

POTENTIAL OF HERITAGE TOURISM IN MUAR

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## **DEDICATION**

“...To my beloved mother, father and family. Hard work paid off...”

## **ACKNOWLEDGEMENT**

In preparing this thesis, I was in contact with many people, researchers, academicians, and practitioners. They have contributed towards my understanding and thoughts. In particular, I wish to express my sincere appreciation to my main project supervisor, Dr. Norhazliza bt Abd Halim, for encouragement, guidance, critics and friendship.

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## ABSTRAK

Tujuan kajian ini dijalankan adalah untuk mengetahui ciri-ciri yang mempengaruhi daerah Muar sebagai salah sebuah bandar pelancongan warisan di Johor. Industri pelancongan di Malaysia memperlihatkan perkembangan yang memberangsangkan. Kerajaan memberikan perhatian yang serius kepada sektor ini disebabkan kemampuannya dalam menyumbangkan pendapatan kepada negara disamping meningkatkan taraf sosioekonomi rakyat. Kajian ini dijalankan bagi mengenalpasti mengenai pelancongan warisan. Ringkasnya, pelancongan warisan adalah satu segment pelancongan yang menjadikan tapak warisan dan sejarah sebagai tarikan utama dan disokong oleh tarikan yang tidak ketara seperti budaya, dan tradisi sesebuah destinasi. Maka, kedua-dua elemen ketara dan tidak ketara adalah penting dalam mempromosi pelancongan warisan. Kajian ini telah menjadikan Muar sebagai kawasan kajian kerana terdapatnya bangunan-bangunan warisan dan nilai-nilai sejarah yang ada di Muar. Kajian ini juga mengenai kewujudan tarikan pelancongan sedia ada yang berteraskan sejarah dan warisan, yang mana kajian ini akan melihat kepada kemampuan tarikan pelancongan sedia ada ini untuk menarik pelancong dari dalam dan luar negara. Pendekatan kajian yang digunakan adalah dengan menggunakan persampelan bukan kebarangkalian. Saiz responden bagi kajian ini adalah 100 responden masing-masing bagi penduduk tempatan dan pelancong yang datang ke daerah Muar. Bagi analisa data, kajian ini menggunakan analisis deskriptif untuk maklumat asas mengenai keseluruhan analisis dan analisis skala likert digunakan untuk mengetahui min setiap pandangan tentang kepentingan teknik interpretasi sebelum dan selepas melawat Muar. Kajian ini juga menggunakan analisis *market appeal-robusticity matrix*. Daripada analisis yang dibuat, kekukuhan tarikan pelancongan sedia ada dapat diketahui. Kajian ini juga boleh digunakan sebagai kajian kes untuk membangunkan daerah Muar sebagai bandar pelancongan warisan di Malaysia.

## ABSTRACT

The aim of this study was to determine the characteristics that influence the Muar district as a heritage tourism destination in Johor. Tourism industry in Malaysia showed an encouraging development. Government has given serious attention to this sector because of its ability to contribute to the national income while improving the socio-economic status of the people. This research is conducted in order to know about heritage tourism. Basically heritage tourism is a form of tourism segment that make heritage site as a main attraction and some intangible element such as culture, tradition as supporting element to heritage tourism. Hence, both tangible and intangible element important in promoting heritage tourism. Therefore, Muar has been choose as the site study for this research since Muar has a lot of heritage site and historical value. The study also to look into the existence of the existing tourist attractions which oriented to history and heritage, which this study will look at the ability of existing tourism attractions to attract tourists from Malaysia and abroad. The approach used in this study is to use non-probability sampling. Size respondents for this study was 100 respondents each for locals and tourists who come to Muar. For data analysis, this research using descriptive analysis for basic information on the overall analysis and analysis of Likert scale is used to determine the mean of each view of the importance of interpretation techniques before and after visiting Muar. The study also analyses market appeal-robusticity matrix. From the analysis, the strength of tourist attractions ready are known. This study can also be used as a case study to develop Muar as heritage tourism destination in Malaysia.

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**POTENTIAL OF HERITAGE TOURISM IN MUAR**

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 BACKGROUND OF RESEARCH**

Tourism industry in Malaysia is expected to continue to be one of the top five contributors to the national economy. In fact, the industry worth was RM 36.9 billion of gross national income (GNI) in 2009 and is expected to increase. Malaysia aims to achieve the target of 38:168 that is tourists' arrivals of 38 million and receipts of RM168 billion by the year 2020. Due to the economic benefits of the tourism industry and the target of becoming a high-income developed nation, tourism sector has been selected as one of the National Key Economic Areas (NKEA) that needs to be continuously improved.

Success factor for Malaysia in attracting foreign tourists coming to this country and contribute to the gross national product (GNP) as its distinction and uniqueness of the country. In addition to low cost expenditure in Malaysia, originality of natural and unspoilt environment, Malaysia also offers various tourism resources such as beaches, nature reserves, cultural heritage, etc. One of the tourism resources that have the potential to be developed as a tourism product is the heritage resources. Then, the government has listed Malaysian heritage and culture as a component that need attention in the National Tourism Policy. Among the area attractions that are inherited in this country is Malacca, Penang, Mulu National Park, Kinabalu National Park, Gua Niah National Park, Lembah Bujang and other. Other than as a potential tourism products, heritage attractions should also be maintained for sustainable development.

Conservation of heritage attractions will not be successful if only initiated by one side, it must be supported and involve individuals, local residents, the government and the private sector. Support and involvement of various parties, as well as awareness about the importance of heritage conservation is one of the basic things. In order to achieve awareness about the importance of this conservation, communication is one of the techniques that play an important role in initiated the awareness. One of the medium that is effective in the conservation of urban heritage is through the interpretation which serves to increase the awareness, conservation and appreciation. Generally, interpretation leads to the appreciation , and the appreciation brings to the conservation and control (Veverka, 1999).



## 1.2 PROBLEM STATEMENT

Heritage tourism has a potential in heritage and cultural tourism because of the interest in special group tourist. This kind of tourism involving conservation of historical site, museum, art gallery and state cultural centre (8<sup>th</sup> Malaysia Plan). Heritage tourism is said to be a form of tourism that provides an entertaining and educational experience to the tourist. Heritage tourism is not only seeing the attraction but in form of observation, art, history and nature. Heritage as tourism product are consists of cultural traditions, places and value that has been reared by the people (Colin, 1983).

Heritage tourism used cultural and heritage asset in a destination to develops it tourism activity. The concept of heritage is too broad which include tangible and intangible element. Besides that, heritage tourism also an initiatives to preserve historical site and monuments, conservation and cultural appreciation.

Based on the above statement, historical site in Bandar Maharani is consider as asset that capable to attract tourist if it can be develop as a tourism activity with good management and efficient marketing.

Many has discussed on the issues about heritage tourism. But, this research will focused on potential of heritage tourism and urban conservation. On top of that, from preliminary study a few research problem is identified as follow:

- i. The old buildings with historical value are abandoned.  
In Muar, there are lot of building that has been built before the war. After the war till now most of the building has been left empty and abandoned. This quite a loss to Muar because the building has a potential to be used and maintained. This abandoned building also has its own historical value that will attract special group of tourist who interested in heritage and history.
- ii. Untold history of Muar.  
Aside from Melaka history, Muar also has its own history which is can be said as untold history. This untold history only know by the old folks and historian in Muar. This untold history of Muar can documented and potential

to be commercialize as tourism product in Muar especially for those who are history lovers, as well as to compete and complementary to Melaka history.

- iii. Tourism product and attraction in Muar should be diversified.

Besides that, Muar also have potential to be develop as an alternative tourism destination. Muar offers variety of product and attraction for different group of tourist which just need an added value to scale up the tourism development. In Muar, tourism attraction such as historical site, sight-seeing, river cruise, food hunting, escapism places is there but only need to be diversified which can attract more tourist to Muar. Relating to that, heritage tourism in Muar is seem to be one of the tourism product that can be developed.

- iv. Lack of interpretation material in tourist spot.

Besides that, existing tourism attraction in Muar are lacking in term of interpretation. This because interpretation material are one of the element will fulfil the tourist need in a destination. Good interpretation material will help tourist to have good experience in Muar.

### **1.3 RESEARCH QUESTION**

- i. What is heritage tourism and how a destination is classified as heritage tourism destination?
- ii. How heritage tourism in Muar with its existing available product?
- iii. What is the best way to conserve the urban heritage in a tourism destination?

#### **1.4 RESEARCH OBJECTIVE**

- i. To identify the characteristic of heritage tourism that influence a destination as heritage tourism destination.
- ii. To identify characteristic of heritage tourism and existing heritage tourism product in Muar that available and ready to attract tourist.
- iii. To recommend conservation and preservation mechanisms of heritage and history in Muar.

#### **1.5 RESEARCH SCOPE**

- i. Theoretical framework on heritage tourism concept in Malaysia.
- ii. Identifying main heritage tourism product in Muar.
- iii. Introducing mechanisms for urban heritage conservation/management that suitable with Muar.

#### **1.6 RESEARCH FRAMEWORK**

Research framework is a summary of step and strategy that needed to give a clear perspective of research structure. This research framework will be the researcher guideline in order to ensure the research is going according to plan. Generally, the research framework is divided into five main stages, which is:

- i. Stage 1: preliminary study
- ii. Stage 2: literature review an theoretical framework
- iii. Stage 3: data collection
- iv. Stage 4: data analysis and findings
- v. Stage 5: synthesis and conclusion.

Figure 1.1 below will show the research framework that has been summary to assist the research.

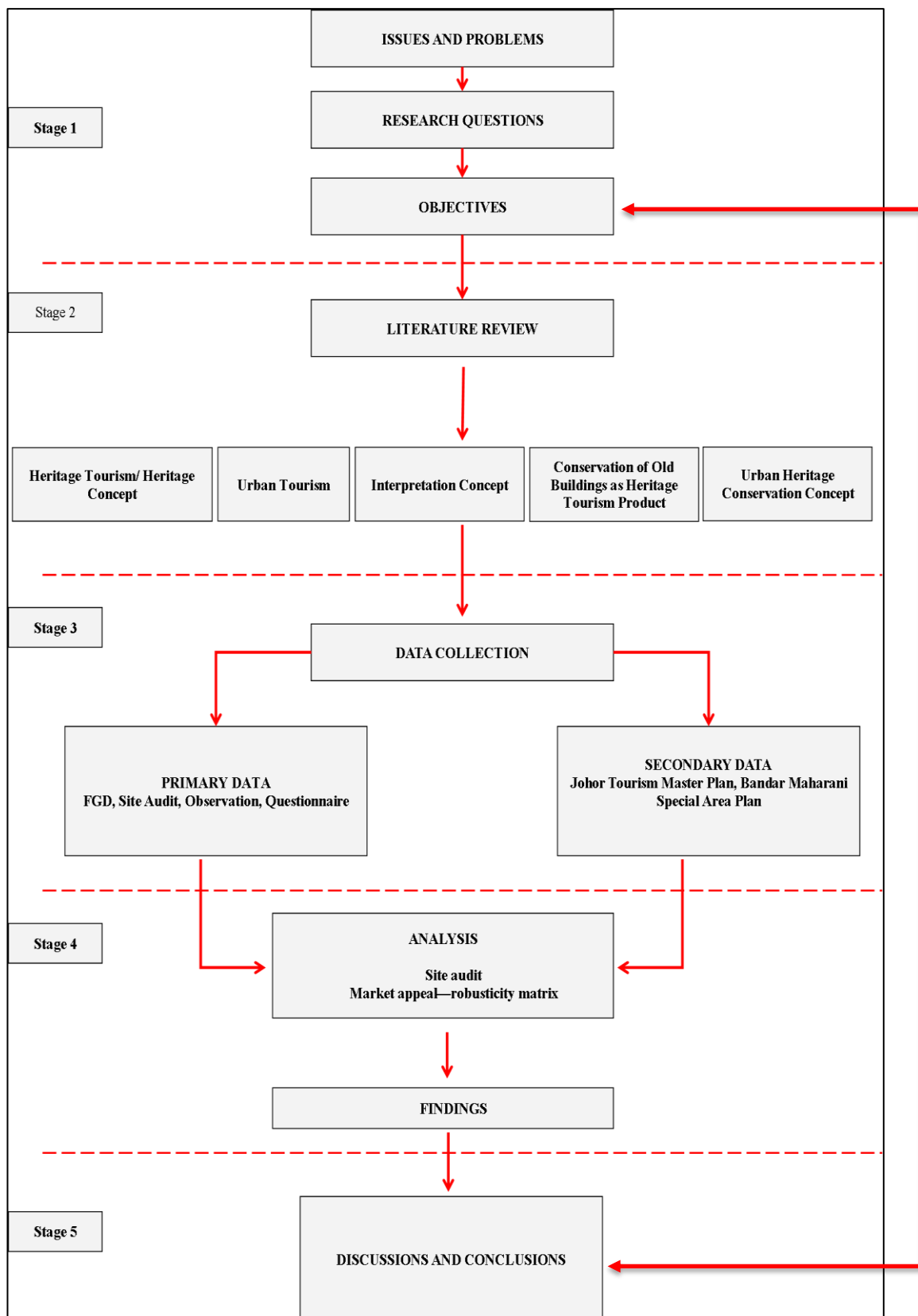


Figure 1.1: Research framework

i. Stage 1: Preliminary study

At this stage, research are more focusing on identifying the issues and problems about the research topic. Preliminary study on literature is done to look into the potential of the research topic. At this also, researcher will look into previous study in order to get an initial perspectives about the topic before developing the topic together with the issues and problems.

After identifying the issues and problems, a set of research question is formulated before framing the research objectives. Objectives is formulated to clarify what's going to be achieved from the research and the strategy to achieved it. The objectives formulated also will be as guide to the research in findings the research results later.

ii. Stage 2: Literature review and theoretical framework

For this stage, the research done more to readings and referring to the references such as journal, reference books, related report, previous studies and etc. this stage is a crucial stage where it will help the whole process of research in improving and developing the research.

A few thing are been focus in this stage is the collection of material and variables that needed in research scope which is heritage tourism destination in Muar.

iii. Stage 3: Data collection

At this stage, researcher need to be in study area to run the survey to get the primary data. Survey is run based on the location selection and sample needed. A part of that, inventory and observation for attraction and tourism product also been carried out in order to know the potential and obstacles during doing the research.

This stage is important because the data get from the survey will be used for analysis in the next stage. Data collection is divided into two types which is primary data and secondary data. For primary data, data is collected from the respondent that

come to Muar and via online. To support the primary data, secondary data is needed from agencies department that involve with tourism and related to the research. The secondary data needed from agencies include government policy and current development of research area.

iv. Stage 4: Analysis and findings

For this stage, using primary and secondary data in stage 3 and data get from the survey will be analyse using Market appeal-robusticity matrix. This analysis use because of the researcher need to get the summary of the issues and problems related to study area based on the cultural heritage tourism subindicator.

Correlation between the data is needed in order to ensure the research objectives is achieved to clarify the issues and problems of the research. Qualitative technique using interview, observation and respondent opinion. Qualitative technique can help researcher reaffirm more on research findings.

Findings from the analysis will determine the strategy and action that will be recommended on the next stage.

v. Stage 5: Discussions and conclusions

The final stage of a research is where all the findings will be discuss at this stage before recommendations is formulated. As the conclusion of the research, the research objectives will be look into the conclusion part in order to know the objectives is achieved or not.

## 1.7 RESEARCH APPROACH AND INSTRUMENT

In doing research there are two element that should be consider. First, understanding the things and what will happen and the situation. Second, explain how it happened and the causes. Researcher should come out with background of the research and understand it in order to support the research. In doing research also, three reason that researcher need to understand about the background of the research. First, it will help researcher in explaining the designated of the research in collecting and translating the sources to answer the research question. Second, it will help researcher to determine the appropriateness of the designated research. Finally, it can identify some appropriate approach in doing research.

As this research is an explanatory research, a qualitative approach is used, as a various scholars have noted the value of using this approach for an explanatory study. A qualitative approach offers great deals of potential in helping the researcher understand peoples dimension on society (Goodson and Philimore, 2004). In addition, this approach allows for direct and personal contact with people under study.

The research instrument used to conduct this study consist of structured questionnaire and focus interview. Questionnaire used in this research because this is a data collection instrument mostly used in normative surveys. This instrument a systematically prepared form or document with a set of questions deliberately designed to elicit responses from respondents or research informants for the purpose of collecting data or information. It is a form of inquiry document, which contains a systematically compiled and well organised series of questions intended to elicit the information which will provide insight into the nature of the problem under study. It is a form that contains a set of questions on a topic or group of topics designed to be answered by the respondent. The respondents are the population samples of the study. The answers provided by the respondents constitute the data for the research.

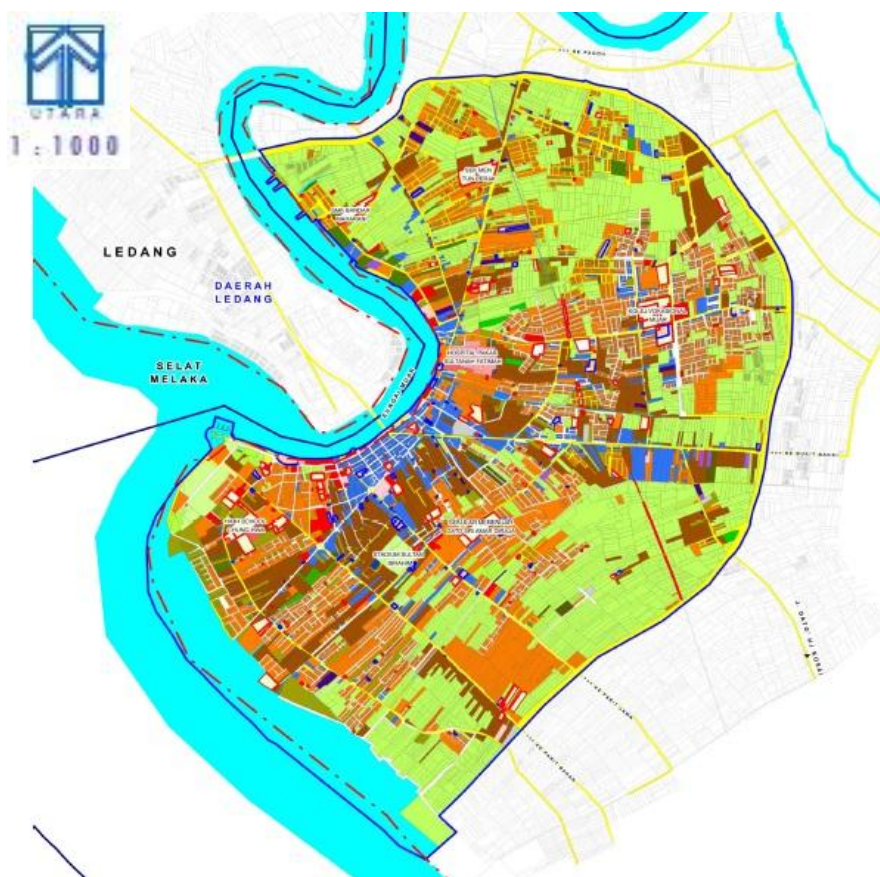
Focus interview used as instrument in this study because focuses on the respondent's subjective responses and experience on the subject matter to elicit more information. This method is used by researchers to render the non-directive interview

more interviewer control with the use of verbal cues that serve as a stimulus to inspire respondents to volunteer more information on the subject.

Structures questionnaire and interview form is formulated to facilitate the research by using theme that has been identified. The theme identified is based on the objective of the study.

## 1.8 STUDY AREA

Known as *Bandar Maharani Bandar DiRaja*, it is located in Muar District. It is one of the most popular tourist attractions in Malaysia to be visited and explored for its variety of food, the originality coffee and the historical building from pre-war. Declared as the Royal City of Johor, it is the fourth largest city in Johor after Johor Bahru, Batu Pahat and Kluang. Muar town is administered by Majlis Perbandaran Muar (MPM) which consist another 19 suburbs including Ledang District.



Map 1.2: Map of Muar Town



Muar District is the largest district in the northwest of Muar Johor. Whereas the fourth largest city after Johor Bahru. Bandar Muar is identified among the oldest town in the state of Johor, which is estimated to be around for more than 100 years ago. There are more than 400 buildings before the war in Muar which is 21% of the total pre-war building in Johor. In addition, the Muar district is also well known for its traditional food of Johor from and traditional culture such as Ghazal and Kuda Kepang. Realising the potential of the Muar district has heritage tourism products in Malaysia, especially Johor heritage, the heritage trail development is appropriate to strengthen the tourism positioning Muar as heritage tourism region that can compete with the tourism industry in Malacca and Singapore. In fact, the position of the area adjacent to the Melaka, can attract plenty of tourists from Melaka to visit Muar.

## **1.9 SIGNIFICANCE OF THE RESEARCH**

The significance of this research are:

- i. Can create job opportunity to local people especially to small and medium enterprise which related to tourism activity.
- ii. Is a 'bottom-up' approach for decision making and action.
- iii. Creating a community with 'sense of belonging' towards their places and creating a 'sense of welcoming' towards tourist when conservation aspect is emphasized.
- iv. Community empowerment and sustainability in related activities to promote tourism activities closely with the heritage tourism.
- v. Conservation of old buildings in Muar.

## **1.10 SUMMARY**

This research will produce a tourism product that will attract tourist to Muar, as well as to achieve research objectives. Through this research, related agencies can make use this research as a guidelines in developing tourism product in Muar specifically in Bandar Maharani. This research also can help to develop tourism in Muar as a tourism destination that considering the balance between physical development, nature and heritage in order to fulfil the tourist need without neglecting cultural and history.

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