

UNIVERSITI TEKNOLOGI MARA

**OPEN AIR-MUSEUM: RE-AWAKEN IMAGE OF
HERITAGE TOURISM AT KUBU BENTAYAN
AND ITS VICINITY, MUAR, JOHOR**

NIK MUHAMAD SYAFWAN BIN NIK MAN

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ABSTRACT

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 the royal town 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 archive 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 the royal town.

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CHAPTER ONE

1.1 INTRODUCTION

This chapter explains the aspects of heritage tourism, main problem statement is highlighted at the site study, aim and objective of the project, the definition of terminologies, the scope of the study and conjointly the flow research methodology to that attract an audience to understand overall of study and be foundation bases of research.

Heritage is one of the most important assets that need to protect and preserve the value that did not lose within the future and to next generations. According to, Historic Preservation Division Georgia Department of Natural Resources (2010), the historical and cultural resources will relate with people, events or aspects of the past that make a way of identity and soul to the user by recall his story. Tourism is that the largest industry within the world and essential for property and profit to the economy of the community.

Heritage tourism based on the journey at the historical area and uses the own cultural element as the attraction. The cultural element will be divided by two such as tangible also known as a heritage building and archaeological sites, the intangible also known as language, clothing, food, dance and music. The opportunity both of elements that provided can make user to feel and understand of that particular of culture. The heritage also likes the symbols of the human evolution from time to the time that will be an approach to user reaction to the worth of the story. Heritage is additionally one of the bases for tourism and the most element of attraction has been uniqueness that may produce the spirit of the place (Lorton Consulting, 2014).

According to Z Ramli (2017), Malaysia can be one of uniqueness in the world that has multi-ethnic and culture that build the distinctiveness in the country. In the development the product based on tourism, destination of place should have an