

# Evaluation of **urban tourism** products: **Kuala Lumpur** as a destination of choice

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**Abstract** | Urban tourism has emerged as a significant and distinctive form of tourism, yet it has received a disproportionately small amount of attention in tourism research. Research on urban tourism is rarely conducted among Asian countries such as Malaysia. Therefore, this research attempts to evaluate and investigate the development of urban tourism products in the biggest urban area in Malaysia, Kuala Lumpur (KL), using a strategic planning method, namely, the SWOT analysis. Findings of this study will have implications toward the future planning, development, and management of tourism products and facilities.

**Keywords** | Urban tourism, Tourism product, SWOT analysis, Malaysia.

**Resumo** | O turismo urbano surgiu como uma forma distinta e significativa de turismo; no entanto, pouca atenção lhe tem sido dedicada nos estudos desenvolvidos no âmbito do turismo, quando comparado com outras formas de turismo. De entre os poucos estudos realizados, raros são os conduzidos em países asiáticos como a Malásia. Este estudo pretende, portanto, analisar e avaliar o desenvolvimento de produtos de turismo urbano na maior zona urbana da Malásia, Kuala Lumpur (KL), através de um método planeamento estratégico: a análise SWOT. Espera-se que as conclusões deste estudo tenham implicações no planeamento, desenvolvimento e gestão futuros de produtos e equipamentos turísticos neste tipo de destinos.

**Palavras-chave** | Turismo urbano, Produto Turístico, Análise SWOT, Malásia.

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