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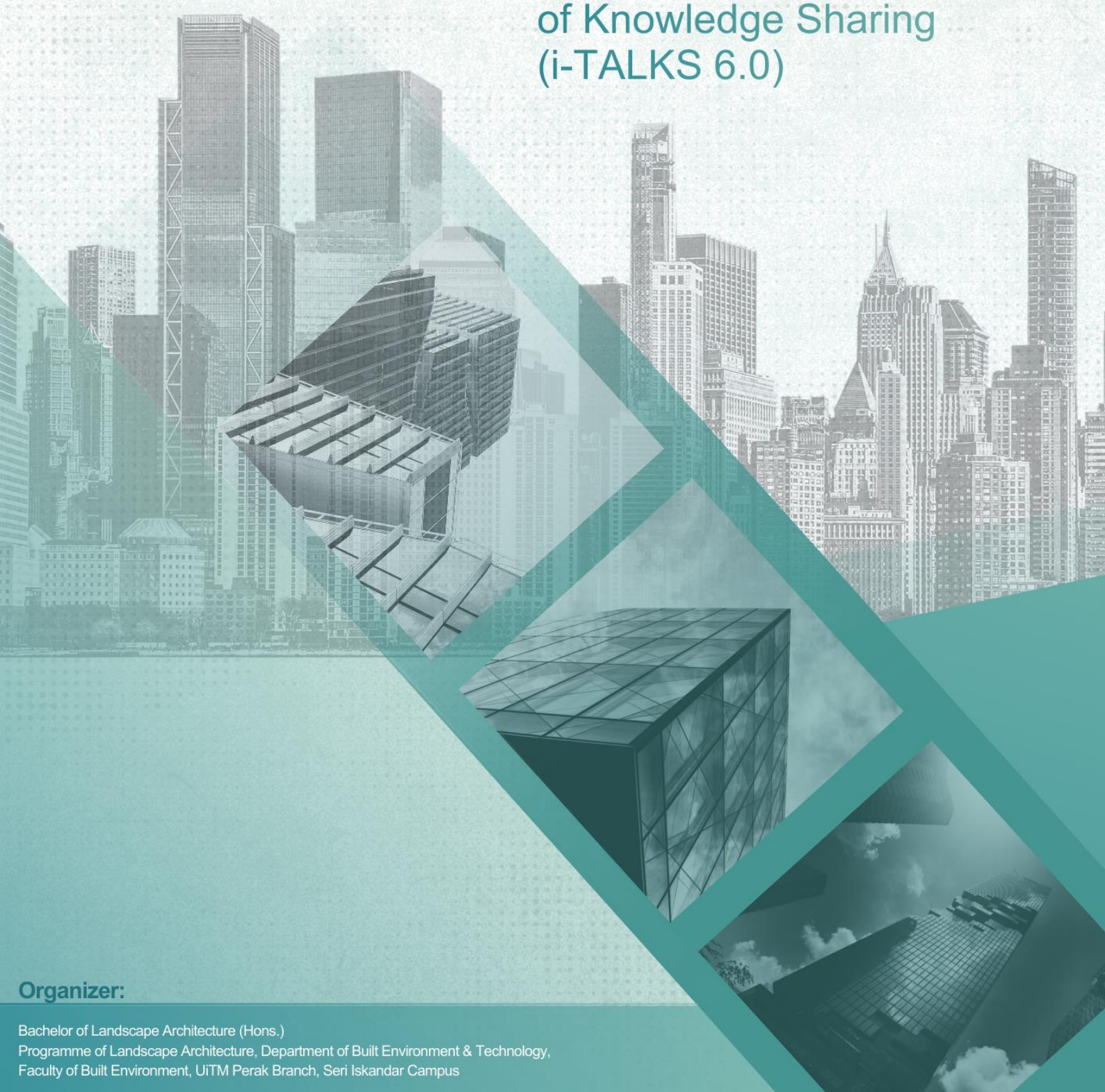
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TALKS 6.0
THE ACCLAIMED LANDSCAPE OF KNOWLEDGE SHARING
"Harmony in Spaces : Blending Heritage, Nature and Design"

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Faculty of Built Environment, UiTM Perak Branch, Seri Iskandar Campus

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THE ACCLAIMED LANDSCAPE OF KNOWLEDGE SHARING

"Harmony in Spaces : Blending Heritage, Nature and Design"

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# Integrating Heritage Conservation and Sustainable Tourism Through Landscape Planning: The Case of Taman Taiping, Perak

**Siti Nurul Balqis Binti Mohd Ariff[1] & Norasikin Binti Hassan[2]**

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## Abstract

*Taiping Lake Gardens, known as the oldest public garden in Malaysia, is a major cultural landscape feature with great historical and cultural significance. Taiping Lake Gardens, being the oldest public garden within Malaysia, is experiencing a number of challenges such as growing popularity with tourists, mature heritage trees, rapid urbanization, and a lack of awareness among the community concerning its cultural significance. These issues can be considered to a great extent the result of the lack of a holistic landscape planning approach that successfully links the conservation of the heritage with the management of sustainable tourism. The study aims to link the conservation of the heritage with the management of sustainable tourism by adopting a holistic landscape approach. For the purpose of this study, it will analyze the cultural landscape value of the case study area, namely Taman Tasik Taiping, and the effect of the tourism and surrounding urban development activities associated with the park's heritage value and develop a set of planning proposals for improving the conservation and visiting experience. The research design and approach for the study are a mixed-method design that includes site visits, questionnaires, and analysis of secondary information. When it comes to quantitative information, it will use of descriptive statistical analysis, whereas for the qualitative information, there is a need to analyze the information by employing the Atlas.ti. The results show a strong level of visitor awareness and appropriate conservation behaviors, although there are some management concerns, especially in relating to the upkeep of rain trees and the sufficiency of waste management infrastructure. This research proposed holistic landscape planning approaches that help to emphasize the cultural landscape character and lead the way in conserving the cultural heritage values within the planned tourist destination in a sustainable manner. In a general manner, this study contributes positively towards the efficient management of Taman Tasik Taiping for the intended purposes of conserving cultural heritage through the development of sustainable tourism in Malaysia.*

***Keyword***: Heritage Conservation, Sustainable Tourism, Cultural landscape, Taman Tasik Taiping.

## INTRODUCTION

Taman Tasik Taiping, located in Perak, is recognised as one of the oldest public gardens in Malaysia and one of the earliest examples of British colonial landscape design in the country (Department of National Heritage, 2021). Established in 1880, the park represents a significant cultural landscape that reflects the historical, aesthetic, and social values of the colonial period (Jamaludin & Rahman, 2019). Over time, it has evolved into a major recreational and tourism destination, attracting both local and international visitors

(Tourism Malaysia, 2022). Its scenic lake views, heritage trees, and colonial-era features make it a living symbol of Malaysia's landscape heritage (Aziz et al., 2020).

However, Taman Tasik Taiping today confronts a number of difficulties as a result of growing urbanization, pressure from tourists, and low public understanding of its historical significance (Rahman et al., 2021). The park's authenticity and historical integrity are at danger due to the physical and aesthetic changes brought about by ongoing construction. According to (Jia et al., 2025), heritage landscapes like Taman Tasik Taiping run the risk of losing their ecological, historical, and cultural significance in the absence of an all-encompassing and sustainable management strategy. The lack of an integrated landscape planning framework continues to impede the balance between cultural preservation and tourism development, despite the implementation of numerous conservation programs by local authorities and related organizations (Kamaruddin & Omar, 2020).

This study supports the Sustainable Development Goals (SDGs), especially Goal 11: *Sustainable Cities and Communities* and Goal 15: *Life on Land*, which aim to protect cultural and natural heritage from uncontrolled development. It also reflects the principles of Environmental, Social, and Governance (ESG) by encouraging responsible planning, inclusivity, and good governance in managing heritage areas. In addition, it contributes to the **Malaysia MADANI** vision of sustainability, compassion, and balanced growth by preserving cultural identity and improving community well-being.

Accordingly, this study aims to integrate heritage conservation with sustainable tourism through a holistic approach at Taman Tasik Taiping. Specifically, the study seeks to identify visitors' perceptions of the heritage and cultural landscape values of Taman Tasik Taiping, to examine the impacts of tourism activities and urbanisation on the park's heritage and environmental conditions, and **to** identify strategies suggested by visitors to educate visitors on sustainable tourism and cultural heritage conservation. The outcomes of this study are expected to support the long-term preservation of Taman Tasik Taiping as a cultural landscape and serve as a reference for sustainable heritage management tourism in Malaysia.

## LITERATURE REVIEW

### Integration of Landscape Planning Heritage Conservation and Sustainable Tourism

The integration of landscape planning, heritage conservation, and sustainable tourism plays a vital role in balancing development and preservation within culturally significant environments. **Landscape planning** refers to the strategic management and design of land use to enhance environmental quality while supporting social and economic needs. **Heritage conservation** involves the protection and management of cultural, historical, and aesthetic values of a place to ensure their continuity for future generations (UNESCO, 2013). Meanwhile, **sustainable tourism** promotes responsible travel that minimises negative environmental impacts while safeguarding cultural resources and enhancing local livelihoods (UNWTO, 2018).

When these three elements are combined, they create a holistic approach that allows tourism and development to coexist with cultural and environmental protection. This integration not only enhances the

quality and identity of cultural landscapes but also ensures that they remain valuable and sustainable for future generations (Rahman et al., 2022; Kamarudin & Omar, 2021).

**Cultural Landscape Significant**

Previous studies have demonstrated that heritage trees in Taiping Lake Garden possess multiple layers of significance, encompassing natural, cultural, and historical values. Hassan et al. (2016) examined heritage tree species such as the Rain Tree (*Samanea saman*) and Angsana (*Pterocarpus indicus*), highlighting their role in defining the colonial-era landscape character of Taiping. The expansive canopies, distinctive forms, and spatial arrangement of these trees contribute to the visual identity of the park and shape visitors' spatial experiences within the historic landscape. Beyond their visual and historical significance, heritage trees provide important ecological functions. These trees contribute to microclimate regulation, provide habitats for urban fauna, and support environmental sustainability within the park setting (Hassan et al., 2016). Their integration within the built context of pathways, roads, and water bodies reinforces the relationship between natural elements and the colonial urban structure of Taiping Lake Garden.



**Figure 1.** Heritage Rain Trees forming the iconic landscape corridor at Taman Tasik Taiping
(Source: JPBD, Majlis Perbandaran Taiping)

The heritage Rain Trees (Samanea saman) lining Taman Tasik Taiping create a striking landscape corridor that shapes the park's historical identity and visual character. These grand, mature trees do more than enhance the scenery—they provide natural cooling and shade while serving as living monuments to Taiping's colonial landscape planning heritage. As such, they offer visitors both aesthetic pleasure and a tangible connection to the past, enriching cultural understanding and supporting tourism experiences that are both sustainable and meaningful (Hassan et al., 2016).

**Heritage Conservation in Urban Park**

*"Measuring the Ability of Heritage Trees in Mitigating Urban Heat Island (UHI) through GIS and Remote Sensing Integration in Taiping, Perak,"* explores the vital role of heritage trees in enhancing environmental sustainability within Taman Tasik Taiping. Through the application of GIS and remote sensing techniques, the research demonstrates how mature heritage trees help regulate surface temperatures, reduce urban heat, and create a cooler, more comfortable microclimate. This study highlights that heritage conservation goes

beyond cultural and historical preservation it also includes safeguarding natural elements that contribute to ecological stability. By integrating technology and environmental awareness into heritage management, the study underscores the importance of maintaining Taman Tasik Taiping's heritage trees as key components of sustainable urban landscapes and living heritage.(Suhaida, 2020).

**Conservation Efforts and Challenges in Taiping**

Explores the preservation of Taiping as a heritage town and tourist destination, focusing on how urban development, economic growth, and technological change influence the town's historical and cultural identity. (A. Hafis,2020).The study outlines the concept and scope of heritage conservation, identifies Taiping's key heritage assets including Taman Tasik Taiping and evaluates the effectiveness of local planning tools such as the *Rancangan Kawasan Khas (RKK)* and the role of the *Majlis Perbandaran Taiping* in protecting the town's heritage. The findings reveal that although conservation initiatives and designated heritage zones exist, there are still challenges in enforcement, public awareness, and the integration of heritage values into urban development plans (**A.Hafis, 2020**)

This study is highly relevant to the conservation of urban parks, as it highlights the importance of managing historical features, landscapes, and public spaces within a broader urban heritage framework. The recommendations—such as strengthening conservation policies, enhancing public participation, and promoting better coordination among stakeholders—underscore the need for a more holistic approach to heritage management. These insights provide valuable guidance for sustaining the cultural and ecological significance of Taman Tasik Taiping while supporting its role as a recreational and tourism destination (**A.Hafis, 2020**).

**RESEARCH METHODOLOGY**

This research employs a questionnaire-based analysis. Data were collected through a structured questionnaire administered to visitors, and were analysed descriptively to identify patterns, perceptions, and relationships relevant to the study objectives.

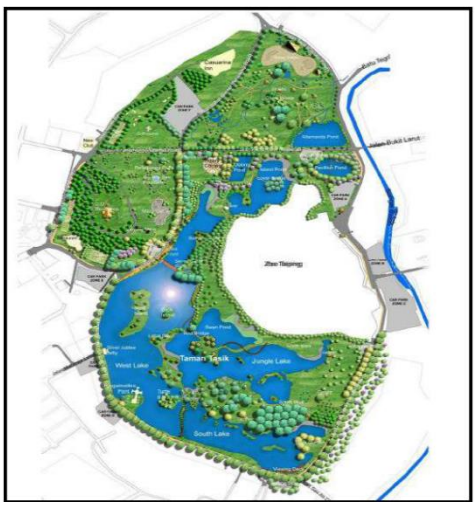



**Figure 2**:The location of Taiping Lake Garden
(Source: JPBD, Majlis Perbandaran Taiping)

**Site Selection**

Taman Tasik Taiping is located in the town of Taiping, in the state of Perak, Malaysia. It is renowned for its scenic landscape, colonial heritage, and ecological significance. Figure 2 illustrates the key plan and location of the selected study site.





**Figure 3(a).** *Cultural landscape element*
(Source: JPBD, Majlis Perbandaran Taiping)





**Figure 3(b).** *Historical landscape Element*
(Source: JPBD, Majlis Perbandaran Taiping)

The research was conducted at Taman Tasik Taiping, located in Taiping, Perak. The site was selected due to its historical value, scenic landscape, and increasing tourism activities, which influence both its heritage character and environmental quality.(Fazamimah et al., 2019)The study utilised two main sources of data: primary and secondary data. For the primary data collection, on-site observations were carried out to assess the physical, visual, and environmental conditions of the park, while a structured questionnaire was distributed to visitors to gather their perceptions. Secondary data were obtained from academic journals, online research papers, and government reports to support and validate the findings. These sources collectively contribute to achieving the research objectives by providing insights and supporting analysis related to heritage conservation and sustainable tourism at Taman Tasik Taiping.

**Instrument:**

A questionnaire survey was employed to collect data relevant to the objectives of this study and was structured into several clearly defined sections. The first section collected respondents' demographic information, including age, gender, place of residence, and frequency of visits, to establish an understanding of participant characteristics. The second section examined visitors' perceptions of the heritage and cultural landscape values of Taman Tasik Taiping, while the third section assessed visitor satisfaction with existing facilities and landscape features. An open-ended question was included to allow respondents to provide additional insights and suggestions related to visitor education, sustainable tourism, and cultural heritage conservation.

A five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was used to measure respondents' levels of agreement, with mean scores above 3 indicating generally positive perceptions. Respondents were selected using a convenience sampling approach, targeting both local residents and tourists visiting the park. Data collection was conducted primarily during weekends to capture a larger and more diverse group of visitors, with questionnaires distributed at key locations such as the Rock Garden and Rain Tree Walk.

The collected data were analysed using Microsoft Excel, SPSS, and Atlas.ti. Microsoft Excel was used for data entry and preliminary descriptive analysis, while SPSS was employed for more advanced statistical analyses, including cross-tabulations and measures of central tendency. Responses to the open-ended question were organised and systematically examined using Atlas.ti to support structured interpretation of respondents' suggestions. Overall, this methodological approach provided a comprehensive understanding of visitors' perceptions, behaviours, and awareness of heritage values at Taman Tasik Taiping, contributing valuable insights to support sustainable tourism development and heritage conservation efforts.

## RESULT AND DISCUSSION

When conducting interviews with respondents about Integrating Heritage Conservation and Sustainable Tourism *the questionnaire survey provides valuable quantitative data that contribute to a better understanding of public perceptions of the cultural and heritage values of Taman Tasik Taiping, the challenges posed by tourism and urbanisation, and the opportunities for integrating heritage conservation with sustainable tourism practices.*

**Table 1**: Demographic Profile of Respondents

| Variable | category | Frequency | Percentage |
|---|---|---|---|
| **Gender** | Male | 30 | 26.5 |
| | Female | 83 | 73.5 |
| **Age** | 18-25 years | 35 | 31.0 |
| | 26-35 years | 51 | 45.1 |
| | 36-45 years | 11 | 9.7 |
| | 45 years above | 16 | 14.2 |
| **Occupation** | Student | 19 | 16.8 |
| | Government | 17 | 15.0 |
| | Private | 34 | 30.1 |
| | Self-Employed | 14 | 12.4 |
| | Unemployed | 26 | 23.0 |
| **Purpose of visit** | Recreation | 79 | 69.9 |
| | Sightseeing | 21 | 18.6 |
| | Photography | 8 | 7.1 |
| | Other | 5 | 4.4 |
| **Place of Residence** | Local | 96 | 85.0 |
| | Outside Taiping | 17 | 15.0 |

Table 1 summarises the demographic profile of the respondents. The majority of participants were female (73.5%), aged between 26 and 35 years (45.1%), and employed in the private sector (30.1%). Most respondents visited Taman Tasik Taiping primarily for recreational purposes (69.9%), indicating the park's important role as a public leisure space. **This finding also reflects the function of Taman Tasik Taiping as a cultural landscape, where recreational activities are closely associated with the appreciation of heritage values and historical surroundings** (Hassan et al., 2016). In terms of place of residence, a large proportion of respondents were local residents of Taiping (85%), suggesting that the park is frequently used by the surrounding community. Overall, the demographic characteristics provide a relevant context for understanding visitors' perceptions, behaviours, and responses analysed in this study.

**Table 2:** The Respondent Perception of Heritage and Cultural Landscape

| Respondent perception | Perception Of Heritage and Cultural Landscape | | | | | | |
|---|---|---|---|---|---|---|---|
| | **Strongly Disagree** | **Disagree** | **Neutral** | **Agree** | **Strongly Agree** | **Mean** | **Std Deviation** |
| **Perception of Heritage** Aware that Taman Tasik Taiping has historical and cultural significance | 3 (2.7%) | 1 (9.0%) | 2 (1.8%) | 12 (10.6%) | 95 (84.1%) | 4.73 (High) | 0.782 |
| Historical elements in Taman Tasik Taiping, such as old trees and colonial structures are well maintained and clearly explained to visitors. | 1 (2.0%) | 4 (0.9%) | 15 (3.5%) | 33 (13.3%) | 60 (29.2%) | 4.30 (High) | 0.895 |
| Heritage trees in this garden are threatened by lack of maintenance, and vandalism | 12 (10.6%) | 19 (16.8%) | 41 (36.3%) | 21 (18.6%) | 20 (17.7%) | 3.16 (Moderate) | 1.214 |
| **Perception of Cultural Landscape** Tourism activities at Taman Tasik Taiping negatively affect the park's environment. | 29 (0%) | 23 (2.0%) | 37 (2.0%) | 13 (44.0%) | 7 (52.0%) | 2.56 (Moderate) | 1.202 |
| Willingness Participate in activities that conserve the park's heritage and landscape | 0 (0%) | 3 (2.7%) | 15 (13.3%) | 33 (29.2%) | 62 (54.9%) | 4.36 (High) | 0.814 |

Table 2 presents respondents' perceptions of the heritage and cultural landscape of Taman Tasik Taiping. The highest mean score was recorded for respondents' awareness of the park's historical and cultural significance (M = 4.73, SD = 0.782), indicating a high level of appreciation of the heritage value of the site. **This finding is consistent with previous studies which emphasise that heritage trees and colonial landscapes play a vital role in shaping Taiping's cultural identity and tourism appeal (Hassan et al., 2016)**. This was followed by respondents' willingness to participate in activities aimed at conserving the park's heritage and landscape (M = 4.36, SD = 0.814), reflecting strong support for conservation initiatives. Respondents also generally agreed that historical elements, including old trees and colonial structures, are well maintained and clearly explained to visitors (M = 4.30, SD = 0.895). However, perceptions regarding the condition of heritage trees were more moderate (M = 3.16, SD = 1.214), suggesting some concern about threats such as inadequate maintenance and vandalism. Similarly, respondents expressed a moderate level of agreement that tourism activities negatively affect the park's environment (M = 2.56, SD = 1.202), indicating that tourism impacts are recognised but not perceived as highly detrimental. **These findings are consistent with previous studies which emphasise that while visitor awareness and appreciation of heritage values are generally high, effective, and sustainable management strategies are essential to address long-term conservation challenges** ((Hafis, 2020). Overall, the findings demonstrate a strong appreciation of heritage values at Taman Tasik Taiping, accompanied by positive conservation attitudes, alongside moderate concern regarding specific management and environmental issues.

**Table 3:** The Respondent of Awareness and Behaviour Toward Conservation

| Respondent perception | Awareness And Behaviour Toward Conservation | | | | | | |
|---|---|---|---|---|---|---|---|
| | **Strongly Disagree** | **Disagree** | **Neutral** | **Agree** | **Strongly Agree** | **Mean** | **Std Deviation** |
| **Awareness** Aware of the heritage significance of Taman Tasik Taiping | 1 (0.9%) | 0 (0%) | 2 (1.8%) | 20 (17.7% ) | 89 (78.7%) | 4.75 (High) | 0.577 |
| Understand that tourism activities may influence the environmental quality of the park. | 5 (4.4%) | 5 (4.4%) | 21 (18.6%) | 31 (27.4% ) | 49 (43.4 %) | 4.03 (High) | 1.107 |
| **Behaviour Toward Conservation** Practice environmentally friendly behaviour, such as not littering when visiting the park | 1 (0.9%) | 0 (0%) | 2 1.8%) | 10 (8.8%) | 99 (87.6%) | 4.84 (High) | 0.529 |
| Willing to participate in activities that help preserve the park's heritage, such as cleaning programs, educational tours, or tree planting. | 0 (0%) | 3 (2.7%) | 13 (11.5%) | 31 (27.4% ) | 66 (58.4%) | 4.42 (High) | 0.799 |

Table 3 presents respondents' awareness and behaviour toward conservation at Taman Tasik Taiping. The highest mean score was recorded for environmentally responsible behaviour, particularly the practice of not littering during park visits (M = 4.84, SD = 0.529), indicating a very high level of pro-environmental behaviour. This was followed by respondents' awareness of the park's heritage significance (M = 4.75, SD = 0.577) and a strong willingness to participate in conservation-related activities, such as clean-up programmes, educational tours, and tree planting (M = 4.42, SD = 0.799). Respondents also demonstrated a high level of understanding that tourism activities may influence the environmental quality of the park (M = 4.03, SD = 1.107). Overall, the findings indicate a high level of conservation awareness supported by positive environmental behaviour and active engagement in conservation efforts at Taman Tasik Taiping. **This finding is consistent with previous studies which highlight that visitor awareness and pro-environmental behaviour play an important role in supporting heritage conservation and sustainable tourism in heritage landscapes** (Noor Fazamimah Mohd Ariffin et al., 2019).

**Table 4**: The Respondent Tourism Activities and Environmental Impact

| Respondent perception | Tourism Activities and Environmental Impact | | | | | | |
|---|---|---|---|---|---|---|---|
| | **Strongly Disagree** | **Disagree** | **Neutral** | **Agree** | **Strongly Agree** | **Mean** | **Std Deviation** |
| Tourism activities increase noise levels that disturb the natural environment. | 10 (8.8%) | 21 (18.6%) | 37 (32.7%) | 23 (20.4% ) | 22 (19.5%) | 3.23 (Moderate) | 1.217 |
| Tourism activities can have negative impacts | 18 (15.9%) | 22 (19.5%) | 36 (31.9%) | 23 (20.4% | 13 (11.5 %) | 2.92 (Moderate) | 1.231 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| on the park's environment. | | | | ) | | | |
| Tourism activities at Taman Tasik Taiping influence the park's heritage elements, such as old trees, colonial structures, and the lake. | 11 (9.7%) | 18 (15.9%) | 30 (26.5%) | 26 (23.0% ) | 27 (23.9%) | 3.36 (Moderate) | 1.279 |
| The Park provides sufficient facilities, such as designated walkways, trash bins, and viewing platforms. | 3 (2.7%) | 7 (6.2%) | 16 (14.2%) | 35 (31.0% ) | 51 (45.1%) | 4.11 (High) | 1.043 |

Table 4 presents respondents' perceptions of tourism activities and their environmental impacts at Taman Tasik Taiping. The highest mean score was recorded for the adequacy of park facilities, including walkways, trash bins, and viewing platforms (M = 4.11, SD = 1.043), indicating general satisfaction with existing facilities. This was followed by respondents' moderate agreement that tourism activities influence the park's heritage elements, such as old trees, colonial structures, and the lake (M = 3.36, SD = 1.279). Respondents also expressed a moderate level of agreement that tourism activities increase noise levels that disturb the natural environment (M = 3.23, SD = 1.217). In contrast, perceptions regarding the negative environmental impacts of tourism were relatively moderate (M = 2.92, SD = 1.231), suggesting that while tourism impacts are recognised, they are not perceived as highly detrimental. Overall, the findings indicate that although tourism activities are perceived to exert some pressure on the park's heritage and environmental conditions, the existing park facilities are generally considered adequate by visitors.

Overall, the findings suggest that while tourism activities are perceived to exert moderate impacts on the park's heritage and environmental conditions, the existing park facilities are generally considered adequate. However, these findings indicate that adequate facilities alone are insufficient to ensure long-term heritage conservation and sustainable tourism without effective management and integrated landscape planning. This supports previous studies which emphasise that the integration of heritage conservation, sustainable tourism, and landscape planning is essential in managing heritage sites facing increasing tourism pressure (A. Hafis, 2020) Therefore, a well-planned landscape framework combined with sustainable management strategies is crucial to balance tourism development while safeguarding the heritage and environmental values of Taman Tasik Taiping.

**Strategies To Educate Visitors on Sustainable Tourism and Cultural Heritage Conservation**

This section addresses Research Objective 3 by presenting visitor-suggested strategies to educate visitors on sustainable tourism and cultural heritage conservation, based on responses to the open-ended questionnaire. The findings indicate two main suggestions most frequently highlighted by respondents: the provision of additional waste bins and improvements related to Rain Tree management. These suggestions reflect respondents' concerns regarding environmental management and visitor experience at Taman Tasik Taiping. Specifically, effective Rain Tree management supports the conservation of important heritage elements, while improved cleanliness contributes to promoting sustainable tourism and enhancing the overall visitor experience.

As illustrated in **Figure 4,** Rain Tree management emerged as a significant concern among respondents in relation to environmental management and heritage conservation at Taman Tasik Taiping. Several respondents highlighted issues related to inadequate maintenance, including the risk of falling branches and the need for regular inspections to ensure visitor safety (1:18; P24; 1:19; P14). Respondents also suggested that Rain Trees should be clearly labelled and supported with interpretive information to enhance visitors' understanding of their historical and ecological significance (1:11; P28; 1:21; P18). In addition, some respondents noted that the distinctive canopy structure and mature form of Rain Trees play an important role in shaping the park's colonial landscape character and visual identity (1:9; P18; 1:13; P4). Overall, these findings indicate that effective Rain Tree management is perceived not only as a maintenance and safety measure, but also as a key strategy for conserving heritage elements and supporting sustainable tourism at Taman Tasik Taiping.

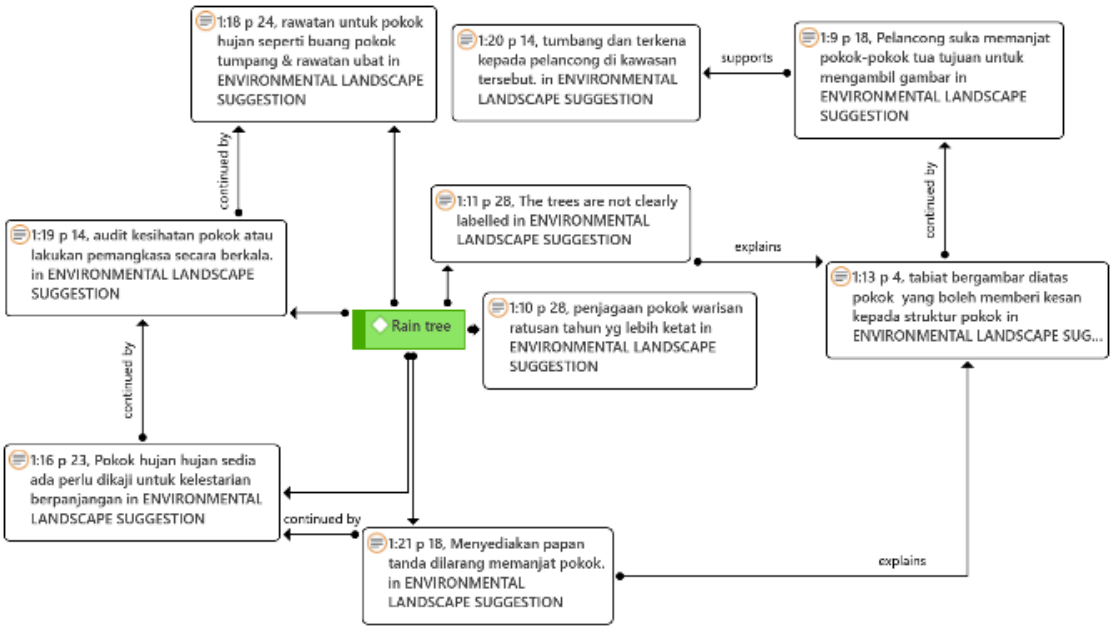



**Figure 4**: Keyword (Rain tree) of analysis using the Atlas Ti

The next suggestion is related to the provision and management of waste bins (dustbins) within Taman Tasik Taiping. As illustrated in **Figure 5**. ti thematic analysis, respondents highlighted that the existing number of waste bins is insufficient in several areas of the park, which contributes to littering, particularly during peak visitation periods (1:22; P3; 1:25; P7). Respondents also suggested that waste bins should be strategically placed in high-use areas such as picnic zones and along pedestrian pathways to encourage proper waste disposal (1:4; P7; 1:12; P26). In addition, regular maintenance and timely waste collection were emphasized as necessary measures to prevent overflow and maintain environmental cleanliness (1:8; P13; 1:12; P26). Overall, this suggestion reflects respondents' concerns regarding environmental management and highlights the importance of adequate waste bin provision in supporting responsible visitor behaviour and sustainable tourism at Taman Tasik Taiping.

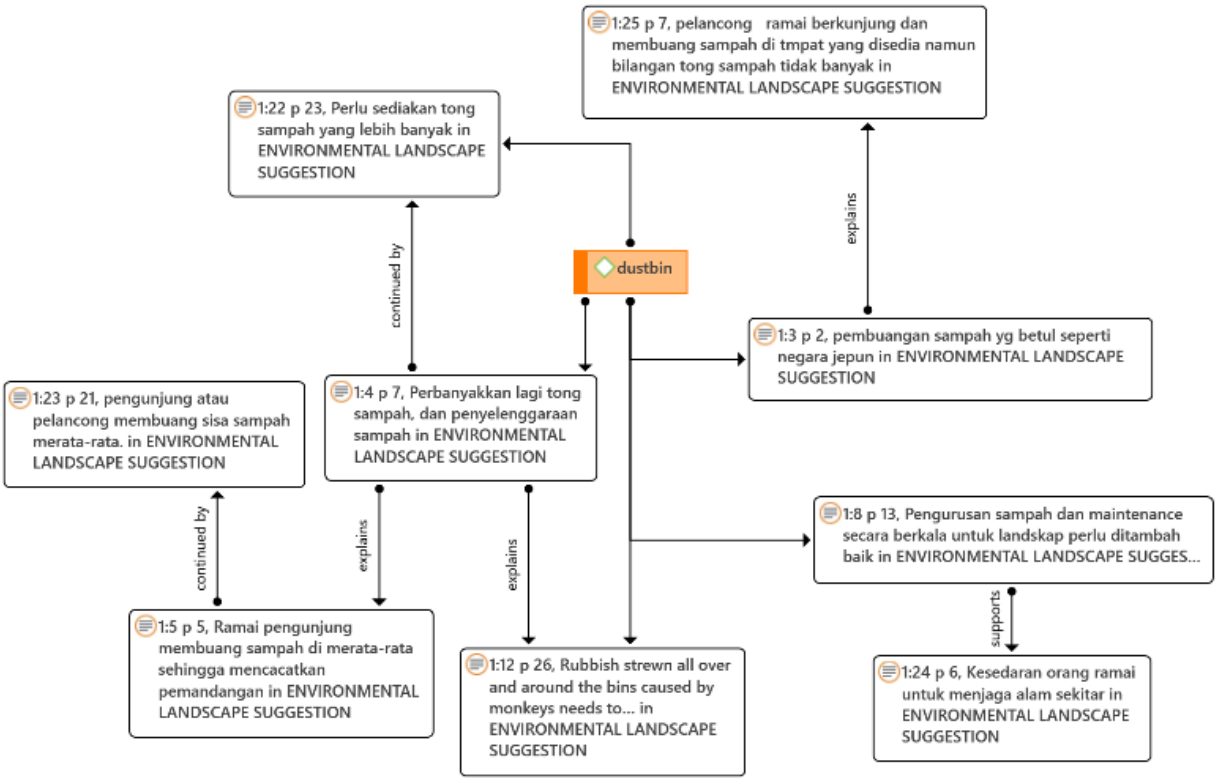



**Figure 5:** Keyword (Dustbin) of analysis using the Atlas Ti

### Ways to Promote Sustainable Tourism and Heritage Conservation

As illustrated in **Figure 6** This subsection further addresses Research Objective 3 by highlighting educational approaches to promote sustainable tourism and heritage conservation, based on respondents' suggestions and thematic patterns identified from the open-ended responses.One prominent theme is the use of **informative signage**, including information boards, billboards, and QR codes placed in tourism areas to convey knowledge about history, culture, flora, fauna, and sustainability practices (1:17; 1:21; 1:22). Respondents also highlighted the role of **trained tour guides and local community members** in delivering accurate and authentic narratives related to cultural traditions and heritage values (1:14; 1:15). In addition, increasing the visibility of signage that explains the importance of heritage conservation and on-site sustainable practices was identified as an effective way to enhance visitor awareness (1:7; 1:16). Overall, these findings suggest that a combination of well-designed informational signage and interpretive guidance is effective in promoting visitor awareness of sustainable tourism and cultural heritage preservation.

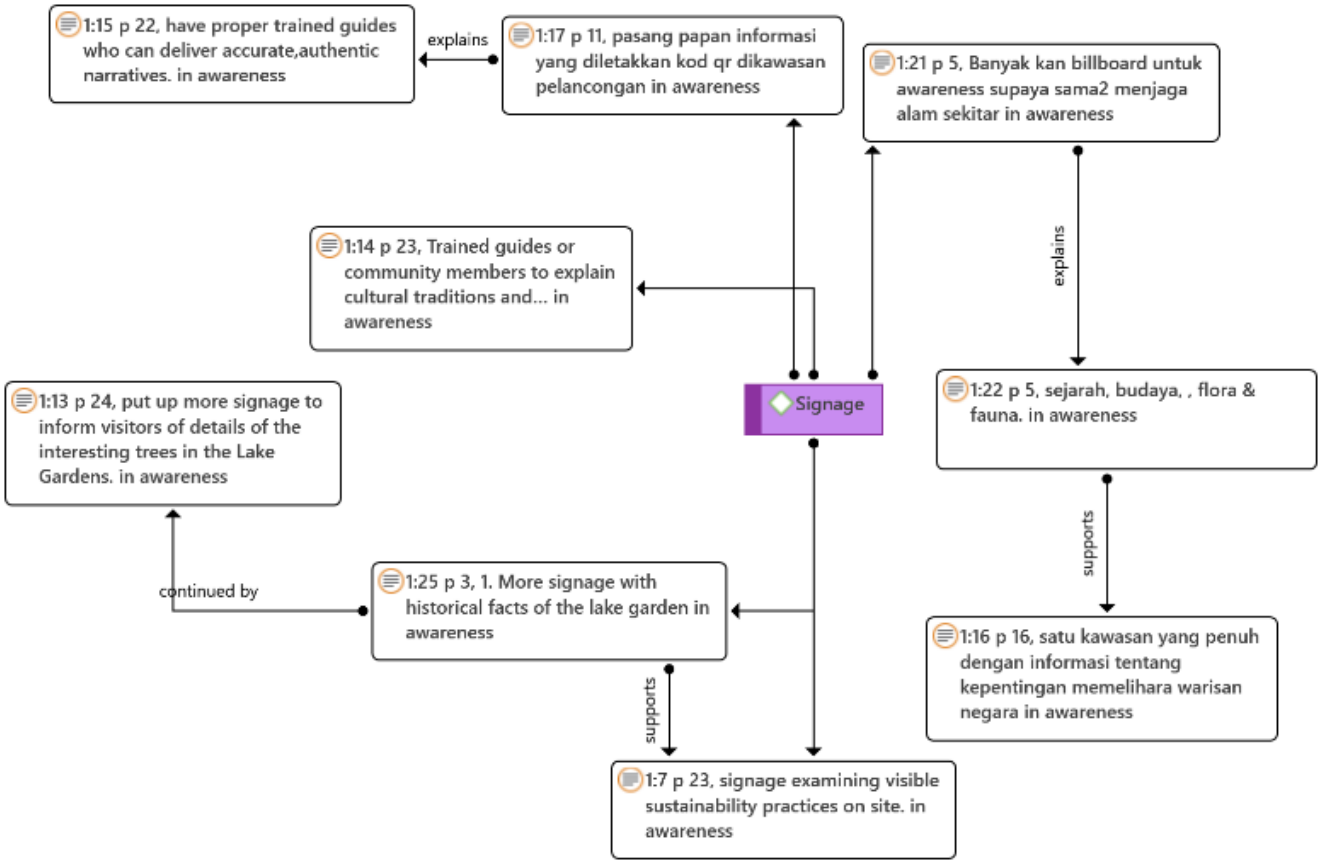



**Figure 6:** Keyword (Signage) of analysis using the Atlas Ti

Secondly, As illustrated in **Figure 7** analysis identifies **educational and community-based programmes** as an effective way to educate visitors about sustainable tourism and the importance of preserving cultural heritage. Respondents suggested activities such as educational talks, guided tours, interactive workshops, and heritage-based programmes designed for different age groups (1:1; 1:24). The involvement of local communities was also emphasized through craft workshops, cultural performances, and the participation of local artisans and tour guides to share local knowledge and traditions with visitors (1:2; 1:10; 1:23). In addition, environmental awareness programmes, including tree planting, clean-up activities, and conservation campaigns, were viewed as effective in encouraging responsible visitor behaviour (1:8; 1:19). Overall, these findings suggest that well planned programmes combining education, cultural engagement, and environmental activities can enhance visitors' understanding of sustainable tourism and heritage conservation.

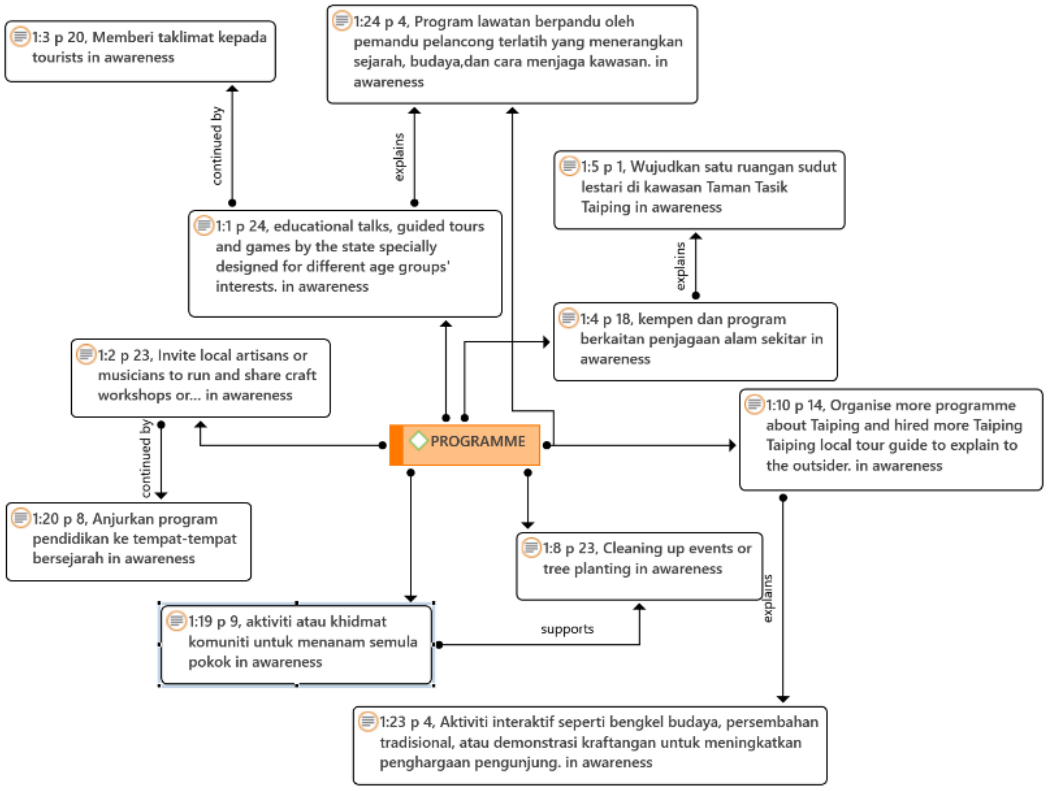



**Figure 7** : Keyword (Programme) of analysis using the Atlas Ti

Based on the questionnaire results, it can be concluded that visitors in this area are still not fully aware of the importance of sustainable tourism and the preservation of cultural heritage. Most respondents remain insufficiently exposed to information that encourages responsible practices and long-term conservation.

The findings indicate that visitors to Taman Tasik Taiping demonstrate a high level of awareness and appreciation of the park's cultural and heritage landscape values, accompanied by positive conservation behaviours. This supports previous studies highlighting the role of heritage trees and cultural landscapes in shaping Taiping's identity and tourism appeal (Hassan et al., 2016; Noor Fazamimah Mohd Ariffin et al., 2019). Nevertheless, perceptions of tourism-related environmental impacts were moderate, suggesting that while visitors recognise potential effects, these are not viewed as highly detrimental. Although existing park facilities were generally considered adequate, this finding reinforces the argument that the provision of facilities alone is insufficient to address ongoing environmental and heritage-related challenges (A. Hafis, 2020).

Responses to the open-ended question further emphasise the importance of visitor education and improved landscape management, particularly in relation to Rain Tree maintenance and adequate waste bin provision. Educational approaches such as interpretive signage and organised programmes were identified as effective strategies for enhancing visitor awareness and encouraging responsible behaviour. Overall, the findings suggest that integrated landscape planning, effective management practices, and continuous visitor education are essential to support sustainable tourism and long-term heritage conservation at Taman Tasik Taiping, **which is consistent with previous studies emphasising the importance of holistic heritage**

**management and sustainable tourism integration** (A. Hafis, 2020; Noor Fazamimah Mohd Ariffin et al., 2019).

## CONCLUSION

This study aimed to integrate heritage conservation with sustainable tourism at Taman Tasik Taiping by examining visitors' perceptions, behaviours, and suggestions. Overall, the findings demonstrate that visitors possess a high level of awareness and appreciation of the park's heritage and cultural landscape values, highlighting the importance of conserving heritage elements as a foundation for sustainable tourism development.

The results further indicate that the environmental and heritage impacts of tourism activities are perceived to be moderate, while existing park facilities are generally considered adequate. However, these findings suggest that the provision of facilities alone is insufficient to address long-term environmental and heritage-related pressures without integrated landscape planning and effective management strategies.Overall, the findings indicate that heritage conservation, environmental management, and tourism development at Taman Tasik Taiping can be effectively integrated through landscape planning. A well-planned landscape framework allows cultural and natural heritage elements to be conserved while accommodating tourism activities in a balanced and sustainable manner. This integrated approach strengthens destination identity and attractiveness, supports environmental resilience, and enhances visitor experience through effective management and design strategies, in line with sustainable tourism and landscape planning principles (A. Hafis, 2020)

In addition, insights from the open-ended responses emphasise the importance of visitor education and improved landscape management, particularly in relation to Rain Tree maintenance and adequate waste bin provision. Therefore, this study concludes that a holistic approach combining integrated landscape planning, effective management practices, and continuous visitor education is essential to ensure the long-term conservation of heritage values and the promotion of sustainable tourism at Taman Tasik Taiping. Future research could explore a wider sample size, include longitudinal studies, or examine the effectiveness of specific landscape planning and visitor education interventions to further strengthen sustainable heritage management strategies at Taman Tasik Taiping.

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