Re-presenting Tradition: 
A Tourism Promotion Centre

by

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Synopsis

The thesis deals with issues that concerning preservation of tradition and cultures of a cultural group. It is important for such preservation because it is the distinctive features of certain cultural practice that define an ethic group with others. The project aims to investigate how architecture can be used to preserve cultures and traditions, and how culture and traditions can be "re-presented" by using architecture.

The vehicle chosen is a tourism promotion centre, and a jetty that serving the public. Tourism promotion centre was chosen because of its association with “culture”, which one would normal showcase the cultures and traditions for tourism. The site for the proposed building is located at waterfront area at Kota Kinabalu, Sabah, Malaysia. The project also involves the master planning of the proposed site, which includes planning of the waterfront, an urban park and the tourism promotion centre cum jetty.