

UNIVERSITI TEKNOLOGI MARA

THE EFFECTIVENESS OF INTERPRETATION BOARD
AT HERITAGE SITE IN BANDAR HILIR
MELAKA

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ABSTRACT

This research was conducted in order to study the effectiveness of interpretation board at heritage sites in Bandar Hilir, Melaka. The purpose was to examine the relationship between three factors which were Attraction Power that provide impact to the effectiveness of interpretation board at Bandar Hilir, Melaka. Assessment on appropriateness of the design and content of interpretation board in enriching visitors' experience at site were examined. For this research, 381 tourists who visit heritage sites at Bandar Hilir, Melaka were chosen as respondents. All data collected through questionnaire were analyzed systematically by using Statistical Package for Social Science (SPSS).

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Interpretation board is one of the important mediums in providing information and knowledge to the visitors. According to Saipradist (2005), interpretation can be used to raise public awareness and understanding of heritage value. Moreover, interpretation can be used as social interaction stimulation as it is important for children and adult learning (Saipradist, 2005). From the perspective of tourism players, tourist satisfaction are important to ensure that a consistently received visitor arrival (Wenjun Li, 2004). At the same time, an effective interpretation could enrich visitor experience. As stated in Jabatan Perancang Bandar dan Desa Negeri Melaka (2008), there were few translations from Bahasa Malaysia to English on interpretation board in town was found incorrect. In addition, there was less translation from Chinese to Bahasa Malaysia and English and vice versa.

1.2 BACKGROUND OF STUDY

Melaka was then a cosmopolitan port from its early days and colonized by three foreign powers, for example Portuguese Dutch and British. Each of these colonials left unique architecture that made the city different from the rest of the country. Melaka earned 'historical city' status in 1989 (Chow Chui Lin, 2008). Much of its attractions were at the city center. According to Carol Boon Chui Teo, Noor Rita Mohd Khan & Faizah Abd Rahim (2013), Melaka was officially listed by United Nations Educational, Scientific and Cultural Organization (UNESCO) as one of the