QR Code Usage at Dataran Merdeka KL QR Trail: A Start to Smart Tourism Destinations

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Abstract
This study assesses the application of the QR code in the tourism industry by focusing on the Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis based on the sustainability aspects of the Dataran Merdeka KL QR trail. The SWOT analysis was done based on on-site observation and interviews. We found the KL QR trail has a lot of strengths, especially its location and historical values that will remain in history. However, the lack of promotional activities constitutes the weak side of the trail. Regarding the opportunities, collaborations and product enhancement should be considered. Vandalism, unforeseen weather conditions, and the emergence of new technology pose a threat to the trail. As for the sustainability aspects, financial support, job opportunities, and the Sustainable Development Goals Centre (SDGs) constitute the strengths, while insufficient funds, safety risks, and limited garbage disposable bins represent the weaknesses. However, numerous opportunities like internship programs or educational courses, developing a recycling hub, and environmental campaigns were feasible. Notably, funding issues, leakage, loss of job opportunities, and environmental degradation were a few identified threats. This study's findings generate significant information concerning smart tourism and Malaysia's destination, allowing tourism providers and future scholars to comprehend its implication for the advancement of the smart tourism industry. This paper is one of the first to evaluate the QR code application and sustainability aspects of tourism trail.
Keywords: Smart Tourism, QR Code, SWOT Analysis, Kuala Lumpur

Introduction
Since the COVID-19 outbreak, the tourism industry has experienced a shift in the ways in which travel and tourism are being partaken. Diverse measures are used to cater to the new norm of travel and tourism, and one of them is the widespread application of technology. The Quick Response (QR) Code application is the most convenient technology during the pandemic. QR

code refers to "pictural bridges, which can be embedded in the physical environment" (Coleman, 2011). It is an innovative extension of the standard barcode (Bi et al., 2008) and is mainly used for payments and marketing (Hossain et al., 2018). A study by Zepeda Hernández et al (2021) highlights the usage of QR codes and other technologies before and during the pandemic. This publicised the importance of QR code application and its practicality for the tourism industry.

In the tourism industry, QR codes are generally used at museums and galleries, the accommodation sector, air travel sectors, guided street tours, etc. (Emek, 2012). Numerous functions relate to this application, specifically for displaying more information about parks, museums, local tourist attractions, etc. All the functions benefit the tourism destination's development and sustainability. In Malaysia, QR code is used for contact tracings like MySejahtera, and QR payments and can even be seen at a restaurant like Nando's (scan QR code to view menu) (Nando's Malaysia, 2020) and art gallery such as Segaris Art Centre (Khan, 2020). The use of QR codes being widely applied at restaurants or shops shows the potentiality of QR codes being applied at tourist destinations. Several destinations in Malaysia also have implemented the QR code application, such as museums and galleries. However, there is a lack of studies that emphasis specifically on Malaysia's QR code application. This highlights the potential and importance of QR code applications in tourism destinations in Malaysia.

QR code application has been widely used at several tourism destinations in Malaysia. Dataran Merdeka KL QR Trail is one of the tourism products located in the capital city of Kuala Lumpur that uses the QR code application to disseminate information about places. The Dataran Merdeka KL QR trail was introduced just in time before the pandemic struck, hence a slow start for this tourism product. However, this QR code application benefits the tourists and local authorities, and it has helped to digitalise the sustainability of this destination. Hence, this study was conducted to analyse this SMART destination's internal and external factors (SWOT Analysis). This can highlight the potential of this destination and reevaluate this destination for further improvements. Both of these analyses are expected to provide a new journal entry into a destination in Kuala Lumpur that revolves around smart technology and offer suggestions to further enhance this tourism product.

Dataran Merdeka KL QR Trail
Dataran Merdeka KL QR Trail is located at the landmark of the capital city of Kuala Lumpur. This trail was introduced in December 2019 by the Kuala Lumpur City Hall (DBKL), the local authority for their digitalisation project and SMART city of Kuala Lumpur. This project is the pioneer project toward implementing SMART tourism cities in this country. This place is chosen because of its heritage and cultural value that it has, and it is among the most popular site for tourist attractions in Malaysia.

Dataran Merdeka KL QR Trail consists of seventeen checkpoints. Figure 1 shows the destination listed on the trail, where a QR code image is provided for visitors to scan for each attraction. Consequently, it will then direct the visitors to the website that provides information about the attraction they are currently at. In each of the locations, if visitors take a photo or selfie at all seventeen landmarks and present the photos at the final checkpoint, they will be presented with a unique gift. The gifts are made of sustainable products, especially for the Dataran Merdeka KL QR trail.

Figure 1: The map of the Dataran Merdeka KL QR trail

Dataran Merdeka KLQR Trail is the initiative taken by the local authorities toward SMART city in Kuala Lumpur. According to the Mayor of Kuala Lumpur for KUALA LUMPUR SMART CITY MASTER PLAN 2021 – 2025, "Kuala Lumpur is beginning to and will continue to integrate technological solutions into local operations, from transportation to communications and other areas including tourism. Under the initiative of a smart economy, the tourism destination will enhance through technology. Therefore, the project KL QR trail is introduced to rationalise this strategy. Additionally, this area consists of various cultural and heritage attractions. The sustainable development goals gallery, located at one of the checkpoints, also highlights the sustainability agenda at this destination. This also showed the importance of sustainability in this Smart city.

Methodology
The methodology of this study was based on the research design developed. A research design is a blueprint for the collection, measurement, and analysis of data, based on the research questions of the study (Sekaran & Bougie, 2013). Figure 2 summarizes the methodological aspects of this study. Sugiyono (2015) claimed that there are three groups of research methods which are quantitative research methods, qualitative research methods, and mixed research methods. This qualitative research aimed to conduct a SWOT analysis of the Dataran Merdeka KL QR trail via observational study.
Werner and Schoepfle (1987) in their study listed three consecutive processes in the observation that may offer an increasingly deep understanding of the setting being studied which are descriptive observation, focused observation, and selective observation. For this study, the data collection process was mainly emphasized during the focused observation as highlighted by Sekaran and Bougie (2013) as this method emphasizes observation (often

supported by interviews) where the researcher will concentrate on specific types of feelings, emotions, activities, actions, or events and look for uniformities in them while being open to variations from or exemptions to emerging patterns (Emerson et al., 1995). Interviews with three field experts from DBKL were conducted first by the researcher to determine the internal aspects of the Dataran Merdeka KL QR trail. During the interview, the layout and background of the trail were further elaborated by the experts. After understanding the concept of the trail, the researcher continued the data collection via observation at the destination.

The research strategy was based on observation of the unit of analysis. For this analysis, the researcher evaluated the overall setting of the KL QR trail, which includes the providers, visitors, smart technology application (QR codes), and sustainability aspects comprising the economic, social, and environmental aspects of the Dataran Merdeka KL QR trail. As for the time horizon of this study, the data was gathered over the course of three months (January to March 2022), whereby the researcher would conduct on-site observation during those three months. All these observations were conducted at the KL QR trail located at Dataran Merdeka, Kuala Lumpur.

All these data were analysed via the SWOT analysis which is an efficient tool used to identify environmental conditions and intra-organisational capabilities involved in every project and has been used extensively in numerous decision-making processes (Ghaffari et al., 2014). The SWOT analysis analyses the internal (strengths and weaknesses) and external (opportunities and threats), and this study analyse the destination and technology of the QR code at this destination. Besides the primary data collection method, the secondary data collection method was also applied to further comprehend the concept of smart sustainable tourism and other related topics via journals, books, government publications, etc.
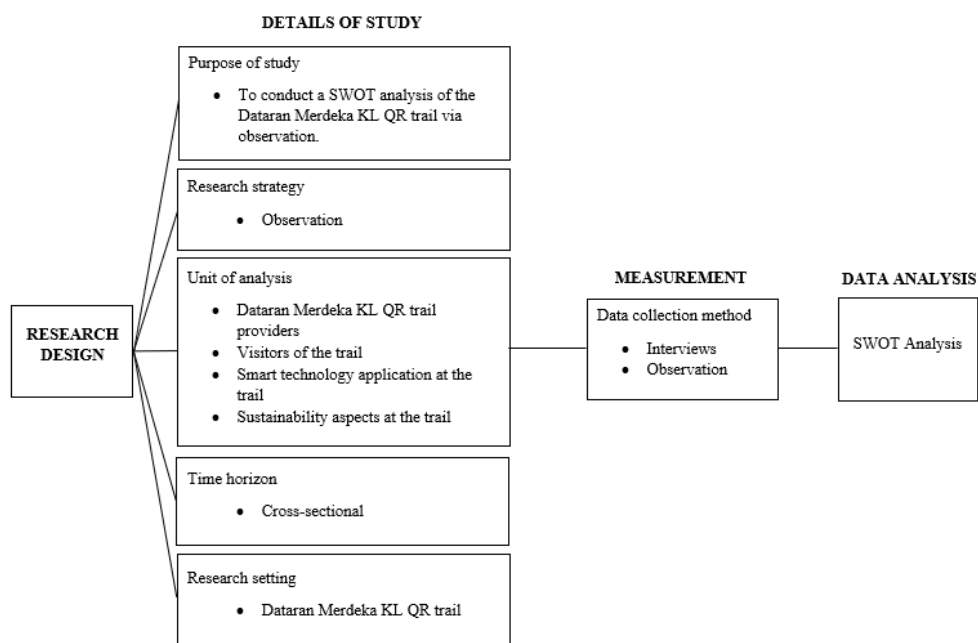

Figure 2: The Research Design

Findings
SWOT analysis of the KL QR trail
This study analyses the internal (strengths and weaknesses) and the external (opportunities and threats) analysis of the KL QR trail SMART tourism destination. It analysed the potential of this destination and the usage of QR codes as a SMART tourism destination in Malaysia. Table 1 highlights the finding of the study.

Table 1
The SWOT analysis of the destination and technology at the KL QR trail

Strengths	Weaknesses
Destination:	Destination:
• Strategic location	• No apparent starting point (Absence of a big sign board that indicates the location of the QR code)
• Highlights the main attractions around Dataran Merdeka and its proximity	• No provision of revenues
• Government involvement	• Poor marketing of product (lack of promotional activities to promote the Dataran Merdeka KL QR trail)
• Proximity to public transportation	• The absence of tourism personnel to present the gift during non-working hours.
• Rich historical and cultural heritage with tourism potential	• Traffic
	• Insufficient funds
Technology:	
• Free of charge	Technology:
• User-friendly (Self-tour, convenience, and own pace)	• Internet connection required
• Versatility	• It necessitates the installation of QR code reader software or application to scan the QR code image. This is not possible in all types of mobile phones.
	• Damages to the QR code will result in the inability to scan the QR code.
Opportunities	**Threats**
Destination:	Destination:
• Collaborations with other businesses, organisations, or public figures (gain mutual benefits)	• Vandalism
• Enhance product by adding more features	• Unforeseen weather conditions
• Add more attractions to be part of the KL QR trail	Technology:
• The first smart tourism destination in Malaysia	• Vandalism
	• The emergence of new technology that will surpass QR code
Technology:	
• Enhance the product by adding more	

features
- Innovation (add other technology to compliment the KL QR trail)

Source: Researcher findings

Two areas were analysed for the SWOT analysis at the Dataran Merdeka KL QR trail: SWOT analysis on (1) the destination and (2) the technology at the trail. There are both internal and external deliberations built into the SWOT analysis. Strengths and weaknesses are internally associated. The former represents a facet of an organisation or entity which offers it an advantage over the competition. The latter is characteristic of that similar entity, which leads to a relative disadvantage against the competition. Concerning externally related opportunities, certainties in the greater environment can be utilised to benefit the entity. While alternatively, threats are realities in the greater environment, which might lead to difficulties for the entity (Teoli et al., 2021).

In this analysis, the destination of the Dataran Merdeka KL QR trail is assessed. Based on secondary data on published literature and observation at the Dataran Merdeka KL QR trail, the SWOT analysis of the trail are as the following:

Strengths
Strengths refer to the internal elements of an organisation that facilitate reaching its goals (Aldehayyat & Anchor, 2008). From the study, it can be observed that besides the effort from DBKL to promote attractions in Kuala Lumpur, there are still factors that need to be considered to improve the Dataran Merdeka KL QR trail. Based on the SWOT analysis conducted, the strength of the trail is the location, which is at Dataran Merdeka, a well-known tourist attraction in Malaysia. The strategic location of a destination has been classified as a strength based on other studies (Mishra et al., 2022). The trail highlights the main attractions at Dataran Merdeka and its proximity which comprises attractions like Dataran Merdeka Flagpole, Queen Victoria Fountain, Zero Miles Kuala Lumpur, National Textile Museum, Lebuh Pasar Bridge, Jamek Mosque Pedestrian Bridge, Sultan Abdul Samad Building, Union Jack Flagpole, St. Mary's Cathedral, Royal Selangor Club, which is often overlooked are a part of the attractions listed at the KL QR trail. This will not only help make visitors more aware of these interesting places, but they will also be able to gain information regarding the attractions via the Dataran Merdeka KL QR trail.
Moreover, since Dataran Merdeka is under the care of DBKL, it has the government's involvement in terms of management and preservation aspects of the destination. This is indeed a strength as the management and care of the destination are assured. Furthermore, the destination is in proximity to public transportation hence easily accessible to all visitors. History cannot be rewritten, and Dataran Merdeka itself is known for its historical background; thus, it can never be replaced. The respective authorities must preserve this destination to ensure sustainability amid development. In addition, this destination's historical advantage offers many tourism potentials tailored specifically for this destination.
As for the QR code application at the Dataran Merdeka KL QR trail is a user-friendly interface, making it convenient to visitors as they can experience the trail at their own pace. According to Ghaffari et al (2014), a convenient level of accessibility and independence of time and location of technology can be classified as strengths. Furthermore, the trail is free of charge,

as scanning the QR code does not require any cost. Besides that, the versatility of the QR code makes it a strength that should be highlighted and used to its full potential.

Weaknesses

Weaknesses are those internal elements that interfere with organisational success (Fleisher & Bensoussan, 2003). Besides the strengths of the trail, a few weaknesses could be observed. While scanning, the QR code will display the first attraction at the Dataran Merdeka KL QR trail. Unfortunately, there is no apparent starting point for the trail. The absence of a huge sign to indicate the presence of the trail has led to visitors unaware of the QR code to experience the trail. This might be one of the reasons why not many are aware that such technology-based tourism product is present at Dataran Merdeka. Moreover, due to the complementary nature of the KL QR trail, there is no provision of revenues hence making it a challenge for the destination to maintain the attractions listed on the trail. Subsequently, another weakness that can be observed was the lack of promotion for the KL QR trail, as well as the absence of tourism personnel to present the gift during non-working hours is also a weakness that was observed. The idea that visitors might prefer to experience the trail after working hours should be considered, especially since Malaysia's climate is unpredictable. Furthermore, since the destination is located on a busy street where traffic and visitors' safety are of concern since the trail is quite big and requires the visitors to cross a few main roads, this is definitely a weakness that might deter the visitors from completing the trail. This can be a serious problem for families with small children who worry about the safety of their children. Lastly, insufficient funds can be considered a weakness for the destination. The cost to maintain the attractions is not cheap, and with the absence of revenues, this might be a problem that should be carefully addressed by the respective authorities to ensure the sustainability of the attractions.

As for the weakness of the application of technology, since it is solely dependent on technology, an internet connection is needed, hence a problem for some visitors. Moreover, it necessitates the installation of QR code reader software or application to scan the QR code image, which may not be possible for all types of mobile phones. Furthermore, with the QR codes being displayed on fragile materials, damage to those materials will result in difficulties for the visitors to scan the QR code. Therefore, the materials used to display the QR code will need to be well maintained to ensure a smooth sailing experience for visitors. The tourism providers should focus more on marketing this attraction.

Opportunities

Opportunities refer to the external aspects that aid an organisation in reaching its goals, addressing gaps, and initiating new activities (Lee & Lin, 2008). This KL QR trail can potentially expand its product, and one of the ways is to collaborate with other businesses, organisations, or public figures. This collaboration should focus on gaining mutual benefits for both parties, such as publicity and economic gains. Moreover, DBKL can enhance this product by adding interactive features to the trail. Interactive features like games, virtual maps, and the like can make the QR code feature more attractive to young users like children. This can be an initiative to promote fun family activities for visitors at Dataran Merdeka. Furthermore, another opportunity that can be taken by the tourism provider of the Dataran Merdeka KL QR trail is the ability to present this destination as the first smart tourism destination in Malaysia. This can help market this trail by labelling itself as the image of a smart tourism destination

and the pioneer of smart tourism destinations in Malaysia. This may also provide a competitive advantage for this trail among other similar destinations in Malaysia.

As for the opportunities for technological application, this technology can be enhanced by adding more features that can further improve the QR code application. Moreover, innovation can be done by adding other technology to complement the KL QR trail, such as virtual reality etc. All these opportunities can add a competitive advantage to the technological application at the KL QR trail.

Threats

Threats in SWOT analysis refer to the external factors that are aspects of the organisation's external environment that are barriers or potential barriers to reaching its goals (Shrestha et al., 2004). The first threat is vandalism which is the willful or malicious destruction or defacement of public or private property (Merriam-Webster, 2022). As the destination is accessible to all, the tendency for vandalism to occur is high. Damages to property might occur hence posing a threat to the destination. The second threat that can be observed is unforeseen weather conditions. Malaysia is known for its tropical weather, which can be a threat to outdoor tourism destinations. Recently, the flash flood that occurred in some parts of Malaysia has caused severe damage to multiple homes, properties, public assets, infrastructure, business premises, vehicles, and more (The Straits Times, 2022). Kuala Lumpur was also affected by the flood, causing detrimental damages to the roads and some parts of the trail. This might deter visitors from completing or even visiting the trail.

For the threats of the technological application, with the QR code being accessible to all, the tendency for it to be defaced is high, resulting in high maintenance costs. Next, the emergence of new technology that can surpass QR codes is also considered a threat. Technological advancement will happen one way or another to ensure business continuation (Renu, 2021); therefore, the possibility of obsoletion and irrelevancy of QR codes in the future. More advanced technology that is convenient, efficient, and Wi-Fi-free might surpass QR codes in the future. Based on the SWOT analysis, it can be concluded that the strengths, weaknesses, opportunities, and threats of the conditions and QR code usage at Dataran Merdeka KL QR trail have pros and cons. Utilising the trail's strengths and opportunities, a competitive advantage is feasible among other tourism destinations.

SWOT analysis of the sustainability aspects at Dataran Merdeka KL QR trail

In this analysis, the sustainability aspects of the Dataran Merdeka KL QR trail are assessed, including the economic, social, and environmental aspects of the trail. Based on secondary data on published literature and observation at the Dataran Merdeka KL QR trail, the SWOT analysis of the trail are as the following:

Table 2
The SWOT analysis of the sustainability aspects of the KL QR trail

Strengths	Weaknesses
Economic: • Financial support from the government	Economic: • Insufficient funds to continuously maintain some parts of the trail
Social: • Offer job opportunities to locals working to maintain the area • Promotes Malaysia's culture and history	Social: • Health and safety risks for visitors Environmental: • Limited disposable garbage bins.
Environmental: • SDGs Centre in Kuala Lumpur City Library to educate visitors regarding the sustainable efforts of Kuala Lumpur	
Opportunities	**Threats**
Economic: • Sell traditional Malaysian cuisine at Kuala Lumpur City Gallery (KLCG) Confectionary and Bakery	Economic: • Economic climate- Funding issues • Leakage
Social: • Offer internship programs or educational courses to students or individuals at the listed destinations of the Dataran Merdeka KL QR trail	Social: • Loss of job opportunities due to the lack of promotion of the Dataran Merdeka KL QR trail
Environmental: • A recycle hub (visitors can gain points or rewards if they recycle their garbage) • Environmental campaigns or programs with public figures, organisations, etc. to raise environmental awareness among visitors	Environmental: • Unforeseen circumstances (e.g., weather or natural disasters) • Long-term environmental degradation

Source: Researcher findings

Strengths
The sustainable strengths of the trail were evaluated from three aspects which are economic, social, and environmental. For economic advantage, the trail has monetary support from the government as it is under a government organisation, DBKL. Purwaningsih et al (2018), in their study, have stated that one of the strengths in terms of economic sustainability is financial support from the government. The DBKL has obtained funds to promote the city of Kuala Lumpur, thus the ability to maintain the destination. In terms of the social aspects, the trail offers job opportunities to locals working at the destination listed on the trail. For instance, at the Kuala Lumpur City Gallery (KLCG), locals were given the opportunity to work at the café

inside the KLCG and a receptionist at the gallery entrance. In addition, the Kuala Lumpur City Library also offers employment to locals. Furthermore, the social-cultural strength can be seen as the trail promotes Malaysia's unique culture and history through the architecture and landscape of Dataran Merdeka. For the environmental strength, along the trail, at the Kuala Lumpur City Library, a Sustainable Development Goal Centre (SDGs) is situated hence, the capability to educate visitors regarding the sustainable development plans of Kuala Lumpur.

Weaknesses

The sustainable weaknesses of the trail were evaluated from three aspects which are economic, social, and environmental. While the trail managed to receive funds from the government, it has proven insufficient to maintain all seventeen landmarks of the trail. The cost to maintain those landmarks is high; hence, only basic maintenance can be done. As for the social weakness, visitors' health and safety risks are perturbing. With the area being entirely open to the public, the possibility of crimes occurring is alarming. This can deter visitors from visiting the trail if such cases occur, henceforth an issue that the respective authorities should consider. In terms of environmental weakness, it can observe that there are insufficient disposable garbage bins on the trail. This has caused damage to the surrounding area, with garbage being littered by irresponsible individuals and overflowing garbage from the limited garbage disposable bins available at the trail.

Opportunities

The sustainable opportunities of the trail were evaluated from three aspects which are economic, social, and environmental. The economic opportunity that can be deduced from the SWOT analysis was the ability to promote and sell Malaysian cuisine at the KLCG Confectionary and Bakery. The location of the café is strategic and can attract many customers, and this unlocks an opportunity for the café to promote Malaysia's unique and delicious dishes, desserts, and pastries. Subsequently, this will offer economic returns for the café, hence the continuity of the business.

As for the social opportunities, the tourism providers at the trail should consider offering internship programs or educational courses to students or any interested individuals at the destinations listed on the trail. This will not only enhance the social gains of the visitors, but subsequently, this can help in promoting the trail.

In terms of environmental opportunities, a recycling hub can be developed at one of the destinations on the trail. Visitors can gain rewards or points if they recycle their garbage. These points can be accumulated to a certain amount where the visitors can redeem a special gift for their effort. Furthermore, to make this hub more attractive, vibrant colours should be used to attract visitors to practice the three R's: Reduce, Reuse and Recycle. Besides that, environmental campaigns or programs can be organised at the destination to raise awareness among visitors. Collaborations can be done with public figures, organisations, and businesses to encourage more participation.

Threats

The sustainable threats of the trail were evaluated from three aspects which are economic, social, and environmental. The economic threats foreseen are funding issues (Thomas et al., 2020)that might occur due to the inadequate budget allocated for tourism destinations in Kuala Lumpur. This poses a threat, especially towards the ability to bare the maintenance cost for the entire system of the trail. The next factor that can be classified as an economic threat

is leakage. Leakage in tourism depends on the destination and its development. Generally, tourism leakage takes place when revenues from its economic activities are not available for reinvestment or consumption of goods and services within the same destination (Jönsson, 2015). Therefore, economic resources are "leaked away," and at the trial, this problem can be seen occurring in the future. Hence, while preventing it is difficult, tourism providers can establish a way to minimise this economic leakage.

Next, for social threats, there is a possibility of declining job opportunities in the future due to the deficient trail promotion. This might lead to businesses around the trail being closed, thus, the loss of jobs for some unfortunate employees. Henceforth, to ensure business continuity, the destination at this trail must be promoted to avoid such threats. For environmental threats, unforeseen circumstances like natural disasters, climate change, etc., can destroy the natural beauty on the trail. Historic buildings and landmarks might also be affected due to this external threat. Furthermore, long-term environmental degradation also poses a threat to the trail. Thus, thorough conservation and preservation methods need to be considered to preserve these historic Malaysian landmarks.

Based on the SWOT analysis, it can be resolved that the strengths, weaknesses, opportunities, and threats of the sustainability aspects at the Dataran Merdeka KL QR trail have their advantages and disadvantages. By utilising the strengths and opportunities of the trial, a competitive advantage is achievable to ensure the satisfaction of all the stakeholders involved.

Conclusion

All in all, the Dataran Merdeka KL QR Trail has the potential to become a pioneer for a smart tourism destination in Malaysia. Based on the observation done at the trail, besides enhancing the strengths (strategic location, highlights the main attractions, user friendly, and free of charge), the weaknesses (no apparent starting point, internet connection required, easily damaged QR codes, lack of promotional activities and the absence of personnel) need to be fixed and reevaluated to ensure visitors' satisfaction. The authorities should also consider the opportunities (collaborations, product enhancement, and destination image) and contingency plans in case of threats (vandalism, unforeseen weather conditions, and new technology).

As for the analysis conducted on the sustainability aspects of the trail, the respective authorities and tourism providers should continue to enhance and fortify the strengths (financial support from the government, job opportunities, promotion of Malaysia's cultures, and the presence of SDGs) of the trail. All these strengths can flourish with the right management and goal from the tourism providers. On the other hand, the weaknesses (insufficient funds, health and safety risks, and limited garbage disposable bins) should be minimised and revamped to ensure visitors' satisfaction. Through the SWOT analysis, the opportunities (selling traditional Malaysian cuisine, internship programs and educational courses, recycle hub, and environmental campaign and programs) that the trail can offer in terms of the economic, social, and environmental aspects are virtuous. The threats (funding issues, economic leakage, loss of job opportunities, unforeseen circumstances, and environmental degradation) beyond a person's control can be minimised through thorough evaluation and future planning.

Recommendations

Based on the SWOT analysis conducted at the Dataran Merdeka KL QR trail, this destination can be the benchmark for a smart tourism destination in Malaysia and promote a destination image that revolves around smart technology. Below are some other recommendations to assist the tourism providers at the trail are:

Table 3
Recommendations for the betterment of the KL QR trail

Issues	Recommendations	Implementations
Absence of personnel to present gifts	Vending machine and QR code generator	• Visitors can store the pictures they have taken in a google form or similar storing applications, which will then generate a QR code to be used at the vending machine to redeem their gifts. • The vending machine will be placed at the Tourism Bureau, the final landmark of the trail.
No apparent sign displays the commencement of the trail.	Printed footprints along the trail	• Add a foot trail on the path walk to show the journey of the trail. • Neon or reflective paint can be used to attract attention. • Moreover, a start and finish line could also be added.

Source: Researcher findings

The trail is located at the historical Dataran Merdeka and has the strategic location needed for a destination to attract attention. This destination is also one of a kind, as there lies the history of Malaysia's independence. The trail holds a competitive edge among other destinations just by location. Hence, with the precise execution of plans for the betterment of Kuala Lumpur, this trail can achieve more than it offers today.

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