

UNIVERSITI TEKNOLOGI MARA

**HERITAGE PRESERVATION OF JERANTUT:
RELIVING CULTURAL VALUE
OLD TOWN JERANTUT**

AQIL SYAHMI BIN MOHD SIBEE

2014557129

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ABSTRACT

Cultural heritage is important because it strongly influences our sense of identity, our loyalties, and our behavior. Memory institutions (archives, libraries, museums, schools, and historic sites) have a responsibility for preserving and interpreting the cultural record, so there are practical reasons to study cultural heritage. Attention to cultural heritage leads to wider awareness of the complexity and cultural bases of archives, libraries, and museums. Specialized terms are explained. The role of time is discussed and the past, history, and heritage are distinguished. Cultural heritage has some specialized legal and economic consequences and is deeply associated with much of the conflict and destruction in the world. After nearly a half century of suburbanization, economic development specialists and urban planners have begun to appreciate the unique aesthetic and heritage landscapes of underutilized downtown areas as potential geographic spaces for economic growth. Consequently, fostering heritage tourism and recreation industries that take advantage of these unique spaces has become a cornerstone of many downtown redevelopment plans. A growing pool of literature on the subject of sustainable tourism has noted that heritage tourism is ideologically and institutionally different from other forms of the industry, as concepts of long term planning, cultural awareness and resource conservation are important to both tourism sustainability and heritage management.

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Hopefully with the result of this writing can be used as a guide and reference in the heritage preservation of Jerantut while reliving cultural value old town Jerantut.

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CHAPTER 1: INTRODUCTION TO THE TOPIC

HERITAGE PRESERVATION OF JERANTUT: RELIVING CULTURAL VALUE OLD TOWN JERANTUT

1.1 Introduction

At present, various issues are arising from the rapid development of new environment, especially to consumers and the environment. This is also due to a low level of civic awareness of nature. The new development in the rapid urban area and the lack of background and historical development has led to the loss of its historical value. The history and background of an area development are one of the crucial aspects of making an area of value as a recognition and appreciation for local culture and traditions. Landscape importance helps in stabilizing the economy in an area and makes a thriving area.

In Malaysia, landscapes are an essential element in making a region more successful especially in developing City areas. Besides, the history and background of an area is also a valuable asset to reflect the identity of a region and make users appreciate the value of the traditions and culture of a place. Malaysia is one of the most culturally diverse countries. This causes every settlement in Malaysia to have its history, background and culture that must be protected and preserved to serve as a value reflecting Malaysia and always being inherited. Among the most important aspects of historical and cultural value in Malaysia are historical landscape, building structure, hero history, government history, cultural values, clothing, activities and food.

Development in Malaysia is influenced by population density and the broader demand for opportunities in pursuit of one of the world's advanced nations. This resulted in the opening of a new area in Malaysia which was created as a new settlement area, city, industry, factory and various. In addition, the cultural value in Malaysia has become extinct and the historical value of a region is not appreciated. However, there are several Cities in Malaysia that have succeeded in suppressing the cultural and historical value of the area so