

# Makalah **AKADEMIA**

## **ARCHAEOLOGICAL TOURISM IN MALAYSIA**

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### **WHAT IS ARCHAEOLOGICAL TOURISM?**

Archaeological tourism is broadly described as visitor visits and events that take place at well-known sites. Historical landmarks, monuments, and discovery sites, for instance, and engage in the relationship that their physically engenders. Following the traditional description of archaeological heritage as tangible, the idea emphasizes the archaeological site as a crucial component of archaeological tourism. Archaeological tourism, also known as archaeotourism, is a subset of cultural tourism that defines archaeotourism as a type of tourism in which archaeological assets become attractions and/or when the primary motivation for travel is a visit to archaeological regions. Among many other tourist attractions, archaeological sites and museums are frequently included as an important part of the tourism adventure, although they are not the primary reason for travelling.

### **VALUES OF ARCHEOLOGICAL SITES**

Archaeological sites have traditionally been recognised as historical and cultural landmarks, as well as cultural and national identity symbols. An archaeological site is a place (or set of physical sites) where traces of previous activity (perhaps ancient, historical, or modern) have been or may be uncovered via archaeology and are part of historical evidence. Sites can range from those with little to no visible remains beneath ground to those having buildings that are still in operation. The two categories of archaeological evidence that determine the presence of an archaeological site are artefacts and characteristics.

The first is an artefact, which is defined as any compatible and portable object produced and used by prior humanity. The second group consists of characteristics, which are defined as non-portable evidence of earlier human nature, engagement, and technologies.

### **ARCHAEOLOGICAL TOURISM**

Archaeological tourism, also known as Archaeotourism, is a sort of cultural visitor industry that aims to increase public interest in archaeology and the preservation of heritage sites. Archaeological tourism includes all elements associated with public ancient marketing, such as exposures to archaeological sites, museums, exhibition centres, historical reenactments, and the rediscovery of handicraft, festivities, or performances. Archaeological tourism is becoming a substantial economic resource for developing countries, as archaeological sites are frequently placed in rural areas, on dramatic cliffs, or among forested hills, and so present opportunity for other nonarchaeological or even eco-tourist issues as well. Ancient tourism walks a delicate line between preserving archaeological sites and a region's historical heritage and endangering them, leading in damaging tourism. Archaeologists are worried that tourism fosters particular ways of viewing and comprehending the past. When archaeological sites are handled by visitor agencies, entrance sales and merchandise revenue become such a highlight, and the question of whether it is advantageous to open the site to the public or keep it safe and out of danger arises.

Archaeological sites require a new approach and planning framework to address the conflicts produced by rising demand in archaeological tourism. As cultural heritage becomes increasingly popular, more visitors are venturing off the usual route to explore archaeological sites. Although this rapid expansion is helpful and has numerous benefits, such as increased recognition and economic benefits for those involved with the sites, it also has negatives.

Archaeotourism is a subcategory of heritage tourism, which is also an important tourism business in Malaysia. This industry is quickly expanding and has only lately began to contributing to national GDP.

*Malaysia follows Western countries, Japan, Korea, and Turkey in this market. In truth, owing to its special nature, Malaysia does have a very long and interesting history, including archaeological sites, artefacts, and heritage monuments.*

As a result, the Malaysian government instituted a variety of measures in the 9th Malaysian Plan (RMKe-9) and 10th Malaysian Plan (RMKe-10) to improve services, particularly infrastructures, in order to promote more tourists to explore heritage sites.

## **ARCHAEOLOGICAL SITES IN MALAYSIA**

UNESCO, or the United Nations Educational, Scientific, and Cultural Organization, has developed a list of heritage places that will be preserved for future generations. UNESCO recently added some of Malaysia's cultural and natural resources to its list of World Heritage Sites. Kinabalu National Park in Sabah was designated as a World Heritage Site (WHS) in 2000, while Gunung Mulu National Park in Sarawak was designated in 2000, Melaka and George Town in Penang in 2008, Lenggong Valley in Ulu Perak in 2012, and a group of islands in Langkawi was designated as a nature reserve in 2004, the first in Southeast Asia.



**A Famosa in Malacca**

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