

UNIVERSITI TEKNOLOGI MARA

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

MUHAMMAD ASYRIK BIN ISMAIL

Master of Tourism Management

Faculty of Hotel & Tourism Management

JUNE 2013

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**Thesis submitted in partial fulfillment of the requirements
for degree of**

Master of Tourism Management

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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.

In the event my thesis be found to violate the conditions mentioned above, I voluntarily waive the right of conferring of my degree and agree be subjected to the disciplinary rules and regulations of Universitit Tekonologi MARA.

Name of Candidate : Muhammad Asyrik Bin Ismail

Candidate's ID no. : 2011195681

Program : Master of Tourism

Faculty : Faculty of Hotel and Tourism Management

Thesis Title : The Potential of Melaka Traditional Malay Houses as
Cultural Heritage Tourism Product in Merlimau

Signature of Candidate : _____

Date : 17 June 2013

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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