HERITAGE TOURISM INDEX: SURVEY AND DOCUMENTATION OF NATIONAL HERITAGE INVENTORY FOR THE TOURISM INDUSTRY IN THE STATE OF NORTH MALAYSIA PENINSULA

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Abstract: Heritage Tourism Index (Heritage Tourism Index): Survey and Documentation of National Heritage Inventory (Historic Buildings and Heritage Site) for the Tourism Industry in the States Of North Malaysia Peninsula. This study was conducted to survey and document all national heritage treasure (historic buildings and heritage), which belongs to the national heritage inventory of Malaysia, particulary those who were found in the northern states like in Peninsula, Perak, Penang, Kedah and Perlis. The findings, which will be put into a list, are to be used as a tour index by industrial tourism of Malaysia to generate more income. Using Malaysia's national heritage inventory, this study will be performed objectively to trace all informations related to the historic buildings and sites in the northern state of Malaysia, and to survey and document the national heritage thoroughly. After that, the results of the survey and documentation will be classified and categorized to produce a complete index of Malaysian heritage information to use as an essential guide for heritage tourist industry. It will become important tool and guideline for this country's tourism industry.

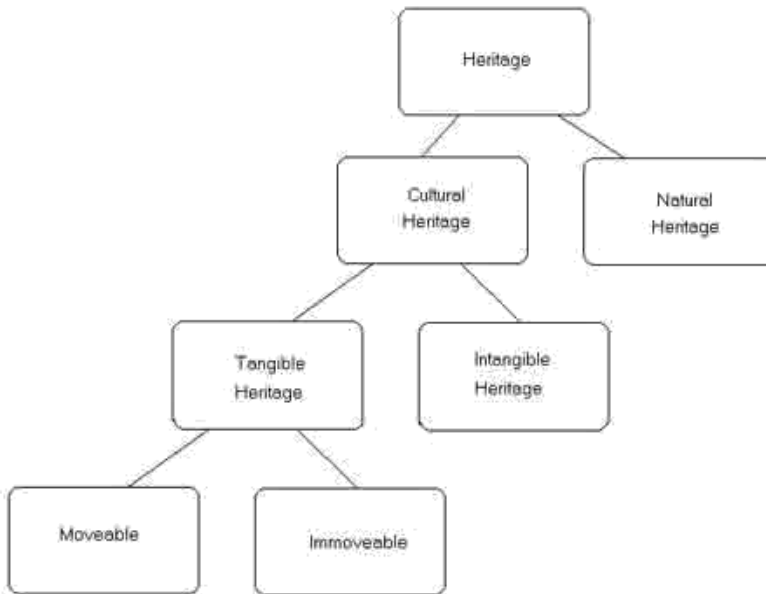**Keywords:** Heritagem Tourism, Industry

Introduction

This research will be carried out in qualitative terms, and focus on gathering information about the historic buildings and cultural heritage through intensive fieldwork in the targeted sites. Reviews and tours will take a place on historic buildings and cultural heritage sites, which have been lovingly restored and developed, for example Pasir Salak in Perak, Kuala City in Kedah, City of Al Marhum Kayang in Perlis and Cornwallis City in Penang. Fieldwork on the targeted sites is intended to gather some primer data and images. This research will also focus on studying the "content analysis" and reviewing the archive. Researchers will study all sources of information such as heritage sources at Heritage Department, and any primary materials from archives in the National Archives of Malaysia, the National Museum of Malaysia, and local museums. To complete data, researcher will also check secondary sources, like reference materials which contains related information.

For data analysis, this study will apply content analysis and continuous comparison method on the collected historical materials. It also focus on studying the data from surveys and interviews. Interviews will be conducted to the authorities on heritage: the Heritage Commissioner, District Officer, Local Government Council, the Commission of national culture and heritage, while the review will be made on the local population and the general public. Next, study will classify and categorize the results of the documentation to make an index. It will be formed

based on the guidelines designated by UNESCO and existing models used in several countries like the United Kingdom, Italy, and Turkey, which have succeeded in heritage tourism.

The utilization of the modern equipments has taken the conservation arena in Malaysia to new dimensions. Today, this country has many monuments and buildings which are recognized as national heritage. This is in line with the content of the National Heritage Memorandum 2005 (AWK), which was announced on December 31, 2005 and officially approved on March 1, 2006. Previously, there is only Antiquities Act, 1976 (Act 168) available to use for the protection and preservation of national heritage such as ancient artefacts, monuments, and cultural heritage. Act of Treasure Trove 1957 (Act 542) also covers the law of the treasure discovery although its implementation lies under the jurisdiction of the State Government. In January 2005, the Parliament amended the Schedule of the Federal Constitution and included the preservation of heritage into the Concurrent List (Senarai Bersama), and the legislative jurisdiction between the State Government and the Federal Government. It also obliged both governments and their people to preserve, protect, develop and maintain the national heritage. This action is in line with the establishment of the Ministry of Culture, Arts and Heritage of Malaysia on March 27, 2004. The National Heritage Act encompasses Cultural Heritage, which later is divided into: tangible heritage, intangible heritage, natural heritage, and underwater cultural heritage (Department of National Heritage, 2008).

To have deeper comprehension of the classificaton, please see this following desription:

Sumber: http://penangheritagecity.com

Excepting the Antiquities Act 1976 (Act 168) and the Treasure Trove Act 1957 (Act 542), this National Heritage Act complements the strength of the existing legislation related to heritage, including those in the state Government. It also provides new mechanisms to implement restoration, conservation and preservation projects, and adopting those approved as worldwide standards. In addition, the benchmark will be set up and used to update the procedures of national heritage preservation.

The historic buildings and heritage sites are imperative for the development of history in our country, and therefore, this study would be very useful. It will help to show how a particular

index is formed through the documentation and categorization of all monuments, historical buildings and artifacts found in heritage sites, and how it benefits the country. Futhermore, it enables the maintenance and conservation of the national treasure to be done more regularly and provide historic tourism industry with more commercial information. This is also in line with the requirements of the Heritage Act in its effort to create a National Heritage List as indicated below:

From National Heritage Act 2005 (Akta 645), part VI, Section 23(1), it is said that:

> "The Commissioner shall establish and maintain a valid register of the National Heritage which contain lists of heritage items registered under this Act." (Jabatan Warisan Negara, 2008)

All materials, especially historic sites, historic buildings and cultural heritage sites are important assets for the development of the tourism industry in the country. Countries, like Egypt and Britain, have long proved how the development of all cultural heritage resources, particularly historic buildings and cultural heritage sites has been lucrative tourism industry, and therefore, they put massive effort to keep them well-maintained and secured. In Britain, towns and castles have been carefully preserved and restored, and in Egypt, the Pyramids and the Sphinx have been rebuilt for national history preservation and tourist attraction purposes.

Reading all the explanation above, it should have bee clear

that this study aims to use the documentation of historic buildings and cultural heritage sites in Malaysia, trace them and then, categorize them to produce an index of the heritage resources. The index, an intelligent information system that allows all parties involved in the tourism industry, woud benefit the tourism industry.

In addition to that, the people would enjoy the cultural heritage of this country and love this country more. The index also would open opportunity for this country to explore a new area in the tourism industry through the "historical and heritage tourism" that has succeeded in contributing to economy development in other countries, like Egypt, Britain and Turkey.

Literature Review

Generally, when talking about cultural heritage and historic buildings, we are directly referred to the word "cultural heritage", "cultural property" or "cultural significance" and its two main categories (Hiroshi Daifuku, 1979):

- Repairable and movable heritage, such as books, manuscript, and historical remains like paintings and artifacts from archeological and scientific research project.
- Non-repairable and non-movable heritage like monuments, buildings and areas which contain archeological and historical values.

For the purpose of this study, reseachers defined all elements of the historic buildings and sites, covered in the cultural

heritage definition, like the one used in Article 1, Convention Concerning the Protection of the World Cultural and Natural Heritage (1972 : 2) :

- Monuments : architectural works, works of monumental sculpture and painting, *elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are outstanding universal value from the point of view of history, art or science;*

- *Groups of buildings: groups of separate or connected Buildings which, because of their architecture, their homogeneity or their place in the landscape, are of outstanding universal value from the point of view of history, art or science;*

- *Sites: works of man or the combined works of nature and man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological point of view.*

Meanwhile, the definitions of cultural heritage conservation works, according to Paiman Kromo (2010), are :

a) **Restoration** is broadly defined as the work aimed to retain the cultural heritage into its original architecture and materials deemed to close its first condition or a particular time or era when it was first established and functioned. In carrying out the restoration work, somtime the project need to involve the original worker, who did the first construction of the original cultural heritage, to be able to take it to original parts, which have been destroyed long time ago and to make it serve as original one.

b) **Conservation** refers to repair works which try to restore cultural heritage monuments and historic sites, particularly on architecture and building materials as close as possible to the original when it first started.

c) **Preservation** belongs to a work of supervision and care of national heritage monuments and historic sites to prevent them from suffering damage shape by using scientific methods and following certain systematic procedures.

d) **Reconstruction / Reconstruction** is tended to work of rebuilding or repairing the cultural heritage monuments and historic sites especially those which are damaged and even ruined at all using a track record of architecture and original materials left. This applied to the cultural remains with high historical value and architectural interest only.

History is generally explained as a past that contains all occurrences of a set of past incidents and events. Basically, it consists of all experiences, and events encountered by an individual, a leader, an institution, an organization, a society or community or a country. It cover all events in the past or sometime ago, whether they are important, useful or otherwise (Mohd Yusof Ibrahim, 1975: 3)

Each of those events inevitably involved physical aspects or ancillary matters, such as the environment, appliances and buildings. Reviewing the nature of history and its causes, there are few questions generated of why or how the history happened (Idris Mohamad Salleh, 1995: 1). This eventually would led to the

need for searching certain elements like hardware and buildings, which are usually obtained either through work or by archaeological excavation on material evidence and existing proves. Using these archaeological findings, history of an event or a place is interpreted and considered as a fact.

This fulfills part of the objective use of archeology itself as outlined by P.Watson, namely :

- To complete the collection of items and objects in the museum

- To complete the documentation of the art and architectural history

- To acquire knowledge from the chronological order of events and the absence of written documents

- To assist in the completion of data intended for all of history study (histiography, structural or constructive history) and particularist / ideographic purposes

- To complete an independent data that can be used to test hypotheses of the cultural process, and enables us to have deeper understanding of history. Moreover, this is relevant to the purposes of *nomotetik* general conclusions and general laws (Shakila explosions, 1990: 12)

Assessing these elements and considering them as data and fact, people will eventually find a basis to identify themselves and their identity. This important relationship was found from studying human's life history as specified by EH Carr who said that history is a unbreakable process of relationship constructing between

historians and the historic materials they study about. It is a continuation of the past events to the present ones. He also added that history is a type of research on the social progress, and therefore, is the relationship between current society and the past society (Idris Mohamad Salleh, 1995: 1)

Considering how importan the history is for human life and science development, it is crusial to intensify all of the activities of finding, protecting, and conserving historical materials so that the current generation will not forget their origins and the historical development process of this country. Historic buildings are one of the best heritage remains to restore back into their original. These buildings belong to those which remain existed till today, those, which are still on search, dan those which have been found and now been excavated. The reason for this effort is that the historic buildings are easily recognised and evaluated from their physical. Also, they are easily attract people to their beauty and breathtaking physical environment and this obviously benefits the tourism sector.

Apart from their advantages, conservation activities can present very valuable findings, particularly monuments and historic buildings and heritage to the country history. Followed by conservation activities, cultural heritage preservation will ensure the existence of historical evidence and it will undoubtedly provide a clearer picture of the past events of a country and a nation (Zulhilmi : 2003). Besides, it helps people studying the architectural development and advances occurred in certain area or

country. In fact, history has shown that the record of the most effective human progress is often portrayed best through constructions of monuments like the pyramids of ancient Egypt. In addition, the retention of cultural heritage, particularly monuments and historic sites, provides psychological impact on the public aspect as well since it enables people to recall or relate the present events to the past ones. The memories of past events will grow a sense of love for their country and to guide them in planning fro the future (Zulhilmi & Spiritual, 2003)

Today's world scenario has highlighted tourism industry as an important source of income for many countries. While the tourist areas are getting difficult to discover, the cultural heritage, such as historic buildings and historic sites which have a story of the development of human civilization become increasingly more popular among tourists as an alternative to the tourist destinations available so far. Offering a tour in historical sites and heritage, has become one of the most lucrative services in tourism businesss in some countries, such as Egypt, United Kingdom, Spain, China and several other countries since it was impelented years ago. This succession should have been emulated by this country.

1) Collecting information of historic buildings and heritage sites found in four northern states of Malaysia Peninsula

2) Documenting all of the historic buildings and heritage sites in the regions

3) Proposing a Heritage Tourism Index which has been created based on existing models used by other countries,

to be used as an information guideline for the tourism industry in Malaysia

Methodology

Research will be conducted in qualitative method and include activities in the form of field work (to get primary data), archive and library studies (secondary data), analysis of newspaper articles, reports and official documents, and interviews, and surveys (distributing questionnaires). Most of the research activities will focus on reviewing and documenting the historic buildings and cultural heritage sites. Reviews and tours will take place on several sites designated as heritage sites and historic locations, such as Pasir Salak in Silver, Kuala Kedah city, Al late Kayang city in Perlis, and Cornwallis city at Penang island. Fieldwork on the sites will generate data in the form of images (photography, drawing, mapping), field notes, video recordings, and other forms of primary data.

This study will also focus on research-based content analysis (content analysis) and research-based archive as secondary data sources. Researcher will search all sources of information, such as the heritage documentation owned by Heritage Department, primary materials from archives in the National Archives and some additional documents from the National Museum of Ireland, and museums abroad. The study will apply content analysis and continuous comparison analysis methods on historical materials by using computerized data management

software (NVivo 8). NVivo software is able to integrate the data from the source/medium range-text, images, video and sound.

In addition, the study will mainly focus on studying the data collected from stuctured interview. Interviews will be conducted to the Heritage Commissioner, Regional Officer, Council of Local Government, and authorities of corporate culture and heritage of the state. Next, reseacher will make survey and documentation. The tourism index will be based on the guidelines that have been designated by UNESCO and on the existing models that have been used in countries with successful story of heritage tourism industry, like the United Kingdom, Italy, and Turkey.

Framework Analysis (Classification & Documentation Scheme)

Documentation and classification processes toward cultural heritage undeniably have massive value in terms of cultural continuity, value and society, therefore, they should be viewed as serious efforts of conservation and preservation of cultural/hitoric artifacts. According to the English Heritage[1], the history and heritage remains are precious elements for a country. These elements need to be well-maintained with serious and systematic conservation efforts based on the principles and philosophy of its own (English Heritage, 2008). One aspect which needs to be

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[1] English Heritage (http://www.english-heritage.org.uk) ditubuhkan pada tahun 1984 dan merupakan sebuah badan yang bertindak sebagai penasihat kepada kerajaan England berkaitan hal ehwal sejarah serta konservasi sejarah.

emphasized and viewed as a basic framework of the conservation process is the relationship between the historic environment and humans—this includes its activities as well. Environmental history is a resource that should be shared and sustained by involving all the parties (in the process of contributing and expanding knowledge about the historical heritage). Thus, it should be understood as significant treasure which requires proper maintainance to preserve its value. When any changes are to be made to an element of the heritage, they must be conducted under a strong, continuous and transparent basis. Futhermore, the changes should be documented carefully to allow them studied afterwards.

In modern times, any information about historical heritage is valuable for people either those working in the area of history, such as astronomers, museum curators or archaeologists, or those interested in the economic potential and material contribution that could be earned from the existence of integrated information system about the history and cultural heritage. Thus, this study identifies a significant need to set a classification system or an inventory information about the heritage sites in Malaysia and their history for conservation and commercialization purposes. If it is successfully created, the inventory system will be invaluable source of historical environment (eg. education, the historical record), and bring significant benefits to the tourism industry. However, it is necessary to keep in mind that commersial advantages should not be sole basis for conservation efforts toward the heritage treasure.
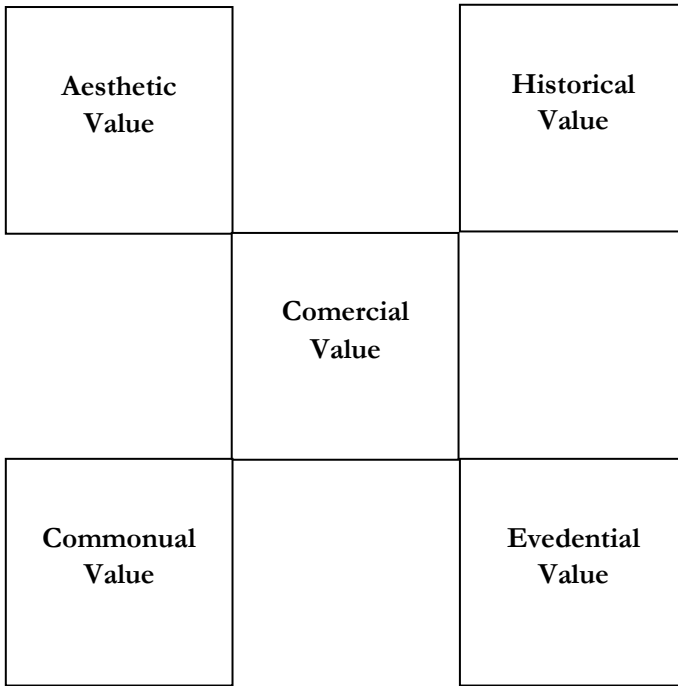
Instead, they should be based on the heritage's legacy or values as they are closely related to humans and how humans see environmental history (English Heritage , 2008).

For the purpose of this study, a model or analytical framework has been produced by referring it to the heritage conceptualization identified by the English Heritage (2008). This framework was formed by four heritage values, which are closely related to a number of historical heritage elements: a) evidential value, b) historical value), c) aesthetic value, and d) communal value. Each elements has its own goal which is possibly associated with the existence of any forms of the historical heritage remains whether it is in the form of artifacts, monuments and historical sites. The significance of these values, however, can only be identified through qualitative method since they only can be drawn from talks, literature, and documents. For example, the historic city of Melaka, athough it has all values mentioned above, it has not gone beyond the discussions of history textbooks or historians' conferences and seminars.

Potential historic remains of the Melaka city are rarely seen by the general public as well as in intellectual discourse in the quantitative context. As an example, Melaka city has not employed any particular information systems, which points out its specific features and potentials to be used by public and eventually generate more income. Consequently, this study will develop a model of basic classification and documentation to higlight the city's values and add on more value called 'commercial value ' to

make it stand out from the other cities (*See* Figure 1)

Gambarajah 1

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The purpose and conceptual description of every value displayed on the framework above are plainly explained in the research timetable below.

Schedule 1

Values of Historic Heritage	Purposes	Conceptual Descriptions	Examples
Evidential Value	The potency of an artifact or heritage in describing the	Hitorical remains can be classified from their potential	Lembah Bujang which serves as main

	problems prevailed in the past associatively and illustratively	contribution to education, inventory, knowledge, evidencial fact, comprehension development and cultural shape (lifestyle, behavior), etc.	reference of equipment use procedure
Historical Value	The potency of an artifact in explaining past events through associative and illustrative way	Historic heritage may be classified based on its contribution in encouraging community to appreciate the way people live in the past and today by creating evidence inventory, tracing social change, and realizing historical narration (e.g. value of Malay people), and cultural mixed.	Merdeka Stadium serves as manifestation of chronogical history of national independence
Aesthetic Value	Role of artifact in stimulating science development	Heritage is categorized according to its potency of producing art, culture, religion,	National Mosque is thought as manifestation of modern and

		technical skill, natural understanding of relationship between human beings and nature, and human creativity, etc.	traditional art
Communal Value	The contribution of artifact in defining communal meaning or understanding	Historic remains can be classified according to their potency of developing community's life quality, local culture, nationality, community's adaptation to the nature, influence of life diversity, norm form etc.	Malaka City is claimed as one of the most atrractive historic sites in Malaysia
Commercial Value	The Historic artifacts' potency of being commersial and lucrative tourism industry	Historic heritage can be grouped into few category depended on its potensial of boosting tourism industry, community's income, and lucrative products, ect.	Melaka City is one of most attractive historical heritage sites for tourist destinations

Adapted from English Heritage (2008)

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