

**UNIVERSITI TEKNOLOGI MARA**

**MUSEUM INSTITUTIONS  
SUSTAINABILITY FORMULA  
BASED ON THE PRACTICES,  
ISSUES, AND CHALLENGES OF  
DIGITALISATION, CULTURAL  
TOURISM, AND ONLINE  
LEARNING IN MALAYSIA**

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## ABSTRACT

Museum institutions play a bigger role in maintaining, preserving the culture, heritage, history, and arts of valuable collections, and displaying the objects to facilitate experience to the visitors in a physical/online environment. In Malaysia, *Jabatan Muzium Malaysia* (JMM) is responsible for executing government strategies to spur the development of museum institutions through holistic strategic management and governance. Recently, museums have changed from being predominantly traditional (custodian) institutions to becoming increasingly focused on audience attractions. Previous literature has stated that to become increasingly focused on audience attractions, museums should focus on digitalisation, cultural tourism, and online learning. This study was conducted using a qualitative analysis by interviewing a total of seven (7) informants working in six (6) museums under *Jabatan Muzium Malaysia* (JMM). The results of interviews with the informants found various practices, issues, and challenges across museums under *Jabatan Muzium Malaysia* (JMM). These museums do emphasize digitalisation, cultural tourism, and online learning, but did not implement it thoroughly. Based on these results, this thesis suggested a formula for the sustainability of museum institutions in Malaysia. Museums in Malaysia must focus on four main areas, which are the people, technology, strategic management, and investment to remain sustainable. The outlined museum sustainable formula provides an idea for constructing better strategies and execution plans that fit the economic conditions and current technological needs regarding museum's sustainability in Malaysia.

**Keywords: Museum Institution, Digitalisation, Cultural Tourism, Online Learning, Museum Sustainability, Malaysia**

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# TABLE OF CONTENTS

	<b>Page</b>
<b>CONFIRMATION BY PANEL OF EXAMINERS</b>	<b>ii</b>
<b>AUTHOR'S DECLARATION</b>	<b>iii</b>
<b>ABSTRACT</b>	<b>iv</b>
<b>ACKNOWLEDGEMENT</b>	<b>v</b>
<b>TABLE OF CONTENTS</b>	<b>vi</b>
<b>LIST OF TABLES</b>	<b>xii</b>
<b>LIST OF FIGURES</b>	<b>xv</b>
<b>LIST OF ABBREVIATIONS</b>	<b>xvii</b>
<b>CHAPTER ONE: INTRODUCTION</b>	<b>1</b>
1.1 Introduction and Background of Study	1
1.2 The Overview of Sustainability Museum	3
1.3 Problem Statement	4
1.4 The Aim of Study	10
1.5 Research Questions	14
1.6 Research Objectives	14
1.7 Research Scopes	14
1.8 Research Limitations	16
1.9 Definition of Variables	17
1.9.1 Definition of Variables - Digitalisation	17
1.9.2 Definition of Variables - Cultural Tourism	18

# CHAPTER ONE

## INTRODUCTION

### 1.1 Introduction and Background of Study

This chapter provides an overview of this study. It will explain in detail about the core opening of the uncertainty of a matter or phenomenon that has been, is being, or will be carried out in this research. An overview of the topic is the initial core in the brief opening of the research in addition to the support of a systematic form of discipline through research problems, research questions, and research objectives.

This chapter is divided into ten (10) main components, which are 1.1 Introduction and Background of Study, 1.2 The Overview of Sustainability Museum, 1.3 Problem Statement, 1.4 The Aim of Study, 1.5 Research Questions, 1.6 Research Objectives, 1.7 Research Scopes, 1.8 Research Limitations, 1.9 Definition of Variables and 1.10 Conclusion.

Heritage and museum have always been inextricably linked. Museum institutions plays a bigger role in maintaining, preserving the culture, heritage, history, and arts of valuable collections and displays the objects to facilitate experience to the visitors in a physical environment. In Malaysia, *Jabatan Muzium Malaysia* (JMM) is responsible for executing government strategies to spur the development of museum institutions through holistic strategic management and governance. The *Jabatan Muzium Malaysia* (JMM), are governing 23 museums in Malaysia across different states including Peninsular Malaysia and East Malaysia including Sabah and Sarawak. Every museum institutions under the *Jabatan Muzium Malaysia* (JMM) plays a vital role in managing the museum's operations and execute the *Jabatan Muzium Malaysia's* (JMM) strategy to ensure the uniformity in performing the roles. Malaysian museums play a vital role in providing knowledge and education to the society and nation. Also, it serves as a platform for the development of historical and cultural elements (Jabatan Muzium Malaysia, 2022a). Other than that, museums also serve as a centre for local economy development through cultural tourism (Brown, 2019).