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The Importance of Heritage Conservation Management for the Sustainabilityof Melaka Tourism Industry

[1]Norunnajjah Binti Ahmat, [1]Siti Rohana Omar and [2]Fazurah Mustaffa
[1]Center of Languages and Human Development, Universiti Teknikal Malaysia Melaka,
Hang Tuah Jaya, 76100 Durian Tunggal, Malacca, Malaysia
[2]Faculty Social Science, University College of Islam Melaka, 28 Miles,
78200 Kuala Sungai Baru, Malacca, Malysia

Abstract: The purpose of this study is to investigate whether Melaka have a good system of heritage conservation management to ensure the sustainability of Melaka tourism industry. Melaka is famous for her historical attraction around the world that >4 million tourists has visited this state in 2004 and the number is increasing each year onward. One important product in Melaka is its heritage tourism due to its historical signature and its connection with the heritage preservation. Implementing the exploratory approach was a combination of quantitative and qualitative techniques to measure if heritage tourism is the biggest attributes of Melaka economic developement. A structured and non-structured questionnaire survey were used for the research. The heritage attributes item were measured using 5-point Likert scale ranging from 1 (very disagree) to 5 (very agree). The open-ended survey were used to analyse the satisfaction of the tourist on the effort of the State of Melaka in preserving its heritage. Based on total respondent of 250 visitors, >30% agree that Melaka could lose their international status as historical places if there is no continous effort for heritage conservation management. They also agree that the development and the preservation of heritage should be the main focus and given more effort if compared to other products, if Melaka want to attract more tourist.

Key words: Heritage conservation management, tourism industry, historical, survey, Melaka

INTRODUCTION

Lack of fund from the government or from the private sector is often being an excuse for any institution to deny the importance of preservation of historic heritage. However, at the same time the abundance of wealth still not a good reason for preservation agenda, especially on heritage issue. This clash between the need to preserve heritage sites and the desire for modernization has become a serious issue. In urban areas, the residues of heritage is deminishing because of an an increasing rejection of traditional values and identity. These clashes mostly in Third World Countries especially in Africa and Asia. Only currently, the idea of heritage conservation is gradually increasing in a mid of modernization because of economic demand through tourism. Tourism has become an important national agenda for economic progress. The objective of this study to investigate whether Melaka have a good system of heritage conservation management to ensure the sustainability of Melaka tourism industry. The attitude of contemporary city administrators; regional and urban planner who are not interested to involve in cultural preservation or the idea of adapting to reuse the old building, the neighbourhood or the city center. The reluctance from the administrators due to the pattern of land ownership, rehousing, fixed rents and the political ramification among the people are often daunting. Meanwhile, the architec and planner are reluctant because their training is focusing more on the provision of new building, new suburb or new towns on virgin sites. In short, they are practically have no training in improving existing building or urban fabrics of old types and lack of knowledge of heritage conservation management. Most of the architects and planners are simply do not know how to make the adjustment since they are unable to percieve or unwilling to admit the very real values inherent in traditional pattern.

Another reluctant group come from the politicians and the planners who prefer to clean an area in order to begin anew without all the attendant problem,

Corresponding Author: Norunnajjah Binti Ahmat, Center of Languages and Human Development, Universiti Teknikal Malaysia Melaka, Hang Tuah Jaya, 76100 Durian Tunggal, Malacca, Malaysia

complexities and unfamiliarities that urban and building conservation involve. However, total clearing of an area itself entail political repercussion. Then, in order to avoid these, the politician and the planners who are content with the modernization agenda would do the alternat if; which is to remove the individual heritage building. However, they are often to truncate the building so that a range of its room simply disappear completely and the facade is rebuilt near the center of its original plan. The worse scenario is that the inferior make a shift facade to replace the original ones. The effect of such modernization on the traditional heritage is generally catastrophic, that these monument become isolated instead of part of continous urban fabric (Ronald, 1990).

In the case of Melaka, the kind of clashes either to modernize or to keep the traditional element is still happening in the state; but lately the idea of conservation management is gradually increasing. Thanks to the interest of the government to retain the unique title of Melaka as a historical country for tourist attraction. At the same time, the confirmation of World Heritage Town given by UNESCO to Melaka together with Penang is a prior victory for the heritage conservation agenda. As a result, the clashes between the planner and the conservator in the urban areas is minimizing because the state has divided the heritage areas into differents zones where the red zone is restricted from any minor or major renovation withour prior permission from the city planner. Meanwhile the rest of the zones has certain regulation for any kind of renovation and modernization. However, beside all those strict regulations and restriction, the political agenda of progress and the reason of economic benefit are always in the winning side. For example is the existence of Dataran Pahlawan for economic purpose instead of Portuguese heritage underneath (Mohamed, 1990). In short, the heritage conservation management is the main agenda of the state of Melaka in order to maintain its status as a historical country and to preserve its highest status in the international stage, the World Heritage Town/City. Thus, a good managament is needed in order the preservation agenda is in a good hand.

Literature review: The literature review will look at heritage conservation management and the needs to have a good management over it for the survival of Melaka tourism industry.

The idea of conservation management is still relatively a new concept in Asia and Africa but it is significantly produce a great impact in the West since 19th century, where the idea of nasionalism started. Heritage conservation is normally related to the movement of nationalism. Each society is proud of its past and seeks to show off the glorious performance of its ancestors. The display is not limited to architectural monument but inclusive of all cultural legacies like manuscripts, poetry, jewelry, musical instrumet and song and many more. In European Western societies, the concern for cultural rehabilition, restoration and conservation is based on a historical methodology dating from the 16th century when the humanist movement looked back to Greek and Roman legacies. Architecture, urban planning, sculpture, painting, law, philosophy, science, literature-all Greco-Roman civilization became the object of learning, imitation and conservation. The big idea is to show their dignified, respected and civilized nation to the world.

The dignified civilized nation of Malay is also shown due to heritage preservation. Their Identity, their origin and their right in Malaysia is confirmed by the effort of studying the heritage conserved in the past. The pre-Islamic archeological remains found in various parts of the Straits of Melaka region represent every phase of the pre-Islamic period. The evidence show that there was a continuity in the history of the people living along the Straits of Melaka. The changes were brought about by trade. All the archeological remains belonged to the present day Malay and other Bumiputera living in the Malay Peninsula and Sumatera. Therefore the Malays and the other Bumiputera (during the pre-Islamic era) were descended of the prehistoric ancestors. In short, they did not come from outside the strait of Melaka region (Rahman, 2004,). This is important to deny the allegation of the non-Bumiputera that Malay race has no right in Malaysia as the other race on this land because all of them were outsiders. The heritage preservation has confirmed the right of Malay as the original population in this area.

The idea of conservation is not alien to the Islamic perspective. It started immediately after the death of prophet Muhammad SAW. The companion of the Prophet were the living memories of the Quranic revaltion and his teachings (Hadith). This means that conservation has been since the very beginning of Islamic history the primary concern of successive generations. Contnious endfevors led to the conservation of the Quran, the biography of the Prophet (Sira Nabawiyya), his teachings (Hadith) and the teachings of the companions (Sahaba). Thus, historiography became an important literary activity: to write down all the facts related to the inauguration of the new religion became an important

aspect not only for the Muslim but also for all human kind. Ironically, Islam has started the idea but it is the Western who dominate the scientific and the technical development of conservation management.

However, there is big difference between the Muslim concern for the religious past and the European humanists' inteterest in the Greco-Roman legacy: in the first case of the perspective is theological and mainly metaphysical. Meanwhile, in the second case, it is historical orientation which is based on the evidence of written or material document. There are important differences for both sides of psychology and intellect. The problem of conservation management for the contemporary Muslim societies is how to approach the historical facts with an objective and scientific attitude. It is not an easy task as many precious parts of the vast cultural patrimony in Muslim world had been damaged, lost or disappear and a large part of their architecturallegacy has deterioated or been destroyed, especially in the time of modern economy and its technology.

For all these reasons, the Muslim societies need new conceptual tools to address correctly the question of conservation; either in the aspect of technical or historical or an adequate terminology of cultural semiology (The science dealing with signs as fundamental elements of all cultural systems). In short, Islam has started the idea of conservation management its own unique approach and identity that in the modern era, the muslim must not bow totally to the same approach of the West. We could use the scientific and technical approaches for the tangible legacies or non-religious untangible elements but not on the theological, scholastic and metaphysical arena. Another important aspect beside new innovative approach of conservation is a good management system to manage heritage conservation management.

In a way to find the reconcilition of heritage conservation between Islamic and the non-Islamic is possible because Islam is not againts that idea in total. The reality is that, a true preservation of religious heritage can only take place when both the tangible and intangible aspects of preservation are taken into account. In fact, it is the intangible spirit of religion that constitute the very core of the religious heritage; this invisible root gives birth to the branches, leaves and fruits, the element for the tangibles. The primary challenge is to reconcile between values of the religious community with the scientific requirement of the conservation community. In doing so, one has to keep in mind that the conservation requirement only deal with the body of a 'religious object' while the religious values and codes of conducts aim at preserving the spirit. Increasing awareness about issues such s liturgical and functional needs, competing needs of co-existing faiths and awareness of the growing secular pressure upon religious values could help in laying out a wise plan in preserving the tangible as well as the intangible.

Nevertheless, understanding trhe domain of sacred, religious and non-religious within the Islamic tradition will help in recognising the sensitive ares. It will also provide insight with respect to the choice of material for restoring them in accordance with the rules laid out by the legacies. Moreover, gaining knowledge of the traditional of the traditional worldviews, learning about the pure and impure substances, understanding the sensitivity of the religious community and their codes of conduct with references to the objects of religious reverenc and benefiting from the local skill and technique, can help in developing better strategies in preservation of religious heritage in particulars.

Another reason why heritage conservation management is important is because it could be carried out in the form of improvisation; the unplanned impulsive act of an unconscious the mindless mindfulness- involving human capacities and resources to respond fluidly, in concert with emerging curcimtances so as to behave in ways that appear spontaneously appropriate. It pervades in almost all varied disciplines and professions of human knowledge from footbal to poetry to even for restoration. Philosphically, improvisation often focuses on bringing one's personal awareness' into the moment' and on developing a profound understanding for the action one is doing. How it is relating to the idea of conservation is that, since it evokes the power of awareness, the conservator must be intensly tuned into present circumtances, listening to the surrounding and to themselves, balancing tensions that arise between new possibilities and current opportunities. Rather than simply doing something new and different, improvisation is responding in manner that is uniquely appropriate for current conditions by connecting the past with future (Alireza, 2010.). In short, improvisation may help the conservator to adjust the idea into a unique solution, which turn to a new tool or scientific and technical approach that benefit the field of conservation management, whenever problems arise. It means that problems may not indicate the negative aspect only but may improvise into positive corner.

Orbasli (2000) defined that the heritage conservation management has become an integral component of the

heritage industry and Millar (1995) also agreed that 'the good heritage management with a major focus on heritage interpretation and presentation ensures that one complements the other'. However, conservation management is not enough for promoting tourism without proper marketing and package of attraction. The example is the Bujang valley, a magnificant discovery of historical site that could attract more tourist to Kedah as what is happening to Angkor Wat of Cambodia and Candi Borobudu of Indonesia. Historical record state that the Bujang valley civilization existed long before neigbouring empires such as Majapahit (1200 AD) and Sri Vijaya (700 AD). Earlier archelogical artifacts found at that valley are now hoiused at the Bujang valley Archeological Museum in Merbok. The museum which opened in 1980, offers a trail of archeological history starting with relics like statues of Lord Ganesha and a bronze image of Lord Vishnu, to stone tablets of Pallavi script to Lord Buddha and Islam.

Outside the aircondition museum house is a complex of temples which were found at the Merbok estuary, at the foothill of gunung Jerai. Critics have often wondered why these temples had been removed from the original sites. The museum see busload of foreign tourist, especially during the Summer holidays in the West. What they will see in the complex ground are just half-built temples as their wooden roofing have rotted and withered over the past 1000 years. On the summit of a small hill behind the museum stand Candi Bukit Batu Pahat said to have been built in the 7th century AD. What is lacking for a visitor is an imaginative replica of what any one of these temples or candi from 'Chandika' the name of Lord Siva's wife, looked like in its heydat. Sadly even the signboard explaining these remnant structures are also completely faded, an attitude perhaps of lackadaisical attitude to what could be money spinner as in Angkor Wat and Borobudur. The above case has shown that a good management system to handle heritage conservation is extremely important. More serious case will happen if the program of conservation is protected by a good system to manage it.

MATERIALS AND METHODS

This exploratory study was a combination of quantitative and qualitative techniques to measure if heritage tourism is the biggest attributes of Melaka economic developement. A structured and non-structured questionnaire survey were used for the research. The heritage attributes item were measured using 5-point Likert scale ranging from 1 (very disagree) to 5 (very agree). Meanwhile, the open-ended survey were used to analyse the satisfaction of the tourist on the effort of the State of Melaka in preserving its heritage. The conclusion will identify the needs to have a good system of heritage conservation management to manage the preservation program. A total of 250 questionnaires were distributed randomly at the tourist attraction places at Melaka city, especially at the heritage sites to visitors age 18 and above.

RESULTS AND DISCUSSION

In the beginning of this part, there will be a raw data analysis from the findings which are separated into five parts; demography, respondents' travelling experiences, the opinion of respondents on the importance of heritage tourism and the relation of respondents' personal detail with their visit to Malacca. Then, there will be a dicussion explaining the expectation of the tourist from the state of Melaka based on the findings' report. The expectation finding is important to show that the State of Melaka to have a good system to manage its heritage conservation.

The next table depicts the types of places visited by respondents when travelling. Among the most favourite spots are shopping complex with 201 or 80.4%, historical sites with 179 respondents or 71.6%, entertainment spots with 123 respondents or 49.2% and 114 respondents or 45.6% opt for zoo as their travelling destination. Other places visited are nature attractions with 83 respondents or 33.2% and sports and recreational places with 50 respondents or 20%. It means that the expectation of the tourist for the State of Melaka to pursue the program of conservation is important. Then, the management system is also important so that the tourist industry will not in danger shown in Table 1.

The frequency of respondents who visit Melaka shows that 76 respondents or 30.4% come to Melaka every year. Another 57 respondents or 22.8% make their visit once, 40 respondents or 16% have visited Melaka for more than once a year, 32 respondents or 12.8% managed to arrange weekly visits and 16 respondents or 6.4% have once a month frequency visit. On the other hand, there are still nine respondents or 3.6% who have never visited Melaka. It shows that

Table 1: The types of places visited by respondents when travelling

Type of place visited	Amount of respondents	Percentage
Shopping complex	201	80.4
Historical site	179	71.6
Entertainment spot	123	49.2
Zoo	114	45.6
Nature	83	33.2
Sports and recreational place	50	20.0

Table 2: The frequency of respondents who visit Melaka

Frequency of visit to Melaka	Amount of respondents	Percentage
Every year	76	30.4
Once in a lifetime	57	22.8
More than once in a year	40	16.0
Every week	32	12.8
Every month	16	06.4
Never visited Melaka	9	3.6
Others	20	8.0
Total	250	100.0

Table 3: The types of places in Melaka visited by respondents

Types of places visited	Amount of respondents	Percentage
Shopping complexes	185	74.0
Historical sites	194	77.6
Zoo	124	49.6
Entertainment places	109	43.6
nature	84	33.6
Sports and recreation	68	27.2

many of them are not bored to visit this historical states unless no further action to handle or to manage the heritage conservation into a systematic one shown in Table 2.

The next findings which report the types of places in Melaka visited by respondents. Though, most of them, 185 respondents or 74% choose shopping complexes and followed by 194 others who prefer to visit historical sites. A sum of respondents, 124 of them or 49.6% are attracted to go to the Melaka Zoo. Entertainment spots are also an option among 109 respondents or 43.6%. As many as, 84 respondents or 33.6% do not miss the opportunity to visit places of nature while the other 68 or 27.2% prefer to go to sports and recreational places. The historic places as the second choice shows that the state of Melaka must act very fast to do some a managerial program that will attract tourist to make it as the first choice shown in Table 3.

The followings findings are reasons why the respondents were traveling to Melaka. More than half of the total respondents which is 140 or 56% visit this state because of its historical sites attraction. Apart from that, 132 or 52.6% of them agree that they enjoy the shopping experience in Melaka. 87 respondents or 34.8% wish to experience Melaka as UNESCO World Heritage Site. Some 86 respondents or 34.4% come to Melaka to visit friends, 82 or 32.8% of them come to visit the Melaka Zoo and 70 or 28% of them come for entertainment. Some also come to visit family members and relatives which is 49 or 19.6% of them.

Based on the finding from the statements of the tourist which reflect the importance of historical places towards the development of Melaka tourism industry shows that; there are 44 respondents or 7.6% of them agree that visiting Melaka meant visiting the whole of Malaysia. Meanwhile, 74 or 29.6 of them are totally agree

Table 4: Reasons for visiting Melaka

Reasons for visiting Melaka	Amount of respondents	Percentage
Visiting historical sites	140	56.0
Enjoying shopping experience	132	52.8
Melaka is a UNESCO World	87	34.8
Visiting friends	86	34.4
Visiting Melaka zoo	82	32.8
Enjoying entertainment	70	28.0
Visiting relatives	49	19.6

of the previous statement. However, there are 41 respondents or 16.4% of them do not agree with it and supported by 44 tourist or 17.6% of them who are totally disagree with it. Generally, most of the respondents around 95-100 of them or 38-40% are all agree that Melaka is famous for its historical places shown in Table 4.

Based on that statement, 92 or 36.8% agree that Melaka as a historical country is a must for tourist to visit. It was supported by another 89 respondents or 35.6% who are really agree with it. If Melaka is an important place to visit historical places, then 91 respondents or 36.4% of them agree with it and supported by 80 people or 32% of them who are really agree with it. Besides that, the respondents are also agree that Melaka should be recognized as World Heritage City as 78 tourist or 31.2% and 107 of them or 42.8% who are agree and totally agree with that statement.

At the same time, the respondents also suggested that the state government or its citizen should take care of its historical places in order to maintain its title as the World Heritage City. Based on the data given, 96 people or 38.4% of them agree with it and 112 respondents or 44.8% of them are totally agreed with the suggestion. Besides that, there are 103 respondents or 41.2% agree that the state government should continue its research of new historical places to attract more tourists to Malacca. Those who are really agreed with it are 87 persons or 34.8% of them.

Based on the question is the historical places in Melaka is enough and no need for further new attraction, around 33 respondents or 13.2% disagree with it. It was supported by those are really disagree which around 58 tourist or 23.2% of them. However, 88 persons or 35.2% are not sure if Melaka has enough historical places or not. Then, around 108 respondents or 43.2% are agreeing that Melaka can lose its status as World Heritage City if there are no actions taken to preserve its heritage. Those who are really agree with it is around 85 persons or 34% of them. Besides that, there are around 86 tourist or 34.4% agree that more focus should be given in developing continuous conservation management of historical places as main product for Melaka attraction compared to other product in order to lure more tourist. There are around 70 people or 28% who are really agree with it shown in Table 5.

Table 5: Statements of the tourist which reflect the importance of historical places towards the development of Melaka tourism industry

	Respondents' opinion									
	Totally disagree		Disagree		Not sure		Agree		Totally agree	
Details	No	(%)	No	(%)	No	(%)	No	(%)	No	(%)
Visit Melaka meant visit Malaysia	41.0	16.4	44.0	17.6	47.0	18.8	44.0	17.6	74.0	29.6
Melaka is famous for its historical places	7.0	2.8	8.0	3.2	40.0	16.0	95.0	38.0	100.0	40.0
Visit Malaccan are a historical places must for tourist	5.0	2.0	12.0	4.8	52.0	20.8	92.0	36.8	89.0	35.6
It is important to visit historical places of Malacca	7.0	2.8	14.0	5.6	58.0	23.2	91.0	36.4	80.0	32.0
Melaka deserve to be recognized as World Heritage City	10.0	4.0	17.0	6.8	38.0	15.2	78.0	31.2	107.0	42.8
Melaka should preserve its historical places to maintain its status as World Heritage City	6.0	2.4	5.0	2.0	31.0	12.4	96.0	38.4	112.0	44.8
Melaka should find new historical places to attract more tourists	11.0	4.4	6.0	2.4	43.0	17.2	103.0	41.2	87.0	34.8
The current historical places are enough for Melaka to attract tourist	33.0	13.2	58.0	23.2	88.0	35.2	44.0	17.6	27.0	10.8
Melaka could lose its status as World Heritage City if there is no action taken to preserve its heritage	10.0	4.0	14.0	5.6	33.0	13.2	108.0	43.2	85.0	34.0
Melaka should pay more attention to the historical places as its main product rather than other products in tourism industry	21.0	8.4	17.0	6.8	56.0	22.4	86.0	34.4	70.0	28.0

CONCLUSION

Heritage conservation management is important in the mechanisme to identify and to recognize of a certain nation or culture, that give them to be proud off either in the aspect differences or similiarities or the assimilation of diversities among the nation around the world. It might be costly for certain countries which have lower income. However, the effort of doing conservation is actually rewardable in the aspect of tourism industry. It is because tourist normally would like to see the differences of the others and some of them are contrastly likely to see the similarities among themselves. Even some of them want to visit the unique identity of certain civilization. The most important things is that, Melaka should ensure its status as World Heritage City by unending activities of preservation and conservation, either physically, spiritually or culturally. More that that is a good management system is needed to make sure that progress of conservation is in a good hand. In short, if there is some effort it will rewardable in the future, surely for the next generation.

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