UNIVERSITI TEKNOLOGI MARA

THE POTENTIAL OF MELAKA TRADITIONAL MALAY HOUSES AS CULTURAL HERITAGE TOURISM PRODUCT IN MERLIMAU

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Master of Tourism Management
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THE POTENTIAL OF MELAKA TRADITIONAL MALAY HOUSES AS CULTURAL HERITAGE TOURISM PRODUCT IN MERLIMAU

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Thesis submitted in partial fulfillment of the requirements for degree of

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Candidate’s Declaration

I declare that the work in the thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and the result of my own work, unless otherwise indicated or acknowledge as a reference work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

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ABSTRACT

Instead of becoming shelters of the people who live in, the Melaka traditional Malay houses reflect the owners’ social structure, traditions, history and culture livelihood of Merlimau. The houses are recognized as an authentic and unique architectural legacy of the Malays in peninsular Malaysia where most of them still maintaining the authenticity based on the original structure during the colonial era of the Dutch and British. The houses concerned were constructed based on history, socioeconomic and geography of the Merlimau area. This paper reports the potential of the houses as cultural heritage tourism products in Merlimau with regard to the authenticity or unique features as well as the experience of the tourists that will lead to the intention to revisit in the future. The result revealed that, destination attributes of authenticity or unique features of the houses have significant influence towards the tourist experience and will stimulate the intention to revisit. The trends of building modern and concrete houses will affect the original structure of the traditional houses or it will result them to be demolished. Therefore, adaptation and transformation of the houses as tourism products is an effective strategy to improve the sustainability of cultural and historical heritage for future generation.

Keywords: Potential; Melaka traditional Malay houses; Cultural Heritage Tourism
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