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REGENERATING THE IDENTITY AND SOCIO
ACTIVITY AT PEKAN TAMPARULI, SABAH AS
CULTURAL HERITAGE TOURISM

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ABSTRACT

Cultural heritage tourism is the journey based on the historical area that will use the cultural element as the attraction and uniqueness in the space. The element will be divided into two such as the tangible and intangible cultural heritage. The value of cultural heritage will need to preserve from did not disappear due to the passage on the time and will inherit the value of tradition to the future generation. In the research, highlighted that Pekan Tamparuli is a lack to create an image of a heritage. From the situation, will become challenged for the next generation to feel and understand the historic significance of the town. The intention of the author to explore the image of heritage at the site study to become one of successful heritage tourism in the context of Malaysia. The strategy to achieve the goal will study the principle successful heritage tourism as the guideline to implement in the research, analyse issues that will affect the image of a heritage of the town and recommend the best approach as the concern and preserve the heritage value. The data collection of the research will be divided into two such as the primary and secondary data. The outcome of the study will show the improvement and solution that can apply to enhance the image of heritage tourism in Pekan Tamparuli.

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CHAPTER 1: IDENTITY & SOCIO ACTIVITIES ON CULTURAL HERITAGE TOURISM

1.1 INTRODUCTION:

The definition of cultural heritage tourism can be describing as through experience of traveling the places and experienced the history, natural and cultural that represent the story past. Some cultural heritage is the past made present and it also as gifts from those who came before us. Heritage is relics of land, language, ecosystems, knowledge, and culture (State of Queensland, 2010). According to Ismail, et.al, (2014), cultural heritage defines as related to ethnic groups, individual groups, the international community, and the nation. Cultural Heritage consist tangible and intangible which is tangible represent as building structures while intangible represent traditions or folk lifestyle inherited from the ancestors and passed on to descendants, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts, food and medicine heritage (UNESCO, 2003).

This Pekan Tamparuli was chosen for study area, which have the variety of entertainment and cultural activities that attract people and tourist to come. Tangible and Intangible element is the key main component to describe the life of this place. However, the loss of historical building and liveliness become the challenging issues of this town. This is due to the competitive tourism sector in Sabah which cause Pekan Tamparuli was turned into dying and dull place. According to Salisbury (2012) Urban Regeneration is the one of method commonly practised to develop new means of economic activities, which will help to revive the area. It also to create better environment living for the community by enhancing the cultural, social and environment of the area. This approach can be achieved by upgrading the infrastructure and provide modern public facilities to the place.