS), SCOPUS and Google Scholar as database platforms. In the reviewing process, the searching procedure for obtaining suitable listings and related articles of the paper's title was the main concern because the challenge was that the search output yielded a large number of studies that must undergo a selection process by the researchers. The results for the keywords used in the advance search from around the world provided only 214 articles published between years 2006 to early 2017, which fulfil the requirements of this paper. From the results that support sustainable development cases in Malaysia, the researchers (Bhuiyan, Siwar & Ismail, 2013) have stated that the government has implemented aggressively the concept of sustainable approach as stated in the 9th Malaysia Plan (GOM-MP9, 2006), the 10th Malaysia Plan (GOM-MP10, 2011) and currently, the 11th Malaysia Plan (GOM-MP11, 2016) to achieve the goal of becoming an industrialised country by 2020.

### 3.2. Article Selection for Sampling

In order to avoid any duplication, all title listings from the WOS, SCOPUS and Google Scholar underwent scanning by using Mendeley Reference Manager to detect papers with the same title; this was to minimise the number of searches. To limit the number of papers for data analysis, the

researchers speed-read each article by scanning the abstract, introduction and methodology sections, as suggested by Ukpabi & Karjaluoto (2016). In selecting the article, the researchers focused on full article papers, which have the scope of study for place-making in Malaysia, either from local or international scholars. After carrying out the screening stage for 214 articles, only sixty (60) articles were identified as suitable for data analysis based on the keyword search. Most articles were from the Scopus listing, which is the biggest source of journal publications compared to the WOS listing.

## 3.3. *Article Data Analysis Process*

The researcher used the Computer-Aided Qualitative Data Analysis Software (CAQDAS) Atlast.ti, version 7, as a tool in the analysing process. Thematic analysis is a technique applied in the qualitative approach for identifying, analysing and reporting themes from article analyses (Braun & Clarke, 2006). For this paper, the researchers explored the concept of place-making in Malaysia based on the authors, definition, history, backgrounds, factors, impacts, elements and fields of study. The procedure of the adopted thematic analysis was in accordance to Braun & Clarke (2006). The researchers further explored the concept of place-making in Malaysia based on the definition, history, background, process and elements from different perspectives and fields of study. Before the thematic analysis process began, 60 articles were renamed based on citation format (name, year) prior to being transferred to *first phase*. The researchers conducted critical reading of each article and drafted ideas to generate codes. For the *second phase*, the first coding process was to identify quotation in the articles based on the field of study. The second coding process was to identify quotation for the four elements of place-making studies, which are sociability, uses & activities, comfort & image and access & linkages. The third coding process was to identify the main issues that were highlighted in the studies.

**Figure 2:** Thematic Analysis Flow
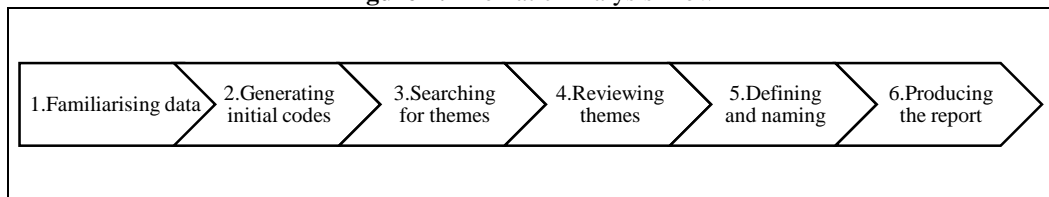


**Source:** Braun and Clarke (2006)

For the *third* and *fourth phases*, the researchers used Network View Manager in Atlas.ti to conceptualise the network of themes. In the *fifth phase*, a comparison between the places diagram in Figure 1 and the network view of themes was accomplished. Finally, the *sixth phase* provides discussion on a conceptualising network of the themes discussed in the development of this paper.

## 4.    FINDINGS AND DISCUSSION

### 4.1.    *Field of Study Distribution of The Place-Making Concept in Malaysia*

The studies of place-making based on previous researches indicate that the area is dominated by a professionally built environment of scholars compared to the social science field of study (Lew, 2017). From the findings, the direction of place-making concept is diversified; wide discussions are present among scholars worldwide. In Malaysia, the concept of place-making is mostly related to the built environment of the 'world' but the concept is to make a place greater for liveability and meet the needs of sustainability for community development, which has been assimilated into other fields of studies. Based on the data analysis, the findings (as stated in Table 2) show the distribution of place-making studies in Malaysia from January 2006 to January 2017 within the different fields of studies. The findings generally provide a variety of implementations for the concept of place-making research studies in Malaysia.

**Table 2**: Distribution of place-making studies in Malaysia from years
January 2006 - January 2017

| No. | Field of Studies | Authors | Total |
|---|---|---|---|
| 1. | Urban Planning | P1: (Aflaki et al., 2016) | 15(25%) |
| | | P2: (Ghahramanpouri et al., 2012) | |
| | | P4: (Azhar et al., 2015) | |
| | | P5: (Aziz & Liu, 2011) | |
| | | P14: (Ertan & Eğercioğlu, 2016) | |
| | | P19: (Harun et al., 2013) | |
| | | P20: (Ho & Douglass, 2008) | |
| | | P29: (Lai et al., 2013) | |
| | | P43: (Rahman & Shukran, 2012) | |
| | | P44: (Rasidi, 2010) | |
| | | P49: (Shamsuddin & Ujang, 2008) | |
| | | P50: (Sivam & Karuppannan, 2013) | |
| | | P53: (Ujang, 2012) | |
| | | P56: (Yusoff et al., 2014) | |
| | | P57: (Zabielskis 2008) | |
| 2. | Tourism | P3: (Ariffin & Hasim, 2009) | 14(23.3%) |
| | | P7: (Bouchon, 2014) | |
| | | P15: (Farahani & Mohamed, 2013) | |
| | | P18: (Habibah et al., 2013) | |
| | | P26: (Khalid & Muzaini, 2016) | |
| | | P27: (Zakariya et al., 2007) | |
| | | P30: (Latip et al., 2016) | |
| | | P45: (Rasidi & Kayode, 2011) | |
| | | P46: (Razali & Ismail, 2015) | |
| | | P47: (Sakip et al., 2015) | |
| | | P51: (Sofield et al., 2017) | |
| | | P54: (Ujang & Muslim, 2014) | |
| | | P58: (Mansouri & Ujang, 2016) | |
| | | P60: (Zakariya et al., 2015) | |

| No. | Field of Studies | Authors | Total |
|-----|-----------------|---------|-------|
| 3 | Public Policy | P13: (Ertan & Eğercioğlu, 2015) | 8(13.3%) |
| | | P22: (Ismail & Said, 2015) | |
| | | P25: (Kaur, 2016) | |
| | | P33: (Mansouri & Ujang, 2016) | |
| | | P35: (Mustafa, 2009) | |
| | | P39: (Sulaiman et al., 2016) | |
| | | P40: (Oloruntoba, Rasidi and Said, 2013) | |
| | | P41: (Qamaruz-Zaman et al., 2014) | |

**Table 3**: Distribution of place-making studies in Malaysia from years
January 2006 - January 2017 (cont.)

| No. | Field of Studies | Authors | Total |
|-----|-----------------|---------|-------|
| 4. | Environmental Landscaping | P12: (Dolah et al., 2011) | 5(8.3%) |
| | | P23: (Jaal & Abdullah, 2012) | |
| | | P24: (Zakaria & Ujang, 2015) | |
| | | P34: (Mazloomi et al., 2014) | |
| | | P42: (Raad Al-Shams & Badarulzaman, 2014) | |
| 5 | Information Technology | P6: (Bicen & Sadikoglu, 2016) | 5(8.3%) |
| | | P8: (Brooker, 2013) | |
| | | P16: (Farzanmanesh et al., 2010) | |
| | | P28: (Khozaei et al., 2010) | |
| | | P37: (Nespor, 2008) | |
| 6. | Marketing | P17: (Genis, 2007) | 4(6.6%) |
| | | P31: (Khoo & Badarulzaman, 2014) | |
| | | P48: (Selvadurai et al., 2013) | |
| | | P59: (Mohebbi et al., 2013) | |
| 7. | Architecture | P32: (Macedo & Tran, 2013) | 3(5%) |
| | | P38: (Ng, 2014) | |
| | | P52: (Othman et al., 2013) | |
| 8. | Geography | P9: (Bunnell & Das, 2010) | 3(5%) |
| | | P10: (Chang & Huang, 2008) | |
| | | P36: (Muzaini, 2013) | |
| 9. | Political Science | P11: (Connolly, 2016) | 3(5%) |
| | | P21: (Hoffstaedter, 2014) | |
| | | P55: (Vásquez & Knott, 2014) | |
| | | TOTAL | 60(100%) |

*Source*: Data Analysis Results

From the findings, the highest discussion of place-making concept was in the study of urban planning (25%), while tourism (23.3%) has the second highest score compared to other studies such as marketing (6.6%), geography (5%), architecture (5%) and political science (5%). Based on the results, urban planning studies have a monopoly on all the other studies. Basically, the idea of place-making studies comes in the planning and designing of urban areas. This is followed by tourism studies in which place-making focuses on creating an image of the place of attraction or destination. The image of the place becomes the main motivation for tourists on holidays. Tourism in Malaysia is the largest contributor to the Gross Domestic Product (GDP) for the past three

decades (Amir et al., 2015). Other studies are built environment technology and social sciences studies. The growth of place-making studies is not monopolised by built environment clusters, only its inter-disciplinary studies and multi-disciplinary studies. Figure 3 presents the percentage of place-making studies in Malaysia.

The findings from the data analysis indicate that the social science field of studies such as tourism, public policy, information technology, geography and political science are the dominant researches on place-making compared to the built environment field of study such as urban planning, environmental landscaping and architecture.

**Figure 3:** Percentage of place-making studies in Malaysia
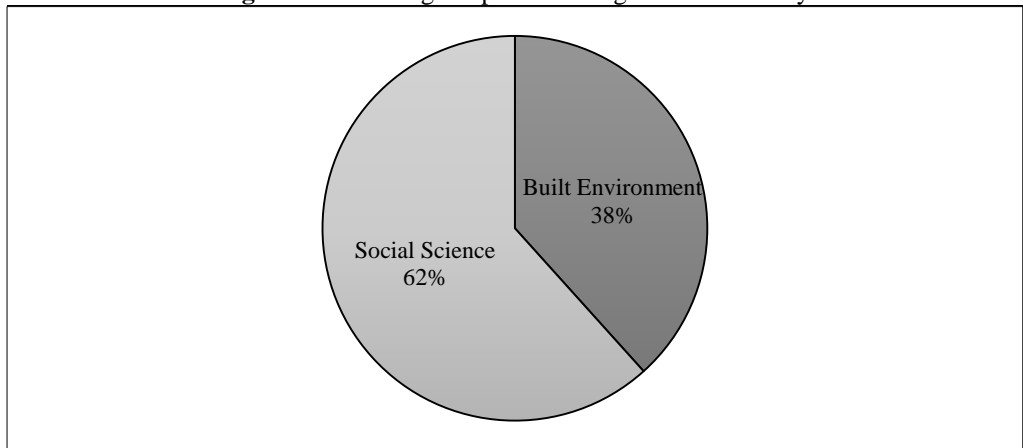


*Source***:** Data Analysis Results

## 4.2.    *Visualising Network of Issues in Place-Making Studies in Malaysia*

The significant findings of this study for the issues discussed among scholars are shown in the visual network output by using CAQDAS Atlas.ti. Visualising network view provides the relationship of issues that were discussed in the 60 samples of articles towards the place attribute diagram, as shown in Figure 1. The benefit of using network view is that it helps researchers understand clearly the direction of issues and relationship of the theme output that have been discussed for developing place-making studies.

**Figure 4:** Network View Towards Place-Making Theme
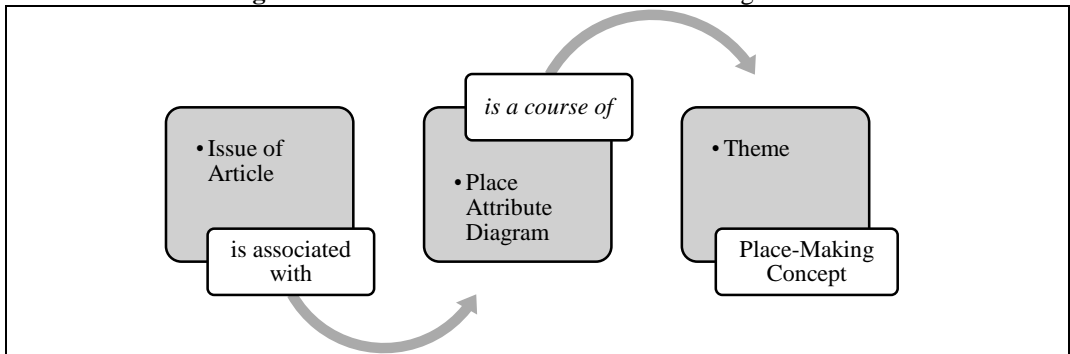


To comprehend the visualisation of the network view, the researchers have created a strategy to understand the place-making concept based on selected articles. Figure 4 presents the three main components of the network view, which are (1) issue of article, (2) place attribute diagram, and (3) theme. The relationship of the network view depends on the link between components, and the end of the output is the thematic on the implementation of the place-making concept with the help of CAQDAS Atlas.ti. For developing the network view of place-making studies in Malaysia, the researchers chose linking *(is associated)* between issues and place attribute, as well as linking *(is a course of)* between place attribute and theme.

Figure 4 displays the four main themes (imaging, sociability, activities and accessibility) that are the determinants of place-making studies. The researchers further identified thirty (30) issues that are related to the main themes from the content analysis. The concept of place-making presents all studies that were discussed in the relationship between people, place and environment. It further demonstrates how and where people become more attached to the environment as strategies in improving the quality of life (Balassiano & Maldonado, 2015). This paper presents a wide-angle view that could be employed in the implementation of the place-making concept as a research agenda. The first theme is imaging, which determines six issues of place-making studies such as uniqueness, identity, experience, symbolic, branding and memory. In defining "image", it is all about mental construction by information like articles, opinions and media (Mohebbi et al., 2013). In the collection of themes of imaging, the authors discussed how place-making constructs the image of the place, especially in cities, historical sites, open spaces and landmarks such as (P5, P8, P12, P25, P26, P30 and P57)*. Additional branding of other issues, especially in tourism place-making studies, which focuses on creating a re-image of the place are (P7, P31, P59)*.

For the elements of sociability, ten issues commonly chosen by papers were shown: community, liveability, friendliness, sense of place, social media, technology, religion, participation, migrations and sustainability. Sociability refers to how people can engage in a place (Latip et al., 2016), and allow pleasurable interactions in society (Zakariya et al., 2016). In the concept of place-making, the involvement of the community in creating the place should be established among them. With the use of new technology and virtual communities such as social media, these will encourage the relationship of communities within the society. From the article analysis, it was identified that among authors, the chosen issues include community (P2, P37, P44, P47, and P51)*, sense of place

(P5, P25, P27, P34 and P49)\* and sustainability (P15, P18, P43, P44, P48 and P50)\*, which contribute to the determination of the place-making research agenda.

The next theme in the determination of place-making studies is activity. Activity refers to the action of using something to achieve a goal (Latip et al., 2016). In the concept of place-making, the place is characterised to have been influenced by human activities that were carried out at that place (Sulaiman et al., 2016). The activities refer to daily activities, visits by tourists and gatherings for business purposes. The most discussed issue is historical sites (P10, P13, P14, P19, P29, P31, P33, P35 and P60)\* and space (P12, P22, P23, P39, P40, P41 and P51)\*. Other issues are conservation, preservation, knowledge, retailing and satisfaction. The last theme in the determination of place-making studies is accessibility with clustering issues such as cities, parks, streets, walkability, design and quality. Accessibility is about how to get through the place (Latip et al., 2016). In tourism, Mansoori & Ujang (2016) have stated that accessibility is a very important factor when intending to visit tourist attractions since most activities by tourists and visitors are on foot. The most chosen articles are on the issues of cities (P3, P7, P8, P10, P11, P16, P17, P20 and P59)\* and walkability (P24, P33, P54 and P58)\*.

**Figure 5**: Network view relationship issues and place attributes
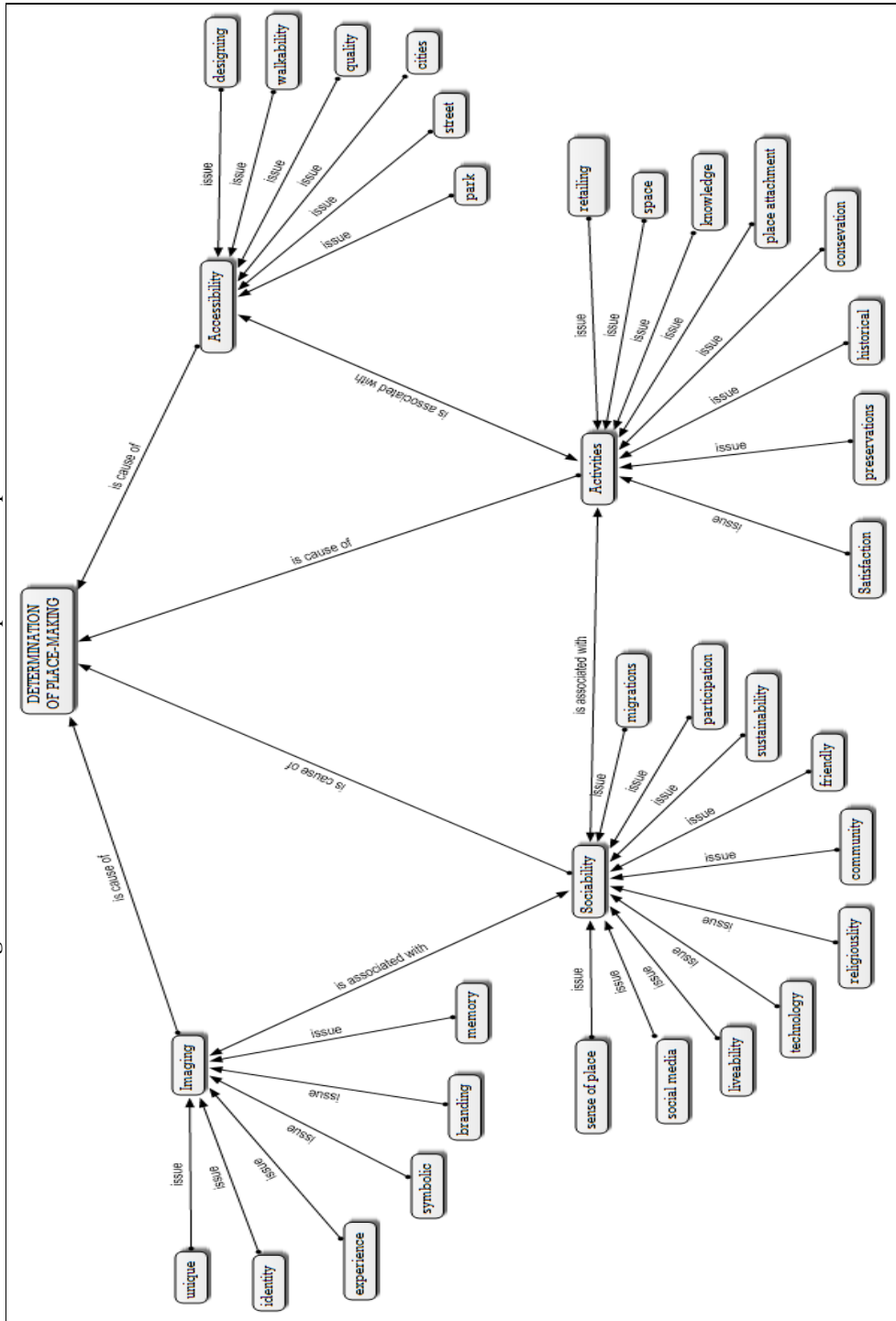
Other issues discussed in place-making studies include streets, parks, design and quality. Therefore, by utilising thematic analysis, four themes were found and chosen to be discussed for the concept of place-making in Malaysia: (1) imaging, (2) sociability, (3) activities, and (4) accessibility. The findings of the thematic analysis indicate that the themes of discussion for the place-making concept remain throughout different backgrounds of studies since they are associated together and linking occurs, which are utilised in the determination of place-making studies in Malaysia.

### 4.3.    *Multi and interrelated fields of place-making studies toward tourism studies in Malaysia*

From this research, it was identified that place-making studies are multi-interrelated studies since they are a combination of more than one field of research. Table 4 presents six articles that have the combinations of different fields of studies. Most combinations are related to tourism studies. The tourism industry has become a valuable economic activity that contributes to Malaysia's economy (Abu Bakar et al., 2016). In tourism, the concept of place-making is how to re-image the place or tourism destination (Lew, 2017). Simultaneously, the place-making concept in tourism also discusses the issue on the relationship between the host and guest (Griffin, 2016), destination (Fletchall, 2016), community (Rahmawati et al., 2014) and marketing (Lee et al., 2015). Authors with the background in built environment such as Mansoori & Ujang (2016), Ertan & Eğercioğlu (2016) and Khalid & Muzaini (2016) have found the potential of built environment and tourism as a new perspective of multi-interdisciplinary research in place-making studies.

**Table 4:** Place-making multi-interrelated discipline studies of tourism

| No | Title | Field |
|---|---|---|
| 1. | P26: Theming and Imagineering as a Place-Making Strategy– A Case Study of Islamic Tourism in Malaysia | Marketing, tourism and religion |
| 2. | P58: Tourists' expectation and satisfaction towards pedestrian networks in the historical district of Kuala Lumpur, Malaysia | Urban planning, landscape architecture and tourism |
| 3. | P33: Space syntax analysis of tourists' movement patterns in the historical district of Kuala Lumpur, Malaysia | Urban planning, landscape architecture and tourism |
| 4. | P51: Organic "folkloric" community driven place-making and tourism | Urban planning, anthropology, political science, marketing and tourism |
| 5. | P60: Place Meaning of the Historic Square as Tourism Attraction and Community Leisure | Urban planning, landscape architecture and tourism |
| 6. | P54: Walkability and Attachment to Tourism Places in the City of Kuala Lumpur, Malaysia | Urban planning, landscape architecture and tourism |

**Source**: Data Analysis Results

The increase in service industry growth allows scholars to look for contributions of the place-making approach in the tourism industry. The demand for alternative tourism compared to mass tourism is shifting since tourism providers are now providing experience-based tourism attractions, which are connections between tourists, attractions and the environment as compared to the previous focus on tourism products (Fazito et al., 2016). Moreover, for sustainable development, the participation of the community is an important factor for the success of a tourist destination. In the end, the place-making approach can be improved by the involvement of the community to create a better place for them and for visitors as well.

## 5.  CONCLUSION

In conclusion, the results of the analysis show that the four main significant attributes of a great place are imaging, sociability, activities and accessibility, which are the themes that determine the place-making approach studied in Malaysia. From the findings, the area with the most growth relating to the place-making approach is in tourism research. Regarding theoretical contributions, the place-making approach has been used in tourism planning by combining the theory of space and theory of place, which were adapted in the Tourism System (Leiper,1979) involving both place and people in making a tourist destination. A practical contribution for the place-making approach is needed for the planning development in Malaysia. The government of Malaysia must involve the community to participate actively in all stages of development to achieve the sustainability goal for a liveable place. Simultaneously, the planner and developer must consider community views and ideas in the transformation of a space to a place. Connections between destination and tourists should be made; the visiting community makes the connection important in the relationship between places and people. When making places for tourist destinations, focus should not only be on creating the image of the place, but also on how to involve people such as the government, businesses, non-government organisations and tourists to achieve the development of sustainability. Lastly, suggestions based on the analysis output include the need for studies that focus on adapting the concept of tourism place-making since the approach can become a suitable sustainable planning method for making heritage destinations in Malaysia.

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