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**8th Asia-Pacific International Conference
on Environment-Behaviour Studies**

School of Architecture, The University of Sheffield, UK.
14-15 July 2018



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Acknowledgement

This 8th Asia Pacific International Conference on Environment-Behaviour Studies, AicE-Bs2018Sheffield, was made possible by many persons, in particular the School of Architecture, The University of Sheffield, UK, our co-host.

Many thanks also to the more than 60 International Scientific Committee (ISC) / Editorial Board Members, represented from 16 countries worldwide, for their continuous commitment and dedication for reviewing the conference papers.

Last but not least, our gratitude to the Distinguished Keynote Speaker, Abstract Contributors and Paper Presenters for disseminating their works and findings at this most memorable 25th Silver international conference of ours. Their continuous support in participation endorses the relevance and sustenance of more successful forthcoming conferences.

Thank you all !

Editor

Mohamed Yusoff Abbas

Editorial Assistants

Norsyakilah Romeli

Sabrina Idilfitri

Foreword

This 8th Asia Pacific International Conference on Environment-Behaviour Studies, AicE-Bs2018Sheffield, managed to attract an overall total of 35 numbers of approved abstracts, from six countries.

Majority of the abstracts (22 numbers or 63%) were contributed by Malaysia. This was followed by Japan (7; represented by nationalities from China, Indonesia, Japan, Kenya, Russia, USA, Turkey), UK (3) and 1 each from Indonesia, Iran, and Nigeria. The abstracts approved were simply grouped generally under 14 sub-categories, although quite a number could have been easily placed under more than one category. The top three categories in order of popularity involved the following environments: - Educational / Learning Environment and Health / Healing Environment (5 each); and Urban Psychology / Urban Environment (4).

The abstracts were finally transformed into 23 approved full papers. Majority of the full papers (13 numbers, or 57%) were contributed by Malaysia. This was followed by Japan (5), UK (2), and 1 each from Indonesia, Iran, and Nigeria. The full papers approved were simply grouped generally under 10 sub-categories, although again, quite a number could have been easily placed under more than one category. The top four categories in order of popularity involved the following environments:- Health / Healing Environment (5), Educational / Learning Environment, Hospitality / Tourism Environment Residential Environment, and Travel / Transportation Environment, (3 each).

The Association of Malaysian Environment-Behaviour Researchers (AMER), the main organiser, with the co-organisers, ABRA and cE-Bs, FAPS, UiTM, and together with our Co-host, the School of Architecture, The University of Sheffield, UK, congratulate all contributors for making the conference a tremendous success!

Hopefully this conference will inspire and encourage more researchers to participate in our forthcoming serial conferences.

Thanks again for your continuous support as always, and hope for an enlightening conference!

Prof. Dr. Mohamed Yusoff Abbas

Editor

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14th July 2018

About the Conference

Background

The M1iCEBS (Malaysia's 1st International Conference on Environment-Behaviour Studies) officially soft-launched by Malaysian Director General, Womens Development Department, Ministry of Women, Family and Community Development during 1nCEBS (14-15 November 2009) had been renamed the ASIA Pacific International Conference on Environment-Behaviour Studies (AicE-Bs). AicE-Bs conference themes address Environment-Behaviour issues affecting the Asia/Pacific region. In particular, on issues affecting the Asian communities living in both Asian and non-Asian countries. Issues affecting non-Asian communities are also most welcome.

Prior to 2014, AicE-Bs were organised annually by cE-Bs in collaboration with ABRA (Association of Behavioural Researchers on Asians) /AMER (Association of Malaysian Environment-Behaviour Researchers) and non-ASEAN ajE-Bs / jABs Editorial Board member's establishment (as the National Conference now renamed Asian Conference on Environment-Behaviour Studies - AcE-Bs shall be held in Asian members' countries). Post 2014, all conferences shall be fully managed by emAs (AMER Event Management Services), under emAs emAs Resources.

Thus far, the AicE-Bs were organised at venues as follows:-

1st AicE-Bs2010Kuching, Malaysia, 07-09 Dec 2010

2nd AicE-Bs2011Famagusta, North Cyprus, 07-09 Dec 2011

3rd AicE-Bs2012Cairo, Egypt, 31 Oct-02 Nov 2012

4th AicE-Bs2013London, United Kingdom, 04-06 Sep 2013

5th AicE-Bs2014Berlin, Germany, 24 - 26 Feb 2014

6th AicE-Bs2015Bacelona, Spain, 31 Aug - 05 Sep 2015

7th AicE-Bs2016Edinburgh, Scotland, UK, 27-30 Jul 2016

Prior to 2015 all AicE-Bs Proceedings were published and accessible online in Elsevier's Procedia Social and Behavioural Sciences in www.ScienceDirect.com, which were also indexed in Thomsom Reuters (TR) CPCI, in their Web of Science (WoS). Post 2015, under the initiative by emAs, future proceedings shall be published in the E-BPJ (Environment-Behaviour Proceedings Journal) by the e-IPH (International Publishing House, UK), the international associate of emAs. The e-IPH shall submit all proceedings to TR for indexing in their WoS. Currently the E-BPJ, together with our other four international journals are indexed in the ScienceOpen.

Selected conference papers condensed into articles shall be published in either *ajE-Bs* or its sister journal *ABs* forthcoming editions. The Best Paper Award papers, to be condensed into articles shall be published in *AjBeS* (Asian Journal of Behavioural Studies), currently indexed in DOAJ.

AicE-Bs2018Sheffield: Theme Synopsis

Commencing with our 25th silver international conference - the AicE-Bs2018Sheffield, there shall be no conference theme. Paper contributors are expected to focus specifically on environment-behaviour issues pertaining to the following environments (though not exhaustive):-

Children's Environment; Commercial/Retail/Services Environment; Communication Environment; Community Environment / Social Psychology; Construction Environment; Disabled / Inclusive Environment; Educational / Learning Environment; Elderly Environment; General Psychology; Healing / Healthcare Environment; Hospitality / Tourism Environment; Landscaping Environment; Legal Matters; Leisure / Recreational / Sports Environment; Local Cultural / Heritage Environment (Food included); Natural Environment; Residential Environment; Rural Environment / Rural Psychology; Technology-related Environment; Transportation / Travelling Environment; Urban Environment / Urban Psychology; Workplace Environment; etc.

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Children / Youth Environment

**A 01
CYE 001**

Community Role in Three-Generational Changes of Children's Play And In Rural Area: A Case study of Kawazu town, Shizuoka, Japan

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Abstract

Previous studies are showing the importance of children's play in the local environment. However, UNICEF report underlined that developed countries have decreasing tolerance to children in public spaces. Other studies around the world on children's play showed the depletion of children's play environments, characterized by play time, space, playmates in an urban and rural area. This research is aim to understand the current situation and changes of children's play in Japanese rural area. To understand dynamics of children play, we applied the questionnaire to children, their parents and grandparents, who grew up in the same town and use same play environments.

This study was conducted in a largest primary school of Kawazu town, Shizuoka. Kawazu town as a research site has plentiful natural play environments such as river, sea, forest, and parks. The method is multi-generational questionnaire survey, the total of 207 Children, 183 parents, and 72 grandparents. Based on the place of childhood experience we exclude the respondents, who didn't grow up in this town from analysis and get total 207, 74, 36 responds respectively. Questionnaires were distributed through a largest primary school in the town. In addition to this interview, research was also conducted. From the questionnaire, we find out the number of playmates and playtime are decreasing across three generations. Currently, children's playgrounds are almost limited to houses and public spaces, and the use of

natural spaces is extremely low. Even the regulations of children play is increasing through the generations, the prohibitor and the contents are same. The regulations are mostly made by the mother, and the contents is a river and the sea coastal area use.

The interview research additionally confirmed that children express low request for play in natural spaces. To the contrary, parents and grandparents' generations used to play out a lot to avoid house duty. At the time the number of children in the community and strong social connection enabled children to form mixed age playgroups. Elder children supported younger in the risky play and transfer the play knowledge in the peer groups and received approval to play from parents.

Through the comparison of the three generations of children play experience we confirm the negative dynamic of the children's play situation. Even rural areas, with rich play environment, show this tendency. We suggest, that the weakening community connection causing the lower tolerance to children play and losing of play knowledge. At the same time, current technological advancement brings alternative play opportunities and needs.

Keywords: Children; Play; Rural; Changes

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Community Environment

**A 02
ComE 001**

The Case of Corporate Waqf: Lesson learnt for sustainability growth

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Abstract

Despite becoming the forefront agenda, the primary challenge specifically within developing countries even in the current progressive landscape lies in addressing poverty issue. It can be associated with the failure of a diversity of financial system and redistribution mechanism to improve the well-being of the community deprived of the benefits of growth and development. Waqf has the potential to provide the solution to this issue to elevate the welfare of the disadvantaged community. Thus, waqf institutions are perceived as a social mechanism to facilitate equitable economic growth and progress for all. However, getting waqf concept accepted and implemented by business organizations remains a challenge. Despite its revitalisation, a significant number of waqf institutions are faced with recurring issues such as underdeveloped waqf properties, unproductive nature of the assets, inability to generate self-income, loose documenting system and mismanagement. Therefore, this paper aims to shed light on the lesson learnt from corporate waqf practice of a selected waqf institution in Malaysia. Specifically, this paper examines the challenges faced and wealth creation for the community. The framework for the case study was premised upon the tawhidic concept which stemmed from the Quran and Sunnah. In the case study, data were drawn from

interviews with selected informants, participant observations and documents review and archival records. The dominant source of data collection was through semi-structured interviews with the case company's management, advisor, and beneficiaries via two individuals and three focus groups interviews. Data collected from multiple sources of evidence enabled data to be triangulated from one source with another. Thus, this enhances the validity and reliability of the findings. NVivo software was used to code and analyse the data as well as to search for patterns and emerging themes. The results revealed that changing the mindset, addressing motivational issues among others facilitated the case company to successfully transform the traditional waqf practice into a business that can generate continuous wealth for the ummah besides ensuring the waqf assets perpetuity is sustain. Further to that, the beneficiaries have also enjoyed intrinsic and extrinsic values. The findings put forth to contribute to advance the literature on corporate waqf as well as provide insights for policy makers towards achieving a collaborative economy under the Fourth Industrial Revolution. In essence, the principle of waqf can play a unifying role in social, political and economic spheres.

Keywords: Corporate waqf; Sustainability; Tawhidic; Case Study

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Commercial/ Retail / Services Environment

**A 03
CRSE 001**

**Factors Influencing Foreign Product Purchasing; Total
experience as mediator.**

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Abstract

Nowadays, competition in the global market environment is rising rapidly which occurs from globalization in the world's economy. This globalization gives an impact towards different countries in the world based on the country's policies and regulations. Therefore, different countries had a different type of business strategies in order to comply with their country's regulations. Other than that, the great competition in the global market gives an impact towards local products compared to foreign products. This phenomenon happened because of consumers preferred more to buy foreign products and these foreign products received good acceptance in domestic markets. Moreover, the purchasing power of consumers was very unlimited and they can buy any local and foreign products that they want. Next, the consumer's perception towards purchasing foreign products will lead to foreign markets development and growth. The development of globalization especially in communication and transportation sectors enhance the access of consumers to go through it to buy foreign products. Therefore, consumers likely to change their perspective towards local products because of the availability of information technology system in every country in the world. In order to compete with the foreign markets, marketers must understand the mindset of consumers through their buying behavior. Previous studies found that a possible relationship exists between image country of origin, foreign brand and social influence. Thus, this

study was to provide empirical evidence on how those variables gave an impact of consumers purchase towards foreign products .A survey was conducted in Klang Valley. The research model was tested and confirmed with 150 foreign brand consumers. The data was analyzed using Smart Partial Least Squares which is the variance-based structural equation modeling. The results evoked from the survey indicate that is the main factor influencing consumer to purchase foreign products is the Brand Image followed by Country of Origin while Social Influence have the least effect on consumer purchase intention. In turn, the total experience has significance influence on consumer purchase intention. The results obtained suggest that retailers have numerous tools to influence customers' intention to purchase foreign product. In light of the major finding, this study emphasizes the importance of consumer total experience and the findings of this study can provide valuable insights for local retailers and managers to establish positioning plans for the retail industry to stay competitive in the global market environment.

Keywords: country of origin; brand image; global market environment

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**A 04
CRSE 003**

Influences of Metaphysics on Functional Performance of Commercial Building Designs

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Abstract

This paper presents the findings of a study on the influences of metaphysics on functional performance of commercial building design. Three major Asian cultures in metaphysics approach (the Chinese-Buddhist, Indian-Hindu, and Malay-Islam) are reviewed on their similarities of characteristic on building physical design and planning was examined to obtain the observational evaluation characteristics pattern. The results finally lead to the development of an observational assessment form. Comparison between traditional and modern physical design and planning approaches and practices were carried out by reviewing and analysing selected buildings and premises. The main aim of the study was to find out whether the selected existing building designs were in compliance with any metaphysic theories and conformance with certain an established standard commercial building design guidelines. A total number of 13 commercial premises owned by Government agency were selected and of these, six were categorized under “performing”, while seven were “non-performing”. Two locally well-known commercial premises were used as “benchmark”. An observational procedure was devised in the analysis process, which was based on technique done previously by others. The findings reveal some evidence that metaphysics had certain influence towards functional performance of the commercial buildings. Based on the results of this study, perhaps the metaphysical approach in planning and design could be

considered to complement the modern design practices. However, further analysis needs to be carried out involving larger number of samples and area coverage to confirm the findings of the present study. The overall findings of the study allowed for an 'indicator' on the functional performance for building design been established. The 'indicator' can be used to assist the performance of different types of buildings together with other suggestions and recommendations. It is believed that the 'indicator' may be useful in enhancement of building functional performance as well as to improve the social environment of the community living in the built environment.

Keywords: Metaphysics; Commercial Building; Environology; Functional Performance

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**A 05
CRSE 002**

The Effect of Mall Atmospheric on Mall Experience Quality. Does Gender Matters?

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Abstract

Despite the unique attractions towards Malaysian shopping mall and the phenomenon of the increasing numbers of traffic flow due to the attractions, relatively little research has explored the factors that influence the Shopping Mall Experience Quality that will leads to the forming of the engagement behaviour among the mall visitors. Many have look into the mall visitor's satisfaction, however, the consequences of the mall experience quality formed by the different gender visitors remain unclear. More importantly, the visitor's experience quality of a shopping mall is a critical determinant factor of their engagement behaviour with the shopping mall. Accordingly, the main aim of this study was to explore the effect of shopping mall atmospheric among other external shopping mall environment factors on the mall experience quality. More specifically, the objective of this study was to delved into the consequences of the mall experience quality (i.e. visitor's engagement behaviour) between genders. A survey was conducted at six highly visited shopping malls in Klang Valley. The research model was tested and confirmed with 181 shopping mall visitors. The data was analyzed using Smart Partial Least Squares which is the variance-based structural equation modeling. The results evoked from the survey indicate that Atmospherics is the main factor influencing the mall experience quality followed by entertainment and event. In turn, the mall experience quality has significance influence on visitor's

engagement behaviour. Surprisingly facilities, tenant mix and convenience accessibility have no significant influence on mall experience quality. The results obtained suggest that managers have numerous tools to influence customers' intention to visit and patronize shopping malls. In light of the major finding, this study accentuates the importance of shopping mall Experience Quality and the findings of this study can provide valuable insights for shopping mall operators and managers to establish positioning plans for the retail industry.

Keywords: shopping mall; experience quality; mall atmospherics; engagement behavior

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Communications / Social Media Environment

**A 06
CSME 001**

The Effect of Mall Atmospheric on Mall Experience Quality. Does Gender Matters?

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Abstract

Despite the unique attractions towards Malaysian shopping mall and the phenomenon of the increasing numbers of traffic flow due to the attractions, relatively little research has explored the factors that influence the Shopping Mall Experience Quality that will leads to the forming of the engagement behaviour among the mall visitors. Many have look into the mall visitor's satisfaction, however, the consequences of the mall experience quality formed by the different gender visitors remain unclear. More importantly, the visitor's experience quality of a shopping mall is a critical determinant factor of their engagement behaviour with the shopping mall. Accordingly, the main aim of this study was to explore the effect of shopping mall atmospheric among other external shopping mall environment factors on the mall experience quality. More specifically, the objective of this study was to delved into the consequences of the mall experience quality (i.e. visitor's engagement behaviour) between genders. A survey was conducted at six highly visited shopping malls in Klang Valley. The research model was tested and confirmed with 181 shopping mall visitors. The data was analyzed using Smart Partial Least Squares which is the variance-based structural equation modeling. The results evoked from the survey indicate that Atmospherics is the main factor influencing the mall experience quality followed by entertainment and event. In turn, the mall experience quality has significance influence on visitor's

engagement behaviour. Surprisingly facilities, tenant mix and convenience accessibility have no significant influence on mall experience quality. The results obtained suggest that managers have numerous tools to influence customers' intention to visit and patronize shopping malls. In light of the major finding, this study accentuates the importance of shopping mall Experience Quality and the findings of this study can provide valuable insights for shopping mall operators and managers to establish positioning plans for the retail industry.

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Educational / Learning Environment

**A 07
ELE 003**

Exploring the Communicative Capability Challenges of Architectural Undergraduates

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Abstract

Concern on communicative capability of undergraduates in local universities has been a perennial issue. Language facilitators find it a challenge to accommodate this concern. They have also been continuously putting effort to sustain several language teaching and learning approaches for effective acquisition among learners. However, with every incoming cohorts of undergraduates, they bring along similar issues in language proficiency. Even in Malaysian media, it seems to expose the unfavourable stand with regard to undergraduates' deficiency in their communicative skills in terms of their future employability. Unemployment rate among graduates has also appeared to be strongly linked to this factor. Meanwhile, perennial effort too has to be on the way to resolve this communicative challenge associated with poor English proficiency among them. This paper attempts to study these challenges by exploring the problems that undergraduates, particularly those in the niche professional field of architecture; face with regards to their language incapability. Identifying these challenges is crucial in order that undergraduates can be selected upon graduation to be future architect registered (Ar). Hence, the aim of this study is to identify the most critical challenges by

undergraduates who are deemed to be Ar of the future. Data is collected via a written interview conducted on selected group of architecture students to present their perceptions and experiences in acquiring proficiency. This is going to be a focus group interviews. This approach will allow for new insights to be derived unlike when personal interviews are conducted. Their views in relation to the oral communication in their learning environment are highlighted as drawn from observations and interviews excerpts. The information gathered comes from purposive sampling of respondents. The data seem to suggest that although they are technically sound in their field of studies, they aspire to possess the communicative skills in order to market themselves in this professional field. These vital skills which are closely related to employability and workplace literacy need to be further enhanced in determining the graduates success or failure in the workplace.

Keywords: undergraduates; communicative capability; employability; architecture

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**A 08
ELE 005**

Modelling Physical Place Experience in Architectural Virtual Environment for Experiential Learning

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Abstract

As Malaysia strides towards embracing the Fourth Industrial Revolution, the convergence of the physical, digital and biological worlds is transforming the way in which higher education is delivered and students engage. It could be argued that architectural based education could take full advantage of this technological advancement particularly in the field of virtual reality through the simulation of real place experience in architectural virtual environment. Architectural studies often encompass elements of human-environment interactions specifically on place-based relationship. Since the advancement of new digital media such as 3D development software, the design of places is represented in the form of digital media such as 2D and 3D digital models, walkthroughs, and more recently as interactive virtual environment using game engine platforms through gamification. In common practices, architectural students rely on digital 3D models to replicate the physical environment in conveying ideas and design of places, be it buildings or the landscape. However, 3D models are often “lifeless” and lack the elements that constitute the richness of place itself hence, deviating from the originally intended place meanings and experience. This is due to the lack of convergence between the fundamental understanding of our sense of physical place and the elements in

the virtual environment. While the potential of virtual reality in place simulation is promising, there is still a paucity of studies and guidelines on what makes a virtual place more meaningful and effective in conveying a sense of place to the users. What are the elements in a virtual environment that actually constitute the simulated experience of real places? The absence of a conceptual model to support architectural-based experiential learning using virtual reality provide the foundation and motivation for this research. Thus, this paper aims to propose a conceptual model for real place experience for architectural virtual environment to support spatial representation in architectural studies. It will provide a crucial foundation to support a diverse range of disciplines in spatial representation using virtual reality technologies. The advancement of these form of digital learning contents can result in enhancing pedagogical effectiveness in the learning process.

Keywords: Virtual reality; sense of place; experiential learning; architectural virtual environment

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**A 09
ELE 001**

Peer buddy system: Integrating students with and without special needs

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Abstract

Research has demonstrated that many children with special needs exhibit social skills deficits. Such deficits may be due to difficulties in establishing friendships as children with special needs are frequently acquainted among themselves, thus lead to social isolation that may persist to adulthood. Though there is an integrated school system established in the country, the students with special needs, however, are assigned into a self-contained classroom in the mainstream schools. Consequently, little cooperative interactions can be seen between the students with and without special needs. This signifies that the integrated school environment is not be utilized to its fullest potential in fostering the inclusion of students with special needs. An intervention where it involves typical students to act as 'peer buddies' for students with special needs (i.e. peer buddy system) appears as a feasible alternative to cultivate inclusion. Peer buddy system provides an active facilitation for the development of social skills for children with special needs. The intervention, likewise, offers great benefits to the typical students. With the society system is deteriorating in terms of morals and values, this peer buddy system helps to expose the young kids to righteous characters (such as tolerance, respect, humbleness) that are paramount for society and nation-building. To realize a peer buddy system that is efficacious, a study that elucidates a systematic design of a peer buddy system is warranted. Hence, the objective of the study

is to explore the facilitating factors to cooperative interactions between the students with and without special needs. In addition, opportunities where the peer buddy system could fit in well in the integrated school environment, will be explored, maximize its optimal benefits. This study will be using interviews and multiple focus groups to obtain data from different stakeholders. This includes students (with and without special needs), headmasters of integrated primary schools, teachers (mainstream and special education), parents (those of children with special needs and those of typical children), policy makers (Ministry of Education and Ministry of Health) and community (Non-Governmental Organisations, parent teacher's associations, potential sponsors and media). The results will help the study to devise a sustainable Peer Buddy System model that fits into an integrated primary school. It is hoped that this study will enhance social development of both children with and without special needs thereafter fostering the state of inclusive and stronger society in the country.

Keywords: Peer Buddy System; Students with Special Needs; Typical Students; Integrated Schools

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**A 10
ELE 002**

Principles of Designing Girls Schools; Promoting Cognitive Development of Iranian Children. Case Study: Primary Schools of Girls in Rasht

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Abstract

Studies have shown that promoting and cultivating the cognitive development in children aged 7 to 11 is of significance due to their puberty age.

Any evaluation in Iran's schooling system is usually bounded by content materials and is less addressed by the significance of educational physical setting.

In educational settings, the quality of architectural space by affecting the sensory, intellectual and perceptual cognitions can play an important role in the educational performance. School setting like other educational space can affect the formation of behaviors and even the attitude, cognitive development and children's creativity. The child from the factual setting that is marvelously complex would unlimitedly enter into a relationship that is continually developmental and are connected to other relations. These relationships get more complicated due to physical and moral development. The overall changes continually affect the personality and development of the children and the duty of the educator is to guide and lead them. Yet, it is unfortunately ignored to be in focus. Schools must be provided with appropriate conditions wherein children find the opportunity to develop both physically and mentally. Based upon the studies conducted in Iranian schools, the effective elements on children development particularly the cognitive one in educational setting is

not grave. The main research question in this study is what principles feature in designing female schools in order to promote the cognitive development and what physical elements can elevate the constitutes of cognitive development. The attempt in this study is to find out the effective elements in forming the physics of schools to promote the cognitive development. Both qualitative and quantitative methods are used and the research design is descriptive. Results were found in a survey-based format. The questionnaire is used as the research instrument. The samples were selected from teachers of female primary schools via interview and questionnaire. The validity and reliability of each were checked hence. Drawn upon the results about the needs and probable obstacles, the case study was conducted with data analysis for further understanding of the subject.

Keywords: School Setting, Primary Schools, Cognitive Development

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A 11
ELE 004

Psychological Ownership of Ethnobotanicals through Education

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Abstract

In recent years, people's connection to nature-based traditional knowledge, and in turn the importance they give to ethnobotanical plants has been decreasing. Adults influence children with their perspectives and knowledge of plants. A case study was conducted over two summers in one-time classroom settings in Matsudo City, a suburb of the Tokyo Metropolitan Area in Japan, with the aim of studying how one-time ethnobotanical content-based environmental education in English classes can impact people's psychological ownership of the plants. *Houttuynia cordata* was selected due to its strong smell and low popularity in modern Japanese society. *Morus bombycis* was chosen for being mildly scented. Both are commonly found weeds and traditional ethnobotanicals with wide and formerly high usages over 80 years ago. The objectives were to study children's and adults' reactions to different classroom scenarios. Subjects were sampled through a citywide advertisement targeted at children and caretakers interested in learning English through nature. Data collection was done through video recording, field notes, interviews, and group observation. The classroom activities consisted of audio-visual education and crafts the first summer (N= 12 children <7-years old, 12 women 20-40 years old). For deeper analysis, a semi-structured questionnaire, crafts with both ethnobotanicals, and tea-drinking of the physically cooling *Houttuynia c.* was integrated into lessons the second summer (N= 19 children <7 years old, 18 children 7-10 years old, 17 women above 20 years old). Results show that initially, caretakers tried to hinder children's enthusiasm

about *Houttuynia c.* Both adult and child subjects showed increasing interest in the plants with their use in crafts. Finally, *Houttuynia c.* gained the strongest psychological ownership through physical ingestion of the traditionally medicinal tea, then through visual kinesthetic craft education, and finally that auditory/visual education produced the least enthusiasm for future connection with the plant. It is concluded that ethnobotanically oriented environmental education about wild plants can have an effect on psychological ownership of those plants, particularly when coupled with their ingestion or to a lesser degree, their use in physical, creative activities. It is also concluded that caretakers do attempt to change children's views about plants, not necessarily for the better. Implications are that for the psychological ownership of ethnobotanical plants to be passed on to the next generation, it may be useful to incorporate their active use and ingestion in education.

Keywords: Ethnobotany, Psychological ownership, Education, *Houttuynia cordata*

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Health / Healing Environment

**A 12
HE 002**

Healthcare Internationalisation: An Analysis of the Behaviour of Medical Practitioners towards Local Patients

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Abstract

The rise of patients travelling across national borders has led to the growth of medical tourism; an emerging phenomenon in the healthcare sector. Healthcare internationalisation has received a plethora of attention with evolving theories and models. Looking at the industry, Malaysia is among the top chosen destination countries due to its relatively low treatment costs, short waiting lists, excellent healthcare services and renowned multi-cultural attractions. Further, Malaysia also won the Best Destination of the Year Award from 2015 to 2017. Nevertheless, there are concerns if service providers are balancing the local and foreign patient's demands in the healthcare sector considering the capital and human resource constraints that hospitals typically face. Due to the lack of discussion on the behaviour of medical practitioners towards local patients in the wake of medical tourism, the objective of this paper is to analyse the similarities and differences of medical practitioners' behaviour on two different healthcare markets namely the local patients and the medical tourists. Through critical analysis from literature, it is found that there is unhealthy behaviour of medical practitioners towards the local patients. It is worthy to note the behaviour of medical practitioners who left the public

healthcare in pursuit of lucrative offers at medical tourism hospitals either in the country or elsewhere. If the medical practitioners' behaviour is not curbed, it would lead to the problem of brain drain over the years, with the brightest scientists becoming specialists in different countries. Turning brain drain into brain gain requires that the specialists be properly engaged to remain in their own home country and provide such specialised care, which they have garnered over the years. On another perspective, the restrictions on medical practitioners to advertise their services traditionally took effect to prevent abuse and raising illusory hopes to the public. Nevertheless, medical practitioners responded that such restrictions hinder them from widening their services to serve for the local population thus directing their attention to the medical tourists instead. Thus, the behaviour of favouring international patients as compared to local patients for financial gains may be an inevitable attitude of medical practitioners along with several other impinging behaviours. Hence, the presented findings and discussions are hoped to spark equal attention of the policy-makers in restructuring the healthcare policy in order to realign the behaviour of the medical practitioners with equitable policies that benefit the medical tourists and local patients.

Keywords: Medical Tourism; Healthcare Internationalisation; Medical Practitioners' Behaviour; Local Patients

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**A 13
HE 005**

Investigating space use patterns in a Malaysian hospital courtyard: Lessons from real-time observation of patients, staff and visitors

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Abstract

Courtyard gardens have become an important feature in the design and planning of hospitals as they not only allow for natural ventilation and daylighting, but they can also have a positive effect the well-being of hospital users' through re-establishing humans' interaction with nature. In Malaysia and as early as the 1970s, different types of courtyards were incorporated in the planning of hospitals. In 1998, the Malaysian Health Minister has suggested that all government hospitals should include a healing garden in their planning and design. However, there are no specific guidelines for the design of these courtyards and no research has been conducted so far on how different types of courtyards are used in Malaysian hospitals.

This paper is based on an ongoing PhD study and presents some of the initial results of fieldwork carried out in Malaysia in 2017/18 on the role of courtyards in hospital buildings. The behaviour of users of a large central courtyard in a case study hospital (H1) was observed and recorded with the aim to develop an understanding of the activities and the space use patterns of different users. This study helps to identify the several courtyard physical attributes that contribute to a variety of usage patterns and will lead to establishing design criteria for courtyard gardens that are responsive to the needs of different hospital users. Video recording and direct observation were used to investigate how different types of users used the courtyard space in the hospital. Continuous eight-hour observations (from 9.00am to 5.00pm)

were conducted in the courtyard of the hospital during four consecutive days: two weekdays and two weekend days. This allowed data to be collected according to type, frequency and length of use by the three categories of users at different times of the day of a similar week.

Initial results indicate that the vast majority of the users in the case study hospital courtyard garden were the hospital visitors (72%), followed by the staff (26%) and the patients (2%). This study reveals that significant differences existed in the way different user groups utilised the courtyard garden on a daily basis and this was found to be highly influenced by the physical environment, the hospital opening hours and the courtyard micro-climate.

Keywords: Observation, space use patterns, courtyard garden, Malaysian hospital.

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**A 14
HE 004**

Preliminary Study of Sensory Design for Autism Centre.

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Abstract

Autism Spectrum Disorders (ASD) is a neurological disorder that affects a child's developmental and having difficulties in developing their language skills, hearing and communicating. Children with ASD often affect their ability to communicate, to understand language and play. Autistic child can survive independently with encouragement to continue their education in different learning environments. Without the appropriate educational arrangements, autism becomes a lifelong handicap that affects the lives and the people around them. With proper learning environment, many autistic children can continue their lives and exhibit regular development. Knowing them as a unique person, designated learning environment should consider the sensory issues to overcome their needs. However, designers are lack of awareness and lack of experience in terms of sensory design while designing learning spaces for autistic children. This research objective is to identify the sensory design of physical learning environment in the Autism Centre, while the paper aims to develop the Design Criteria Checklist of sensory design for Autism Centre. Design Criteria Checklist is part of benchmarking tool assisted in identifying the design criteria in autism centre. Initial site visit were conducted during this stage accordingly to ensure relevant variables obtained as mentioned in literatures. The result of the study highlighted factors that relating to quality physical learning environment. Based on design criteria check list, it showed that the criterion has been taken into at early design phase. Perhaps this research could contribute to architects and designers to use during design

stage and create a quality environment for autistic children within the Malaysian context. Therefore, future research is needed to measure on conduciveness of autism environment and also creating conducive learning environment not only optimises the classroom environment but upon parent's and interventionist's satisfaction. Lastly, suggestion will be considered for the benefits and taken as improvement for the future autism centre. Researcher will concludes all findings of the study conducted at earlier stage and list the recommendations for future beneficial to accomodate the needs of autistic children.

Keywords: Autism; Sensory Design; Physical Learning Environment;

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A 15
HE 001

Restorative Effects of Open Spaces on the Physiological Health of Obese Adults in Saudi Arabia

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Abstract

Open spaces can play a significant role on human health and well-being. Past studies on restorative environment focused on the relationship between experiencing open spaces and psychological health. But, overlooked the effect of open spaces on physiological health and wellbeing. According to World Health Organization, obesity and its related diseases become a critical physiological health issue especially in Saudi Arabia which recorded among the highest when compared to other countries. Therefore, there is a need to investigate possible strategies that involve open spaces to control the prevalence of obesity in Saudi Arabia. Consequently, to improve human physiological health and well-being. Thus, this study is to examine the restorative effects of open spaces on physiological health of obese adults in well-designed cities of Saudi Arabia. This study identifies the physiological restorative effect of open spaces on the obese adult males before and after the engagement in physical activities in parks. This experimental research observed the influence of being physically active at the open spaces on obese adults by measuring the changes in the glucose level in the blood and the blood pressure. The data was collected by monitoring the glucose level, blood pressure level, and heartbeat rate of 38 obese adult males before and after the usage of open spaces every day for five days. The glucose level and blood pressure level were used to measure the obesity related diseases, diabetes,

and hypertension. The heartbeat rate was monitored to make sure that all respondents were in the same intensity. Thus, to maintain the intensity of the physical activity, a smart watch was used to monitor the heartbeat of the respondent. The data collection was conducted in two different designed open spaces at Yanbu Alsenayah. The collected data were analyzed by using SPSS Version 24. The result suggests that there are differences in the readings of the glucose level and blood pressure of the respondents. The readings went down after one hour of moderate physical activity. It indicates that engagement in physical activities at well-designed open spaces controls obesity and related diseases. The design and the facilities of the open spaces at Yanbu Alsenayah attracted the users and motivated them to be physically active which improve the weight loss. As result, it helps to control the obesity and its related diseases. In conclusion, the availability of well-designed open spaces in the cities, affect the physiological health and well-being of its population.

Keywords: Restorative environment; open spaces; obesity; physical activity

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**A 16
HE 003**

Sexual Harassment in Healthcare SMEs: A Study on Behaviours of Medical Practitioners and Medical Tourists

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Abstract

Healthcare SMEs are just as at risk of sexual harassment occurring in the workplace as larger healthcare enterprises but might not have stringent policies or procedures in place that prevent and deal with such complaints. Studies on sexual harassment in the healthcare industry is not a new area, where poor actions are said to be taken by the superior in handling the medical practitioners' grievances due to several barriers such as the gray guidelines or policies in tackling this issue, which resulted in victims in medical professions stepping out of the workforce and reduced productivity. The present paper attempts to bridge the gap between the existing findings in general healthcare with the relatively young medical tourism settings focusing on firstly, the behaviour of medical tourists undergoing invasive medical treatments in the destination country who are well aware of the fact that they would leave the country and any legal complaints and remedies against the medical practitioners (including issue on sexual harassment) may be a challenge to them. Secondly, the paper focuses on the behaviour of medical practitioners in healthcare SMEs who may be exposed to sexual harassment at workplace due to scale of business which may not be comprehensive in providing proper procedure in handling sexual harassment. Thus, this study urge for the urgent precautionary or corrective actions by the SMEs in medical tourism industry in

ensuring the safety of medical tourists and medical practitioners while serving the rising demand of healthcare services in the medical tourism industry. In view of the behaviour of medical tourists and medical practitioners, healthcare SMEs must first work to educate and understand exactly what constitutes sexual harassment in order to manage it. Some healthcare SMEs may not have designated Human Resource departments so it is vital that medical practitioners are aware that there is someone that they can go to when issues arise. Healthcare SMEs need to appoint members of staff who are able to deal with minor to serious allegations amongst employees as sometimes superiors and supervisors are directly involved in the harassment. Healthcare SMEs need to be made aware that failure to act on allegations made by their medical tourists and medical practitioners could impact medical practitioners' and medical tourists' physical and mental health as well as result in potential legal action and damage to the healthcare's reputation and medical tourism in the country.

Keywords: Sexual Harassment; Behaviour; Medical Practitioners; Medical Tourists

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Hospitality / Tourism Environment

A 17
HTE. 002

International transportation network companies: A study on behaviour of drivers and consumers

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Abstract

Globally, the emergence of transportation network companies (TNCs) has changed the way people commute. TNCs refer to technology-based companies that keep on developing and advancing taxi-booking mobile application, also known as ride-hailing or e-hailing service provider. Uber, Grab, Lyft, Sidecars are the examples of global TNCs. In many countries, TNCs are the substitute to other mode of public transportation particularly taxi service. In Malaysia, TNCs started to operate in the early 2016 in which the market was dominated by Uber and Grab. Apparently, passengers prefer e-hailing services for their quality of service which include efficiency, convenience, reliability, and attractive fare rates in comparison to the conventional taxi service. Literally, TNCs has disrupted taxi service evidenced by many efforts made by taxi drivers and its association to influence the government to act against TNCs operations. The growth of TNCs business in Malaysia is the evidence of high level of acceptance among consumers as it increases the quality of life of the citizens. However, in recent development the business environment of TNCs has forced Uber to retreat from Malaysia's market leaving Grab to dominate e-hailing service sector. In addition, the government echoed that TNCs operations will be subjected to the same policy and regulations imposed to taxi operators, where the response by the drivers are yet to be analysed comprehensively. Hence, the paper seeks to investigate how the recent business environment affects the quality of life and the

behaviour of the drivers and consumers at large. Many taxi drivers began to also enter into the TNCs as they responded to the change of consumers' behaviour. As a result from the participation of professionals in the TNCs as drivers where drivers of TNCs are seen to have better manners and behaviours, this led to the change of behaviours of taxi drivers indirectly as they have to compete with the TNCs drivers. The study will employ a qualitative content analysis and data was collected from secondary sources. The study indicates consumer preference of e-hailing services over conventional taxi service. However, market competition has changed the way taxi is operating. Behaviours of drivers and consumers which contributes to the growth, business sustainability and competition within the industry is critical for the policy-maker to respond in order to ensure that any introduction or changes in policy-making must take into consideration the interest of the general public.

Keywords: Transportation Network Companies; E-hailing; Drivers' Behaviour, Consumers' Behaviour

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**A 18
HTE. 004**

Re-maintaining Authentic Place Identity through Continuity

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Abstract

The geological assets, historical value, biodiversity, and ecological harmony have led Toba Caldera, the supervolcano in North Sumatera, Indonesia, strive to develop geo-tourism. Set as National Strategic Tourism Area priority, Toba Caldera requires proper guideline to face the global competition. The development of Toba Caldera geo-tourism has been initiated through multisectoral development across Indonesia ministry such as infrastructure improvement; promotion strategic; accessibility and connectivity; health and cleanliness; and regulation ease. Instead of providing job opportunity and generating quality of life, Toba Caldera geo-tourism could face the challenges as well. A tourism destination tends to modify or build the area without awareness of environmental and social risks arising. Therefore, an initial screening of potential risks and impacts and identification of social security instruments are required to minimize culture and local wisdom degradation. In this case, a development based on the identity of place is the answer to do as an effort in preserving the cultural value and revitalizing the environment. Stretching out in eight regencies, Merek Sub-district located in Karo Regency is one of the destination priorities in developing Toba Caldera geo-tourism with the attractiveness of Sipiso-Piso Waterfall. The current research concerns on continuity as one of place identity principles. By conducting a mixed-use method,- qualitative and quantitative approach-, the research investigated the respondents' perceptions about continuity. In the qualitative method, eight in-depth interviews with tourism stakeholders and field observation were

conducted while the quantitative method employed the questionnaire survey of 72 respondents, include local people and tourists. The objective of this research aims to examine the influences of continuity principle in Merek Sub-district toward supporting Toba Caldera geo-tourism. The result showed that the value of physical elements, memory, and nostalgia strongly influence continuity aspect in strengthening the authentic identity. Since the development of Sipiso-Piso merely offers the natural resources as the main attraction, the integrated planning related to strategic management then is crucial due to the increasing number of tourists and demands from several tourists' parties.

Keyword: Place Identity; Continuity; Sipiso-Piso Waterfall

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**A 19
HTE. 003**

SME Healthcare Operators' Readiness to Accreditation: Challenges and the Way Forward

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Abstract

The high potential that the medical tourism industry is expected to bring income into the country is already clearly stated as the recent 2018 Budget addressed that the tourism sector is deemed as one of Malaysia's strongest source of income. Apart from being granted over RM3 billion for tourism growth, another RM30 million is for the Malaysia Healthcare Travel Council (MHTC) to escalate the medical tourism performance which signifies the government support for the two industries. Nevertheless, the issue of accreditations in Small and Medium Enterprise (SME) healthcare facilities is attracting concerns of many parties especially pertaining to the financial constrains that the SMEs are typically tied with. SME healthcare is classified based on several criteria such as the number of beds for healthcare that provides in-patient treatments, specific amount of return-on-sales, and other healthcare facilities that are not inpatient-based such as ambulatory surgery and medical centres, clinics, and dentists. While there are 13 Malaysian hospitals and medical centres are JCI-accredited, dental clinics and ambulatory care services, are excluded. Accreditation plays an essential role in gaining potential medical tourists' confidence prior to selecting a destination. Thus, it is of the SME healthcare's importance to work on the accreditations as means of promoting their services. Thus, the present paper aims to examine SME healthcare operators' readiness

and the challenges that they face in attaining the accreditation thus crafting the solutions for the betterment of the healthcare and medical tourism industry. Through analysis from literature on healthcare professionals and medical staff's responses on accreditation, it is found that Malaysian SME healthcare providers are not ready for accreditation and they have a long way to go in order to attain the accreditations especially from JCI. This is partially due to the absence of clear guidelines that hamper the SMEs from attaining it, along with financial constraints and staff shortages. SMEs are essential players in the medicalservice sector sinceamong its members such as ambulatory care, dental clinics and fertility clinics too, serve as part of the medical tourism packages. Hence, the article is deemed prominent in assisting in the change of behaviour of SME healthcare providersby the recommendations on the way forward towards accreditation for the growth of the medical tourism industry in Malaysia, as well as making rooms for SME healthcare to be part of the industry thus entitled to the benefits that it offers.

Keywords: Medical Tourism; SME Healthcare; Accreditation; Readiness

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**A 20
HTE. 001**

The readiness of academicians in sustaining SMEs Edutourism projects in Malaysia

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Abstract

Globalization and the liberalisation of education sector escalates the growth of education market in Malaysia. It has increased the number of universities as the government envisage to turn the country into a global education hub. However, under current economic pressure, public universities cannot rely solely on government funding. Hence, the government realizes edutourism has huge potential to be developed as it could benefit from both the booming tourism industry in Malaysia and the growth of education sector. In 2015, the government through the Ministry of Higher Education (MOHE) and the Ministry of Tourism and Culture (MOTAC) launched Malaysia 101 Edutourism Package. Among the objectives of edutourism are to mobilise public universities resources and turn it into an income generation for the universities. Indeed, much has been done by MOTAC to facilitate the universities to develop tourism packages and encourage the local SMEs travel agents to assist universities in promoting the packages. It was envisaged that edutourism will affect all actors positively. In the case of universities, they would benefit in terms of the creation of new source of income, the utilisation of current facilities and expertise, the visibility of the universities and the proliferation of entrepreneurial effort among staff and students. The travel agent would benefit from the attractive edutourism product offerings as globally, edutourism has become an attractive business. However, despite the number of tour packages developed and effort towards promoting edutourism, the outcome is not as expected. Hence, the

aim of this paper is to investigate the challenges faced by the public universities in ensuring the success of edutourism initiatives. In order to understand the issues and problems surrounding edutourism in public universities, primary data was collected through interviews with the operator/players in selected public universities. The study found that the major hindrance to edutourism is related to the readiness of academicians to be involved in edutourism projects as most of the people who involve in edutourism projects are mostly academicians who have to juggle between academic responsibilities and other activities. Lack of incentives also contributes to the academicians' behaviour towards edutourism projects. Public universities' policies and its rigidity are among other factors exacerbate the efforts to develop a successful edutourism business. The study concludes that edutourism is indeed a promising projects to be developed and a more solid business model is required to ensure success. This study contributes to an in-depth understanding of the academicians' behaviours and challenges in edutourism. The findings would lead to further improvement of edutourism initiates and efforts.

Keywords: Academicians' Behaviour, SMEs Edutourism Projects; Globalization; Public Universities

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Landscaping Environment

A 21
LaE 002

Community Perspectives toward the Kinta Valley Post-Mining Landscape, Malaysia.

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Abstract

The nexus between identity and landscape is vital in the perception and interpretation of cultural landscapes and its relation to people. Taylor (2009) highlights that landscape is where past and present meet and thereupon 'places, traditions, and activities' of people generate 'rich cultural tapestry' involving the values that people ascribe to their everyday landscape including their links to sense of place - *genius loci* and identity. Rose (1995, p. 88) further claims that 'meaning given to a place maybe so strong that they become a central part of the identity of the people experiencing them'. Thus identity is essential to 'sense of place' and creates meanings for people who experience the everyday landscape. Since cultural landscape possess both tangible and intangible expressions and values, Iacob et al. (2012) underscore that the value of landscape is acknowledged both through individual and collective perceptions. These cultural values, as included in Australia's *Burra Charter*, involve aesthetic, historic, social, scientific, and spiritual qualities. Having regard to place, identity and heritage, this paper focusses upon resident's perspectives to cultural landscape concepts and Malaysian heritage approaches to the Kinta Valley post-industrial mining landscape. The paper reports on research involving 60 participants who were surveyed including participants from 3 different management areas responsible to administering the Valley including its northern flank, western flank (both fall within the Kinta

District administration) and southern flank area (Kampar District). While the research included both qualitative and quantitative data collection, this paper will concentrate upon data obtained through the use of photographic images that demonstrated resident appreciations and perceptions towards the Kinta Valley's ruinous landscape towards understanding how they value this post-mining landscape in terms of its heritage and identity to the Perak State and Malaysia generally, and therefore what cultural values it possesses. Through industrial landscape fabrics that currently extant in Kinta Valley, hence the significant values that embodied in this 'ruinous' landscape able to recall community memories towards the landscape thus demonstrating a strong spirit of place that mark regional identity of Kinta Valley.

Keywords: Landscape Perception, Cultural Landscape and Identity, Cultural Heritage, Post-Industrial mining landscape.

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A 22
LaE 001

Visual Effect of Modern Buildings on a Traditional Japanese Garden

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Abstract

Japan has a deep garden design tradition and Japanese gardens are appreciated by many cultures in the world. Even though many heritage gardens have been preserved successfully in Japan, these traditional gardens, especially the ones in central Tokyo, have been surrounded by modern high-rise buildings which have entered the scenery of the gardens dramatically. This situation has become an issue from the perspective of cultural heritage preservation. However, most of the previous research dealing with this issue had objective methodologies whereas the research that considered subjective appraisals of users is scant. Therefore, this paper aims to define the effect of modern buildings on a traditional Japanese garden in the context of user perception. The objectives of this study were determined as to collect user preferences for different sceneries of the garden and to compare their preferences for the scenes that have modern buildings at the background and for the scenes that are free from buildings. A traditional Japanese garden in Tokyo called Hama-rikyu Gardens was selected as a case study since there has been an enduring debate on the impact of modern buildings on the scenery of this garden. Samplings were done for the scenes of the garden as well as for the number of users. For the scene sampling, 300 photos from Hama-rikyu Gardens were classified by their contents, and 96 photos were selected by the

assessment of the authors. These 96 photos were assessed by seven experts in spatial design and planning disciplines, and the most consistent 15 photos were selected. After that, the surrounding modern buildings in the sceneries of these 15 photos were omitted by using a photo-manipulating software. The user sampling was done by using the mean of the last three-years' visitor numbers. 420 users assessed 30 scenes (15 original, 15 simulated versions) of the garden on a questionnaire which was conducted on the site. The results showed that the most liked scene (3,68) was one of the simulated photos that is without buildings whereas the least liked scene (2,81) had modern buildings at the background intensely. Furthermore, Anova test showed that the scenes without buildings were more liked (3,31) compared to the scenes with buildings (3,18) ($F=3,014$ $df=1-28$ $p<0,1$). Results indicated that the modern buildings should be eliminated from the scenery of Hama-rikyu Gardens in the future for a better experience of users who prefer unspoiled views in a traditional Japanese garden.

Keywords: Landscape Design; High-rise building; Japanese Garden, User Preference

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Legal Matters

A 23
LM 001

Excessive Pricing by SMEs: A Comparative Approach of Legislators' Behaviour and Sellers' Behaviour

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Abstract

Small and medium-sized enterprises (SMEs) are the backbone of the Asian economy. They make up more than 98% of all Asian businesses that provide two out of three private sector jobs in the region. However, SMEs face challenges from several factors among others, lack of entrepreneurial zeal, capacity, and know-how, which is some of the reasons behind the slow growth of SMEs. In relation to this factor, in the SMEs, it is important to investigate the sellers' behaviour in relation to the issue of pricing. Excessive pricing has led to legal debates on what constitute excessive pricing in many jurisdictions. It is interesting to note that even in jurisdictions that have specific laws relating to excessive pricing, there are not many judicial cases that deal with such issue. In very broad terms, four different indicators of excessive pricing can be seen in different jurisdictions: price-cost margins, competitors' prices, international price comparisons and earlier prices of the dominant firm. The legislators' behaviour of intervention or non-intervention against excessive pricing across the world reveals a spectrum of enforcement policies ranging from a clear non-interventionist approach towards the behaviour of the sellers to a moderate approach towards the behaviour of the sellers. Whereas some jurisdictions the legislators makes it illegal for firms to charge excessive prices, there is no generally accepted definition of what an "unfair" price is and the implications on the behaviour of the sellers in the Small and Medium industry (SMEs) have yet to be investigated. Hence, in many jurisdictions, the rules relating excessive

pricing remains as ambiguous and subject to continuous debate. This paper discusses the legal aspects of excessive pricing in Malaysia where anti-profiteering rule is provided in comparison with selected countries, which have provisions of excessive pricing i.e. the United Kingdom, India and South Africa. In view of the nature of SMEs where the sellers lack of know-how, the legislators in designing an excessive pricing rule to intervene fairly into the behaviour of the sellers, should develop an effective test of excessive pricing which satisfy four criteria, it should be (i) well-defined; (ii) provide *ex ante* legal certainty; (iii) be simple to implement; and (iv) improve welfare. Proper understanding of the legislators' and SME sellers' behaviours in relation to excessive pricing would enable the SMEs to remain internationally competitive and collectively continue to be an important source of employment generation.

Keywords: Excessive Pricing; Anti-profiteering; Legislators' Behaviour; Sellers' Behaviour

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Local Heritage Environment

**A 24
LHE 003**

Concept of Authenticity in the evolution of building materials of traditional Malay house

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Abstract

The concept of authenticity is one of the core principles for the protection of cultural heritage. As the concept initially was Eurocentric, it is controversial when it comes to the implementation and its practice in different geographical and cultural contexts. After it was gone through a series of the evolution process, few aspects have been recognized as the authenticity attributes that need to be addressed when evaluating the value of the cultural property which have been developed over the time; and one of them is the authenticity in materials. Traditional Malay house is one of the significant Malay cultural property that refers to timber construction with a high value of craftsmanship represents the traditional form of the dwelling of the Malay people in Peninsular Malaysia. The basic idea of the traditional Malay house is it built on stilts which have maximum utilization of local materials for building constructions. However, the architecture of the house has been developed over the time. The 20th century marked the turning point between traditionalism and modernity in the Malay society that gives impact to the traditional Malay built environment. One of the significant changes is brought about by the adoption of non-traditional Malay types of materials. Thus, this research aims for a consensus about the notion of the concept of authenticity in the evolution of building materials used for the traditional Malay houses. This study explores the different views of the concept of authenticity and how this concept contributes

to the evolution of the building materials used for the traditional Malay houses. It is by reviewing relevant cultural heritage charters and legislation at the national and international level on the protection of the historic building and taking into consideration the different views on the notion of authenticity meaning. The study discusses how the traditional Malay houses have developed over time, taking consideration of the significant events contributes to the development of materials used for the houses since early in the 20th century.

The finding shows there is the valid contribution to the evolution of building materials used for the traditional Malay house. It is caused by the significant events and factors led to the use of non-traditional Malay types of materials. Thus, the use of non-traditional building materials has been considered as a part of authenticity attributes to the traditional Malay architecture as it has particular values in particular conditions.

Keywords: Concept of authenticity; Building material; Traditional; Value

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**A 25
LHE 001**

Creative Community Design from Biocultural Perspective :Inatori District of Higashiizu Town, Japan

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Abstract

During the last century, global ecological problems initiated the studies on a linkage between local culture, identity, and sustainability. The emerging biocultural diversity field gets a new perspective on the interdependence of local culture and nature in so-called socio-ecological systems and now lead to the implementation of policies on an international level.

In Japan, at the time of rapid economic growth citizen participation bottom-up movement was born as a response to the occupation of communities' territories by developers. After crash of a bubble economy crisis in the 1990s, communities across the country were seeking for new ways of sustainable development implementing the participation movement in the new context.

The aim of this research is to make a theoretical framework of territory development from the perspective of community design and biocultural diversity concept, considering a biocultural heritage as a resource for resilience capacity of the community on the case study of Izu-Inatori, Japan.

The objectives of this research are the analysis of 2 dimensions of change of local community, which take place during revitalization process in Izu-Inatori: social, from community design perspective, and environmental (spatial analysis of the landscape), from a biocultural perspective. We used semi-structured interview of 9 local craftsmen and coding supported by literature review as well as ethnographic analysis of the local environment.

As a result, we have identified 2 spatial components: craft ornaments, integrated into the landscape and biocultural symbols Spatial distribution of

biocultural symbols showed high density, which created a specific landscape of the area. Consecrating the Kinme fish, making it's a symbol of a place and both craft ornaments contributed to creating a strong identity of Inatori district.

From the perspective of the social dimension, we conclude, that development of a unique craft practice groups in this area had a coordinating role, through which members of the community take a collective action for sustainable community development, as well as strengthened the social connection. The creativity of local people manifested in the use of a local biocultural symbol and the creation of new products and services based on traditional craft succeed to attract tourists and sustain the territory.

In this case, the use of biocultural symbols in the landscape strengthened place identity, while craft practice was used to develop the community tourism on its basis.

As a future research, we plan to apply the constructed theoretical framework, based on results from Izu-Inatori, to urban communities with low social connectedness and sense of place.

Keywords: biocultural diversity, cultural heritage, revitalization, community

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Residential Environment

**A 26
RE 001**

Creative Housing Design: Promoting sustainable living in cohousing community in the UK

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Abstract

The term 'cohousing' is derived from the phrase 'co-operative housing'. It is a housing model, which offers an alternative solution to the housing crisis. A cohousing community is a group with 8 to 40 households, created by its residents. It is a new collaborative housing concept designed to foster meaningful relationships, closer social bonding and energy efficiency concepts. The cohousing residents are encouraged to participate in the physical layout design, space planning, common facilities sharing and management of their own neighbourhood. During the neighbourhood design of cohousing, it is vital to define 'consensus'. This paper aims to discuss the key principles, priorities and challenges of cohousing design process through interviews with four cohousing project architects and four members of the design group. Semi-structured interviews were carried out i) to demonstrate the application of the British current design standards in cohousing design, ii) to understand residents' thinking and behaviour change through living in the cohousing community, and iii) to establish the environmental and social sustainability in a cohousing setting. The study found that the development procedure of cohousing highly differs from the mainstream housing design. Cohousing community design is largely influenced by the residents and their specific requirements. The quality of the design can potentially influence the residents' daily life. The findings will benefit a range of groups. It will be an important reference for cohousing design standards. Also, it could potentially become the legitimate toolkit for the potential cohousing groups. The

implication of this research will establish a better understanding of cohousing and highlight the potentials and possibilities of cohousing communities.

Keywords: Cohousing; Environmental Sustainability; Social Sustainability; Design process;

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**A 27
RE 003**

Interpreting the Meaning of Housing Quality Towards Creating Better Residential Environment

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Abstract

The changing lifestyles and the rising standard of living have collectively led to an increase in housing quality. Acknowledging the importance of housing quality, the Malaysian government under Malaysian National Housing Policy has reinforced the aspect of quality as one of the aspects that utterly needs consideration in new housing development. Therefore, there are problems in defining the housing quality regarding the expected criteria and standards due to subjective and contextual determined. The issues in housing quality also reflect from planning issues such as poor planning design and lack of a thorough planning system in controlling the quality of housing development. The issue of travelling and borrowing ideas in planning and housing also reflects the quality of housing in Malaysia. This study generates research questions in understanding the meaning of housing quality: What constitute a good housing quality to the professionals and residents in the perspectives of housing actors in Malaysia? Why is there a divergence of interpretations on housing quality amongst the actors involved? Does this divergence lead to conflict? Investigating these research questions via implementation of the theoretical lens, this paper shows how the actors involved ambiguously defined and interpreted housing quality meaning. It parallels to the long-established observation by the implementation scholars' that the more actors involved, the more problematic in interpretations in this context. This paper employs

qualitative approach as the research method whereby in-depth interview with the main housing actors such as policy makers, local authorities, developers and professional planners as well as focus group interviews with residents becomes the main instruments of investigation techniques. Case study as a research strategy is carried out on two selected residential schemes in Selangor, Malaysia. This paper contributes to the understanding of the meaning of housing quality in developing countries such as Malaysia as well as contributing to the body of knowledge in methodology that employs in-depth interview qualitative approach.

Keywords: Housing quality; Housing quality implementation, Housing policy, Residential environment

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**A 28
RE 002**

Sense of Community And Demographic Factors As Predictors Of Neighbourhood Satisfaction

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Abstract

Neighbourhood needs to be studied because that is the place people spend the largest portion of their time. It is therefore imperative that their lives. Satisfaction studies should therefore be of utmost importance to researchers and professionals alike. The satisfaction of residents with their neighbourhoods particularly in the public housing. This also should gain added significance in developing nations where not much of these kind of these studies have been undertaken in the past. In studying, neighbourhood satisfaction however, a number of factors have been identified as playing a significant role in this outcome. Some of these are the physical attributes of the neighbourhood, sense of community is not just a social nicety but has been linked to a range of outcomes, one of which is neighbourhood satisfaction. Although trends in globalization communication and mobility are challenged many traditional notions of "local communities". The corollary is that people are said to be searching for local belonging and identity in modern and changeable world. By the same token, studies have indicated that demographic variables such as education length of residence, age do predict neighbourhood satisfaction. The other aspect of the study seeks to investigate neighbourhood satisfaction not just in a residential neighbourhood but in a public housing context. Therefore the study was carried out in one of the oldest and largest public housing estate

in Nigeria – FESTAC Housing Estate, Lagos. The study essentially aims to investigate the combined influence of sense of community and demographic factors on neighbourhood satisfaction in a public housing residential neighbourhood. The objectives of the study are: to investigate the influence of demographic factors on sense of community, second to investigate the influence of sense of community on neighbourhood satisfaction and to uncover what elements of demographic and sense of community predict neighbourhood satisfaction in the study area. The methodology involved the administration of questionnaires in a random systematic sampling on household heads. Out of 1400 questionnaires, 1132 were returned and analysed. The study found that demographic factors of education and length of residence and the elements of membership influenced and shared emotional connection were significant predictors of neighbourhood satisfaction.

The study concluded that not only does demographic sense of community factors significantly predict satisfaction, they do so even in public housing. This implies that researchers need to focus more on this aspect when interrogating satisfaction.

Keywords: sense of community; neighbourhood satisfaction; demographic factors; public housing

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Technology-related Environment

A 29
TeE 001

The Internationalization of Online Video Content Industry: An analysis of the behaviour of consumers and content providers

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Abstract

Globalization and the Internet are drivers behind the shifting of preferences among consumers in television operating system from physical cable television to online video content. Today, global content/film receives high popularity and great demand worldwide in online video streaming industry. This trend brings about advantages and challenges to local industry. On one hand, this new trend enables the consumers to enjoy an array of choices in terms of online video content at lower price and with lower switching costs. In addition, through online video content, local film like *JRevolusi* and *Cicakman* were able to attract millions of audiences worldwide. However, on the other hand, the local industry is easily penetrated by global players as this industry has low entry barrier and this increase competition which affect the performance of local company. For example, since Netflix (a U.S.-based company) arrived in Malaysia in 2016, the revenue of Tonton (local company under Media Prima) decreased sharply to merely RM2.3 million from RM11.3 million in 2015. Globalization and liberalization was argued to bring about benefit to the well-being of a nation. In Malaysia, although the internet users who watch online video content has increased to around 70 percent and it was forecasted that the internet video market will increase fourfold by 2019, the concern is on whether the benefit goes to foreign film players as global players are associated with huge resources and better able to compete compared to local film companies.

Hence, the main objective of this paper is to investigate how consumer preferences are altered by technology and how consumers' new preferences affect local film businesses. Primary data through interview with selected local content providers and secondary data were collected and analysed using SWOT analysis and industry analysis to gauge the performance of local companies against foreign companies. The findings show that the television and broadcasting sector is very much affected by globalization. Companies like Media Prima Berhad, Astro and RTM have to rationalise their business model to respond to current pressure and new preference by the audience. Consumer behaviour keep on changing and it has altered the way business is done. This study contributes in enhancing understanding of the effects of globalization on local consumers and content providers that provide an avenue for policy-makers to respond to this new trend.

Keywords: Online Video Content; Global Content Industry; Consumer's Behaviour, Content Providers' Behaviour

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Travel / Transportation Environment

**A 30
TTE 001**

Potential for Livening Urban Areas in Developing Countries through Carfree Streets

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Abstract

Similar to many cities in developing countries, in Nairobi, Kenya's capital, contestation for urban space involves pedestrians, motorists, onstreet parking, motorcycles, encroachments from commercial buildings, and informal traders. However, current planning prioritises automobile traffic while side-lining pedestrians. This study theorises streets as public open spaces for stationary activities and aims at exposing their utilisation regarding safety and comfort. In particular, it investigates three research questions: firstly, how do decisions of government agencies and the private sector prioritise automobiles at the expense of people's stationary activities? Second, what is the level of consciousness that people in Nairobi have towards automobiles and current automobile restrictions? And third, how do socio-economic and bio-physiological characteristics of the users influence their view of spaces reclaimed from automobiles?

Regarding the first question, interviews (n=9) with City Hall officials, business owners, and academics exposed seven contributors to the current neglect of pedestrian-related affairs in Nairobi: 1. Limited financial and human resource capacity, 2. Detrimental power plays among government agencies and the private sector, 3. Class differences that undermine unity of purpose among the urban citizenry, 4. Approaches that knowingly or unknowingly side-line pedestrian-related affairs, 5. Disregard and mismanagement of conflicts emerging from informalities such as in informal trade, 6. Corruption and mismanagement of processes and resources, and 7. Limitations in the physical

environment. The second and third questions are answered through direct observations and an ongoing questionnaire survey based on three levels of traffic: carfree street (Aga Khan Walk), one-way street (Mama Ngina Street), and a street with cars (Kaunda Street). Apparently, whereas results show support for carfree schemes and agreement on existing automobile-related problems, concerns regarding security and safety, and lack of support amenities depend on gender, age, and level of education.

In summary, decision makers have focused on economic aspects of streets, order and security of adjacent premises at the expense of users' comfort. Even though carfree streets and spacious one-way streets are highly appreciated by pedestrians, support infrastructure, landscape design, and connectivity to major sources of pedestrians is minimal. Efforts to instil order brings more conflicts when discouraging stationary activities and informalities such as overflow cafes, and street vendors. Additionally, decisions so far are not based on research, but opinions of influential stakeholders. Ultimately, even though carfree schemes are being advocated worldwide, this study implores stakeholders in developing countries to change tact from policies aimed at traffic flow into quality of pedestrian precincts.

Keywords: Carfree; Streets; Nairobi; Pedestrians

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**A 31
TTE 002**

Public Perceptions and Behaviours towards Bicycle Sharing Offered by SMEs as a Mode of Transportation and the Way Forward

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Abstract

A bike sharing system is a network of bicycles which is also known as bike-share, cycle hire, cycle sharing, and public bicycle systems, it has gained popularity across the world for over the past two decades. Today there are bike sharing systems in over 200 cities around the globe, providing an ideal transport solution for short trips and a feeder to other public transport options. The first automated bicycle sharing program that embedded information and communications technology (ICT) on bicycles was initiated in Rennes, France, in 1998, whereby smart card access is used for pick-up and drop-off at dock. Bicycle sharing system was introduced in Penang as alternative mode of getting around Georgetown other than cars. The intention of the service is to help in reduced the number of cars within the popular heritage site. The concept of bicycle sharing can now be found in Kuala Lumpur, Selangor, Johor, and Terengganu. In 2017, more foreign bicycle sharing system operators entered Malaysian market. Cycle sharing is a non-polluting and healthy mode of transportation. It provides a convenient and environmentally friendly commute option for all. Ideally, bicycle sharing is a new concept in Malaysia and unlike other countries the readiness and acceptance of bicycle sharing concept is not known. In fact, cycling culture in Malaysia are usually for leisure activity purposes and sports and not as a mode of transportation. Thus, the main objectives of this study is to examine public perceptions towards bicycle

sharing as a mode of transportation. Data was collected using questionnaire survey at major train station in the Klang Valley area where bicycle sharing service is available. The findings indicate that the majority public do not really appreciate the concept of bicycle sharing as they do not think this is a feasible idea. Moreover, lack of bicycle paths makes it inconvenient for public to use the bicycle sharing as one of their main transportation. It is difficult for the cyclist to find the correct road to cycle on, because bicycles stand at a weird middle ground between transportation and pedestrian. On top of that, the weather is one of the main factors the public is hesitant to use bicycle as mode of transportation. The understanding of the behaviour and perceptions of public towards bicycle sharing would be able to upgrade the SME bicycle sharing industry and contributes towards the creation of sustainable city. Policy can be directed into educating and promoting public transportation which is environmentally friendly.

Keywords: Bicycle-sharing; Public transportation; Quality of Life; Malaysia

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Urban Environment

**A 32
UE 004**

Linear Street Pattern in Urban Cities in Malaysia Influence Snatch Theft Crime Activities

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Abstract

Snatch theft is one of major street crime problems in Malaysia. Until today, Malaysia is facing difficulties on snatch theft issues. Malaysia is one of the countries that is having rapid urbanization and the crime rates are getting worst as well which become one of the threats that need to be faced by the citizens. The numbers of cases and incidents of snatch theft in Malaysia are fluctuating in the time-framed of 6 years which is from the year of 2010 until the year of 2015. Even though the figures in the statistical data of the snatch theft cases are fluctuating every year, the public's fear is still increasing year by year as stated by Tan Sri Lam Thye the Malaysia Crime Prevention Foundation (MCPF). The conditions of snatch theft cases in Malaysia has reported four major cities within thirteen states with high figures cases of snatch theft which are in Selangor, Kuala Lumpur, Penang and Johor with 5,553 cases, 4,687 cases, 1,953 cases, and 298 cases respectively. In present days, cities are becoming more appealing towards the people particularly from rural areas due to its economic and employment opportunities to earn a living. Hence, the crime prevention and common crimes of opportunities such as snatch incidents should be address and target in urban planning. Thus, this paper explores the notions of CPTED in the urban area. The primary objective is to identify the street pattern characteristics that influence the snatch theft activities. In this paper, the character of street pattern is identified by using the Geographic

Information System (GIS) to construct, determine and analyse the area with high reported snatch theft cases according to the data obtained from the Royal Malaysia Police (RMP) in order to find out what kind of street pattern in urban area influence the snatch theft activities. The result shows the area with the high number of snatch incidents is becoming a snatch theft hotspot area and the fragmented parallel type of street pattern influenced the snatch activities.

Keywords: crime, CPTED, hotspot, snatch theft, street pattern

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**A 33
UE 001**

Multi-dimensional Human Needs in Open Spaces

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Abstract

Due to rapid urban development, open spaces have changed drastically over the decades and generations have been struggling with its consequences. There are various studies on how open spaces provide positive reaction to human. Apparently, in relation to open spaces, Malaysia has received very little attention from researchers. Given this scenario, this study investigates the human interaction experienced in the open spaces and how it relates to the city sustainability. The aim of this research is to evaluate the multi-dimensional human interaction experienced in the open spaces and develop the ranking of human interaction in relation to the typological of open spaces. The analysis in this study addresses human-human interaction and human-nature interaction in five selected open spaces of Shah Alam, Selangor, Malaysia namely Section 2 Urban Park, Section 7 Local Park, Section 18 Neighbourhood Park, Section 8 Playing Field, and Section 4 Playground. This research adopted mixed methodology after taking into consideration the nature of the research topic, structure and composition of the population, the type of information sought and the availability of the resource. In this research, a mixed methodology is employed using a combination of questionnaire surveys, semi-structured interviews, multiple case studies and behaviour mapping. For the questionnaire survey, the stratified random sampling was used where 861 sample were

distributed with a response rate of 95% confidence level. After the sample size had been determined, the samples were then stratified based on the percentage of areas of the study areas. As for the expert interviews, this research applied a semi-structured interview. For the method of data analysis, this research is based on the convergence of data obtained from both quantitative and qualitative sources. For the quantitative data, the statistical test selected for the analyses are descriptive analysis, chi-square analysis, and regression analysis. The findings show that all four research domains namely socio-demographic domain, the human-human interactions in open spaces domain, the human-nature interactions in open spaces domain and perceived benefits domain significantly influence the human interactions in the Shah Alam open spaces area. The findings of this study also show the sub domains that reflect human-human and human-nature interaction namely contact with nature domain, aesthetic preference domain, recreation and play domain, social interaction domain, citizen participation domain and sense of community domain. The domain are then link to the hierarchy of open spaces which in tandem with the multi-dimensional human interaction of open spaces.

Keywords: open spaces; sustainability; human interaction; landscape

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**A 34
UE 003**

Potential for Place Attachment Through Art Project: Case of Art Park Project, Matsudo

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Abstract

This paper has studied art project based on the community on Art Park Project (APP) in Matsudo city, Japan, with focus on creating an opportunity for children to play outside by using park as alternative space through art activities. The APP was initiated and led by university students and professors from woman university as a part of an education program and in collaboration with children education activists, a group of artists, landscape architecture students, and a local neighborhood association. Many art projects have been done in regional context and initiated by the municipal and prefectural governments to bring wider audience. Although there are many art projects have been done in local context and using alternative space in neighborhoods. Therefore, this study aiming is to investigate characteristics of APP and examine roles of art in potentially brings place attachment.

To achieve the aim of the study, participation process has been used as a method to deepen understanding characteristics of the APP. Participation process has been done at three different times during the events (2015, 2016 and 2017). Additionally, questionnaires and interviews were conducted to support qualitative data. The questionnaires were distributed to respondents (n=118) with the category as participants (n = 83), landscape architecture students (n = 23) and organizers (n = 12).

As the result shows that APP works as a medium to amplify people's motivation to adopt the park. Moreover, as an education program APP brings opportunities for students to practice a leadership and social responsibility. In

addition, through art activities, most of the respondents were interested in the participatory process in making art. Art done by non-artist (a group of students, children, and other participants) can give more impression, although collaboration with professional artist still on desired. The community engagement in the process of making art in public open space can potentially bring place attachment through the process of participation. Moreover, if it done constantly it help to build a positive image of the place.

Keywords: Art Project ; Public Art ; Participation ; Quality of life

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**A 35
UE 002**

The Use of Public plazas in China and the United States: Using Direct Observation

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Abstract

China's development during the last several decades has happened at an amazing speed, and public plazas in China have changed considerably. Public dancing and other activities has become very popular in most public plazas in China, and many more people than before are using these new plazas. However, some plazas are less popular than others. Therefore it is important to know why and factors that affect people's use of China's public plazas. In the United States, William H. Whyte as a pioneer researcher spent years in New York City and observed people's behavior and proposed seven elements in public space that affect people.

This study tried to answer the following questions: 1) Do William H. Whyte's seven elements in public space (sitting space, relationship to the street, food, water, trees, sunlight and triangulation) also apply to China? 2) How are urban public plazas used differently in the United States and China?

Through regional analysis, neighborhood analysis, spatial analysis, the study select three pairs of urban plazas in Boston (United States) and Chongqing (China), by analyzing the existing site characteristics and using direct observation to collect data about what activities people conduct in public plazas. The study results suggested that more heavily used plazas in China and the United States contained some of William H. Whyte's seven elements. However, the cultural use of space in China, especially of large informal dancing groups meant that new or different elements need to be applied in China. Huge number of the public plazas and open spaces in China has been

constructed in the past 10 years which have much more paved surfaces that suitable for activities such as public dancing. And the culture difference make the type of events be hold in the public plazas different. William H. Whyte's seven elements also exist in China but some elements not work the same way in the United States, people in China sometimes could create their own elements in public plazas. And elements that close to each other have more strong effect to people.

Public spaces are all built for people and designed to meet people's needs. Understand the way people use public plaza and the elements that affect people could improve people's living environment and also the way we create the physical world.

Keywords: Public Plaza; Direct Observation; China; the United States

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