

# **The Role of Resort in Promoting Traditional Malay Architecture and Heritage Awareness among Tourist in Malaysia**

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## **ABSTRACT**

*A resort is a place where people often go for a rest or to have recreational activities during a holiday from inbound or outbound of the country. Current trends on holiday destinations indicate that resorts with traditional, heritage and ethnic elements in its design, are the most popular type of resort design throughout the world. Malaysia with its Truly Asia slogan in its tourism campaign is promoting the uniqueness of local cultural and heritage. Malaysia has various types of resort design or architectural languages that can be categorized into four style, i.e. Colonialism, Modern International, Traditionalism/Vernacularism/Regionalism and eclectic. The aim of the paper is to study the decorative elements of Traditional Malay Architecture used in the resort design in promoting the Malay architecture and heritage to gaze the awareness of the tourist on the element of heritage as well as the traditional/vernacular/regional design of resorts in Malaysia. Eight case studies from selected local resorts in Peninsular Malaysia were chosen as comparison. Finally, the authors reached the conclusion that resorts in Malaysia play significant roles in promoting local architecture and heritage.*

**Keywords:** *Resort, Traditional Malay Architecture, Heritage.*