

# Kuala Lumpur city

Business



Kuala Lumpur city is the Malaysian iconic city, which is known for countless tourism resources and activities for tourists and visitors. The Kuala Lumpur inner-city tourism consist of various leisure environment and image structures that attract visitors intending to learn the Malayan culture and history.

The government and promoters of the Kuala Lumpur city have built leisure infrastructure that support the visitor's accommodation, parks for walking, and caves that offer medieval history to religious and political events in Asia. The structural elements that attract high volume of visitors to Kuala Lumpur include the inner city environment that offers both a differentiated product and a leisure setting for the tourists (Myriam). The Kuala Lumpur inner city support leisure functions that qualify as touristic products that attract many visitors to the urban center. The activity places offer different assortments of activities such as the Petronas Twin Tower (KLCC), which is an 88-storey building known to be the world's tallest tower with a jogging park, and path that hosts a fountain for children to play with the light showers of water. The Tower equally holds aquaria KLCC that hosts 150 different species of animals such that the place offers about 5, 000 aquatic and land species.

Suria KLCC offers a modern shopping centre with six levels of retail outlets. The Pavilion KL is a luxurious seven-storey building that comprise of 450 retailers offering souvenirs and food products. Besides parks such as Butterfly Park, Bird Park and Orchid Garden at Taman Tasik Perdana, another interesting place to visit for cultural and historic information is the Batu Caves located 13 kilometers out of City centre, the caves comprise of three main caves with shrines, idols of men and deities (Zakariya, 2006). Structural

elements include the smooth roads network, the modern railways channels and a model air transportations system that connects Kuala Lumpur to the world. The second structural element is the characteristics and motives of the Malayan people whose mode of behavior appreciates the presence of visitors through various campaigns aimed at building the image of the city through provision of information about the products offered by promoters. Malayan culture centers about integration of three cultures; Islam, Indian and Malayan culture that make the town the centre of cultural faculties such as galleries found in Batu Caves and parks.

At the same time, the leisure setting include the historic monuments, the Islamic way of life, the language, deities and religious functions of their folklore. Equally, excellent catering services, accommodation and shopping facilities help keep visitors busy throughout their visit to Kuala Lumpur.