

UNIVERSITI TEKNOLOGI MARA

**ARCHAEOLOGICAL TOURISM IN
LEMBAH BUJANG, KEDAH.**

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**DIPLOMA IN TOWN & REGIONAL PLANNING
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AUTHOR'S DECLARATION

I declare that the work in this Planning Project Paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This project paper has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Today, the archaeological tourism sector is fully developed and common in other foreign country but not in Malaysia. A study has been conducted to advance Lembah Bujang in becoming as an outstanding archaeological tourism destination. The study was focused to some issues and problems related to elements that giving impact to the archaeological tourism in Lembah Bujang that consist of lack of knowledge, current situation problems, lack of attractiveness no guides and resources factors. To achieve the aim of this study, approximately objectives were provided that include to identify historical elements and monuments in Lembah Bujang that are important to the local society, to optimize the strength and potential of Lembah Bujang to attract more tourists and to analyse the tourist flow pattern of historical places and its impact on the development of archaeological tourism in the site area. The method that used in this study was observation method. Based on the observation, the finding shows that there were four (4) aspects that provided in Lembah Bujang should be improved in order to advance Lembah Bujang in becoming as an outstanding archaeological tourism destination. To conclude, there are some recommendations were recommended that include increasing the promotion of archaeological tourism industry with superior marketing techniques, conserving and preserving the archaeological sites in Lembah Bujang for the future generations, creating more interesting and attracting activities to gain more visitors, improving the tourism guide that can explain the information about Lembah Bujang in different language fluently and clearly to the visitors.

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