

# FACTORS HINDERING THE HERITAGE DESTINATION PROMOTION IN MALAYSIAN CONTEXT

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*The present research empirically investigates the preferences of the respondents currently residing in Malaysia towards the promotion of heritage destinations in Kuala Lumpur. The present study makes an attempt to identify the key determinant factors that are actually hindering the heritage destination promotion in Malaysian context. For the purpose of the research, the attractions in Kuala Lumpur are segmented as Heritage, Architectural, Natural and Amusement landmarks. Data has been collected from a self-administered questionnaire, returned by 100 survey participants. In accordance with the destination competitiveness analysis and based on the preferences and attitudes expressed by the respondents towards these attractions, they are grouped as heritage and tourist destination travelers. Visitor profiles are developed depending upon their demographics such as age, income, education, occupation and marital status. Different heritage destination activities including visit to art galleries and museums, historical organizations and towns, cultural festivals etc., are studied in association with the heritage traveler site assessment. The awareness, visitation, interest, importance and satisfaction levels of the travelers to heritage sites are assessed in detail.*

*Furthermore, motivations and barriers to visit heritage sites in conjunction with other prevailing attractions are examined. Apart from the above mentioned, respondents satisfaction, awareness and spending levels are measured with reference to the heritage travel attributes and amenities usage. Respondent's intention and preference to visit as well as revisit heritage sites in comparison with other architectural, natural and amusement landmarks are explored. The importance of information sources in promotion of heritage destinations to the travelers is presented and managerial implications are discussed. Moreover, SWOT analysis thoroughly analyzes the current market situation for heritage destination promotion in Kuala Lumpur. Avenues for further research are presented.*

*Heritage destination, attributes, attractions, site assessment, amenities, demographics*

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## INTRODUCTION

Heritage is a part of the tourism industry and is often regarded as a cultural commodity (Levine *et al.*, 2005). Places often have meanings that are in large measure created for consumption by individuals in communities and it is in consuming the meaning of a place that the individual is linked historically to the material and social worlds in which they are embedded. People thus consume heritage to create a sense of belonging, as the invention of heritage can empower people and their communities by shaping a sense of identity (Rowlands, 2002).

Heritage represents both narrow and broader perspectives. As a narrow concept, it literally means, 'what is or may be inherited' (Hitchcock and King, 2003). From a broader perspective, heritage pertains to notions of ethnicity and nationalism, and even to global identity (Hitchcock and King,

2003). In the current study the concept of heritage refers primarily to tangible and concrete elements of the past which are presented and re-presented in the present as archaeological finds, historical sites, monuments and buildings and material artifacts. The sites selected to represent the country's heritage will have strong implications for both collective and individual identity and hence the creation of social realities (Black and Wall, 2001).

According to the World Heritage Convention, which was adopted by United Nations Educational, Scientific and Cultural Organization (UNESCO) in 1999, 'Cultural Heritage' embraces a group of buildings or a site of historical, aesthetic, archeological, scientific, ethnological or anthropological value. In contrast 'Natural Heritage' incorporates outstanding physical, biological, and geological features; habitats of threatened plants or animal species and areas of value on scientific and aesthetic grounds or from the perspective of conservation.

Heritage attractions often play an important role in telling the story of a nation or people to number of audiences (Henderson, 2002). However, the story might be distorted by overt and covert political motives and this particular aspect of tourism has been criticized in the existing literature by many authors (Cartier, 1996; Peleggi, 1996; Philip and Mercer, 1999). Moreover, there are accusations that in less developed countries about neo-colonization and reconstruction of heritages by exerting control over societies at destinations (Palmer, 1994).

The word heritage has been employed in built, cultural and natural contexts (Yale, 1992; Nuryanti, 1996). The concept of heritage often includes built, cultural and natural arenas (Carter and Horneman, 2001). In the built arena, heritage describes material constructions such as historic buildings and structures. In the cultural arena, heritage describes monuments, historical or architectural remains and artifacts and often non-physical forms such as traditions, events and culture. As a natural arena concept, heritage describes gardens, landscapes and national parks (Carter and Horneman, 2001). Heritage resources are irreplaceable and heritage provides a tangible link between the past, the present and the future.

Tourism on the other hand is an act of travel predominantly for recreational or leisure purposes and as a service industry has numerous tangible and intangible elements. Major tangible elements include transportation, accommodation, and other components of a hospitality industry. Whereas, major intangible elements relate to the purpose or motivation for becoming a tourist, such as rest, relaxation, the opportunity to meet new people and experience other cultures, or simply to do something different and have an adventure (WTO, 2000). Tourism Society of England (1976) defined tourism "is the temporary, short-term movement of people to destination outside the places where they normally live and work their activities during the stay at each destination and includes movements for all purposes."

Heritage tourism, a segment of tourism industry is growing at a faster pace and is expected to grow steadily in future (Carter and Horneman, 2001). Heritage tourism is defined as the desire to experience diverse past and present cultural landscape, environments, places and forms (Zeppel and Hall, 1992). Heritage tourism as a broad field is viewed as a specialty travel based on nostalgia for the past and the desire to experience diverse cultural landscapes and forms (Zeppel and Hall, 1992, Browne and Fladmark, 1994). Heritage tourism is regarded as "a series of overlapping and some-what ill-defined market places in which potential consumers seek to benefit internally through the beneficial feelings of 'consuming' heritage and producers present products for consumption as attractions" (Prentice, 1993: 22).

However, the promotion of heritage destinations at many places in the world is lagging behind and the growth of the heritage tourism is not unto the expected rate as estimated, thus questioning the

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expected steady growth of heritage tourism in future. Growth of tourist attractions may slow down or enhance the respondent's intention to visit and revisit heritage destinations. To date in the existing literature on the promotion of tourism and heritage destinations there is neither a convergence nor a divergence of the above mentioned notion. Therefore the present study makes an attempt to identify the factors that are actually hindering the heritage destination promotion in Malaysian context.

### **Research Background**

Malaysia is a part of Southeast Asia and consists of South-eastern Asia Peninsula often known as Malay Peninsular and northern one-third of the island of Borneo, bordering Indonesia and South China Sea. Today's Malaysia was originally formed as Malaya in 31<sup>st</sup> August 1957 and the Federation of Malaysia was only formed in 9<sup>th</sup> July 1963 through a merging of the former British colonies of Malaya and Singapore, including the Eastern Malaysian states of Sabah and Sarawak on the northern coast of Borneo. Singapore on 9<sup>th</sup> August 1965 left the federation as an independent country. Malaysia shares its boundaries with other Southeast Asian countries such as Thailand, Singapore, Brunei, Indonesia and Philippines in a strategic location along the Strait of Malacca and the southern South China Sea. The Federation of Malaysia comprises of 13 states and three federal territories. In total, the Federation of Malaysia consists of 14 cities, of which Kuala Lumpur became the capital city of Malaysia.

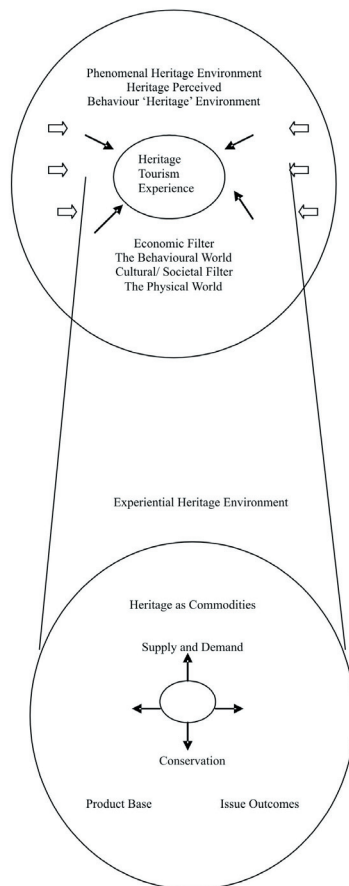
Capital cities play a dominant role as pre-tourist structures for the tourism industry in the early development phases of international mass tourism (Oppermann and Chon, 1997). Furthermore, capital cities provide a gateway effect since international airports are located in a closer proximity (Oppermann, 1993). In Malaysia post-colonial era shows the attention given to infrastructure, concentrating especially on Kuala Lumpur as capital city of the Federation by development of a major airport as well as a large proportion of hotels to accommodate international arrivals (Mullins, 1999). In parallel to the increased tourist activities world wide in the early 1970's, governments in Southeast Asia began to introduce and strengthen policies that could maximize the opportunities from tourism (Mullins, 1999). Kuala Lumpur as the largest city of Malaysia, play a role as main channels to tourism destinations around the Malay Peninsular especially to coastal and rainforest areas (Oppermann, 1992).

In the late 1980s and the early 1990s, tourism sector has been identified as one of the important industries in the world and many developing countries started to reap benefits on their tourism resources which significantly added to their economy. The promotional campaign 'Visit Malaysia Year 1990' gave a significant momentum for further development of tourism in Malaysia which gave rise to the need for heritage conservation and heritage tourism in conjunction with the diversification of the tourism product. The endorsement of the acts between 1976 and 1988 related to heritage conservation in Malaysia indirectly provided the initiative to preserve historic and cultural heritage and provided an image as a favourable tourism destination in Southeast Asia (MOCAT, 1991; Ahmad, 1998). Globalization and modern culture are posing a serious threat to the existing heritage. In Kuala Lumpur, threat to some of the city's familiar and historical landmarks with the consequent alteration of the city to increase its modernity evoked a growing concern among the people and the first public outcry was raised in 1983 (Ahmad, 1998).

According to the World Heritage Convention UNESCO 1972, "cultural heritage and natural heritage are increasingly threatened with destruction, not only by the traditional causes of decay, but also by changing social and economic conditions. The deterioration or disappearance of cultural or natural heritage constitutes a harmful impoverishment of the heritage of all the nations of the world." Malaysia's heritage is a unique expression of history and national identity. It provides a meaningful foundation for national development in future. National identity is an abstraction incorporating elements of the past, present and future, which helps to reinforce a feeling of community and belonging amongst individuals and groups (Smith, 1991; Henderson, 2002). Culture is a key component of national identity, although

there may be a set of distinct cultural identities present in nations of mixed ethnicity such as Malaysia (Picard and Wood, 1997). These layers of identity find expression in tangible and intangible forms of heritage, which are often sold as tourism products, which has drawn the attention from academics in tourism literature (Ashworth, 2000). Henceforth, heritage tourism is gaining increased attention and is expected to become a powerful commercial force. Decisions about the conservation and interpretation of heritage and its presentation as an attraction serving both domestic and international tourists are often difficult, selective and intensely political with opportunities for misrepresentation and manipulation (Henderson, 2002). In Asia, heritage tourism supports broader official policies of social integration or exclusion and nation building, especially in former colonies that have secured their freedom and Malaysia clearly fits in this category (Shaw and Jones, 1997). Heritage attractions play a crucial role in depicting the story of a nation to a number of audiences (Philip and Mercer, 1999). In view of these considerations, the concept of heritage should be integrated implicitly with tourism development and marketing strategies such as heritage tourism which will exert a profound influence on a wider domain.

Therefore planning for heritage is an essential criterion and involves long-term, integrated and conservation focused planning. Long-term planning is often associated with the integration of tourism



**Figure 1.**  
**A Model of Heritage and Heritage Tourism**  
 Source: Timothy and Boyd (2003)

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and heritage products with marketing strategies and authority related policies. Integrative planning acknowledging other uses and users within the region involving heritage based tourism, tourism and non-tourism uses. On the other hand, conservation planning is more focused towards protecting built environment and maintaining integrity of ecological system and caring for the local community (Philip and Mercer, 1999).

A model of heritage and heritage tourism presented in Figure 1 depicts, that heritage exists within two different types of environment such as phenomenal and behavioural. Therefore the concept of heritage is an expansion of the environment including natural phenomena and cultural and built environments that were created by human activity. Heritage tourism is influenced by supply and demand, product base, and external factors and by experiencing heritage as a commodity (Timothy and Boyd, 2003).

### **Linking Heritage and Tourism Management**

The challenge that lies ahead is to create an optimum balance by allowing consumption of the extrinsic values by tourist and conservation of the intrinsic values by the heritage manager. However, conflicts might emerge as the two sectors vie to use the same resource base (Graham *et al.*, 2000). Table 1 depicts the differences that arise between heritage and tourism management.

**Table 1.**  
**Comparison of Heritage and Tourism Management**

<b>Type</b>	<b>Heritage Management</b>	<b>Tourism Management</b>
Structure	Public sector oriented and not for profit making.	
Goal	A broader social goal.	
Key Shareholders	Community groups.  Heritage groups.  Ethnic or indigenous groups.	Business groups.  Non-local residents.  National tourism trade associations.
Economic attitude to assets	Conserve for their intrinsic value.	Consume either for intrinsic or extrinsic appeal.
Key user groups	Local residents.	Non-local residents.
Employment background	Social Science/ Arts	Business/ Marketing
User of asset	Value to community as a representation of tangible and intangible heritage.	Value to tourist as product or brand as a destination.
International political bodies	UNESCO	WTO
National bodies	National, state and local agencies concerned with heritage management activities.	National, state, regional tourism bodies.

Source: Graham *et al.*, 2000

### **Choice of Kuala Lumpur**

Malaysia of 1990s began to move away from the notion of a Malay identity derived from a feudal past, and instead has focused more decisively on the modernity of Kuala Lumpur as the capital of a country aspiring to fully developed and industrialized status by the year 2020. The total population of Malaysia is 21 million. Kuala Lumpur, the capital city of Malaysia predominantly is a multi-racial community celebrating different cultural events and festivals. The Ministry of Tourism and Culture was established on 20<sup>th</sup> May 1987 following a merger between Ministry of Culture, Youth and Sports Culture Division and Tourism Development Corporation of Malaysia and Ministry of Trade and Industry. On 22<sup>nd</sup> October 1992, the Ministry was renamed as the Ministry of Culture, Arts and Tourism. On 27<sup>th</sup> March 2004, Ministry of Tourism was officially established and later followed a break up resulting into Ministry of Culture, Arts and Tourism. Later Ministry of Culture, Arts and Tourism was divided into Ministry of Tourism and Ministry of Culture, Arts and Heritage. Besides the abovementioned, an agency existing under the jurisdiction of this ministry is Malaysia Tourism Promotion Board (Tourism Malaysia).

For the purpose of the current research the attractions in Kuala Lumpur are segmented as Heritage (China town, Batu caves, Muzium Negara, National Library, National Art Gallery, National Mosque, Thean Hou temple and Kampong Baru), Architectural (Twin Towers, Parliament, Menara Tower, National Monument, Dataran Merdeka, Putrajaya, Sultan Abdul Samad building), Science and Natural (Lake gardens, National Zoo, Aquaria KLCC, Deer park, Bird park, Butterfly park, Putra Perdana park, Planetarium, National Science center, Petrosains, Bukit Jalil, Botanical garden) and Amusement landmarks (Genting Highlands, Berjaya Hills, Lost world of Tambun, Sunway Lagoon Theme park, Mines Wonderland, Cosmos World, Wet World Shah Alam).

### **Choice of Respondents**

Ethnic identities and most widely heritage and culture are commodified for the purposes of tourism development, and created, rearranged and packaged for the domestic and the global market (Picard and Wood, 1997). Tourism policies and plans are usually implemented by national tourism agencies and government ministries which are often charged with the responsibility for the development of national, cultural, artistic and sporting activities as well (Picard and Wood, 1997). Malaysia is widely accepted as a country which has been remarkably perhaps uniquely successful in managing ethnic conflict in a post-colonial context against expectations.

With regard to the traditions, races and people, Kuala Lumpur is distinct with three different ethnic races Malay, Chinese and Indians. Malays are the majority ethnic Islamic group and share a rich heritage in weaving fabrics and wooden handicrafts evident in Malay centric states of Terengganu and Kelantan. Most of the Chinese in Malaysia are of Cantonese descents and are known for their colorful customs and traditions. Malaysian Indians are traditionally estate workers and currently are into business sector. Apart from the above mentioned many expatriates from different parts of the world are currently residing in Kuala Lumpur either for work or for business purposes. From Table I it is evident that the key user groups of heritage are the local residents. Henceforth, it is imperative to hold this group for sustainable heritage management and conservation. Moreover, domestic travelers spread the information through word of mouth communication which results in attracting increased number of domestic as well as international arrivals. Furthermore, empirical studies related to domestic traveler and their perceptions towards heritage and tourism destinations in Malaysia are limited. Therefore for the purpose of the present study, the responses were obtained from the respondents irrespective of their ethnicity in Kuala Lumpur.

### **Theoretical Framework**

It is increasingly becoming important to measure the competitiveness of the destinations in order to identify their strengths and weaknesses and thereby develop future strategies (Keller and Smeral, 1997). As with every industry and business, many destinations are in competition with each other (Heath and Wall 1992). Destination competitiveness analysis incorporates consumer expectations, motivations, past experiences and the location, which could have an impact on directing the competitiveness of destinations in each market (Murphy, 2000).

It is expected that consumers are likely to make comparisons between attractions and facilities of different destinations (Laws, 1995). The choice of a particular good or service is the result of a comparison of its perceived attributes with the individual's set of preferences (Fishbein and Ajzen, 1975). Therefore visitor selects a destination amongst the alternatives and evaluates each alternative based on the potential benefits (Mayo and Jarvis, 1981). Each and every destination offers a variety of products and services to attract its visitors (Laws, 1991). However, different factors may have an influence on the final destination choice. It has been recognized that awareness and attributes are the predictors in determining a destination (Mayo and Jarvis, 1981). Evaluation of a particular destination depends on the strengths and weaknesses, which further affect repeat visits and the type of communication to others based on a first time visit (Um and Crompton, 1990). Also a visitor may have different motivations and preferences for different destinations (Woodside and Lysonski, 1989).

Visitors categorize destinations into consideration, inert and inept sets. Consideration set includes all destinations that a visitor is aware of and likely to visit to some extent. The inert set represents all destinations that the visitor is aware of but no decision is made to visit in a specific time period. Finally the inept set refers to destinations that the visitor is aware of but has no intention to visit in a specific time period (Um and Crompton, 1990). Categorization of the destinations into the above mentioned sets indicate the importance, visitor's awareness, familiarity and the market potential for effective destination management.

### **METHODOLOGY**

#### **Data Collection**

One of the key objectives of research design is to determine respondents' perceptions towards heritage and tourism destinations prevailing in Kuala Lumpur. The most universally used tool is the self-reporting technique in the form of a questionnaire. It increases the possibility of higher response rates and the potential to greater sample size. Data has been collected from both the primary as well as the secondary sources. Survey method has been employed by way of distributing a questionnaire to 120 respondents residing in Kuala Lumpur. Convenience sampling technique has been followed and valid data with consideration for further analysis has been obtained from 100 respondents. The response rate is adequate (83.3%). Data has been collected during weekends in the foyer of a large shopping mall by mall intercept method. The data obtained is cross-sectional in nature. The questionnaire consisted of questions pertaining to the respondent's demographic profile, segmentation of various attractions in Kuala Lumpur and measures related to the heritage destination competitiveness.

#### **Results**

The data obtained from the respondents has been further analyzed by obtaining the descriptive statistics (SPSS). Visitor profiles are developed from the demographic data of the respondents. Visitors have been classified as tourist and heritage destination travelers based on their visits to the respective destinations.

**Demographics**

Extant literature depicts heritage tourists as people from the middle classes, well educated, middle aged, no children, on holiday away from home and who have a prior interest in history (Light *et al.*, 1994). Heritage tourism market is segmented into five predominant groups: educated visitors, professionals, families or groups, school children and nostalgia-seekers (Prentice, 1993). Demographic studies are useful in developing the basic consumer profiles (Carter and Horneman, 2001). The level of age, income, occupation, time, whom to travel with and personality play a significant role in determining the destination (Um and Crompton, 1990).

**Table 2.**  
**Demographic Characteristics of the Respondents**

<b>Gender</b>	<b>Frequency</b>	<b>Age (in years)</b>	<b>Frequency</b>	<b>Income ( RM= ringgit per month)</b>	<b>Frequency</b>
Male	69	Less than 20	10	Less than 2000 RM	12
Female	31	21 to 30	15	2001 to 4000 RM	13
		31 to 40	33	4001 to 6000 RM	35
		More than 41	42	More than 6000 RM	40
<b>Education</b>	<b>Frequency</b>	<b>Occupation</b>	<b>Frequency</b>	<b>Marital Status</b>	<b>Frequency</b>
High school	3	Working in private sector	43	Unmarried	17
Graduates	34	Working in public sector	31	Married with kids	61
Post-graduates	47	Working as an academic	21	Married without kids	13
Others	16	Others	5	Single person	9

Data pertaining to the respondent’s age, income, education, occupation and marital status has been obtained as part of their demographic profile. Majority of the respondents are males (69%) with more than 41 years of age (42%), within an income range of more than 6000 RM per month (40%) and are highly educated (post-graduates 47%) working in the private sector (43%) and are married with kids (61%).

**Attraction Matrix**

The purpose of this study is to quantify the relative importance of a range of factors that influence visitor’s decisions to visit a particular destination within Kuala Lumpur. In order to achieve this goal an attraction matrix has been developed incorporating a wide range of attractions that are generally believed to stimulate visitations (Zeppel and Hall, 1992). For the purpose of the current research



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the attractions in Kuala Lumpur are segmented as heritage, architectural, science and natural and amusement landmarks. The above mentioned four most obvious categories are included in the attraction matrix as they are known to draw visitors and are consistent across all the segments in Kuala Lumpur. Later frequencies with reference to the awareness, visitation, re-visitation and interest levels of the respondents towards these attractions are obtained.

**Table 3.**  
**Frequencies of the visitors to various attractions in Kuala Lumpur**

<b>Variables</b>	<b>Heritage sites</b>	<b>Architectural sites</b>	<b>Science and Natural sites</b>	<b>Amusement landmarks</b>
Aware	41	23	27	12
Visited	32	42	46	41
Re-visit	4	28	18	42
Not interested	23	7	9	5

Results indicate that the awareness level of the respondents is high with regard to the heritage sites when compared to their visit and re-visit intentions. Respondent intention to re-visit is prominent for amusement landmarks. The category of non-interest is high with heritage sites. Based on the respondent's intentions of visit and re-visits, they are divided into Tourist Destination Travelers (TDT) and Heritage Destination Travelers (HDT). From the literature related to the destination competitiveness categorization of the respondents into tourist and heritage destination travelers provides useful insights in identifying the key factors hindering the heritage destination promotion in Kuala Lumpur (Um and Crompton, 1990).

### **Motivations and Barriers**

The underlying motivations influencing the visitors demand are studied to a limited extent (Prentice, 1993). This lag in the research may be attributed to the difficulty in conceptualizing the motivations (Darvill, 1987). Apart from the motivations to visit a particular destination, it is important to study the barriers that inhibit the visitors from visiting the heritage sites. Eliminating the barriers could further enhance the competitiveness of heritage destinations (Keller and Smeral, 1997). Therefore, further analysis has been carried out to exploit the dimensions which motivate the TDT to visit tourist destinations and barriers that prevent them from visiting the heritage destinations in Kuala Lumpur to better understand visitor choice and behavior.

**Table 4.**  
**Motivations and Barriers to visit Heritage Destinations**

<b>Motivations</b>	<b>Frequencies</b>	<b>Barriers</b>	<b>Frequencies</b>
Best heritage activities	7	Better family activities elsewhere	32
Value for money	11	No family connections to area	9
Beautiful landscapes	18	Never came to mind	23

Results depict that the most important dimension that motivates HDT to visit a particular heritage site is the presence of beautiful landscapes followed by value for money. Where as, with regard to the TDT, the most important dimension that prevent them from visiting the heritage sites is the presence of better family activities else where.

**Heritage Site Assessment**

A heritage site is a location where a landmark of natural or cultural importance is legally protected. Existing literature reports that many national parks and historical places are heritage sites (Palmer 1999). In order to assess the heritage sites in Kuala Lumpur, the level of awareness, importance, interest and satisfaction expressed by the visitors are obtained. For implementing a successful marketing destination, awareness of the sites, interest and importance the visitors attach to a particular destination are to be taken into consideration as they influence the choice of a destination (Ahmed, 1991). Also understanding the needs and wants to satisfy a visitor is an essential ingredient for successful marketing and improving the competitive advantage of a particular destination (Laws, 1995). Therefore, the variables awareness, importance, interest and satisfaction are considered to be important to analyze with reference to TDT and HDT as they are critical in the promotion of heritage destinations. Data pertaining to these variables has been collected on a 5 point Likert scale (1= strongly agree, 2= some what agree, 3= agree, 4= some what disagree and 5= disagree).

**Table 5.**  
**Heritage Site Assessment by Heritage and Tourist Destination Travelers**

Awareness		Importance		Interest		Satisfaction	
HDT	TDT	HDT	TDT	HDT	TDT	HDT	TDT
8	7	9	8	12	6	10	8
14	9	13	8	10	9	11	9
5	10	5	8	6	11	5	9
5	18	4	20	4	22	6	20
4	20	5	20	4	16	4	18

Results indicate that the level of awareness, importance, interest and satisfaction exhibited towards the heritage destinations is obviously high by the HDT when compared to the TDT.

**Attributes, Activities and Amenities**

Visitor perceptions and the attributes with which they associate a particular destination often enhance the competitiveness of a particular destination (Javalgi *et al.*, 1992). Destination based endowments such as natural (environmental matters), material (facilities such as accommodation, restaurants, shopping etc..) and non-material (services such as information guidance, housekeeping etc..) quality factors affect the destination visit (Keller and Smeral,1997). Therefore, from the destination competitiveness literature it is important to take into consideration the importance that the high and low heritage destination travelers impart to different attributes, activities and amenities pertaining to the heritage sites.

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**Table 6.**  
**Relative Importance of Various Attributes, Activities and Amenities of the Heritage Sites**

Attributes	HDT	TDT	Activities	HDT	TDT	Amenities	HDT	TDT
Educational	10	10	Museums and art galleries	8	8	Maps and tour guides	12	7
Expensive	3	15	Zoo, gardens and arboreta	7	19	Family activities	9	21
Informative	9	11	Festivals	6	21	Shopping	5	14
Unique	8	13	History	7	8	Food and drink	5	12
Appealing	6	15	Antiques	8	8	Washroom and parking facilities	5	10

Results report that a high proportion of HDT perceived heritage destinations as educational and a very minute proportion of them considered visiting heritage sites as of expensive. With regard to the activities, HDT is more interested in attending cultural festivals and examination of antiques. However, with respect to the various amenities present at the heritage sites, HDT is satisfied with the presence of different facilities.

There is a variation in the level of perceiving different attributes, activities and amenities of the heritage sites among HDT and TDT. As for the TDT, heritage destinations are perceived to be more expensive and impart interest in attending cultural festivals as HDT and are satisfied with the food, drink, washroom and parking facilities.

### Information Sources and Spending Categories

Positive word-of-mouth communication enhances visitor choice to visit a destination (Fornell, 1992). It is also important to understand the impact of the information sources on the respondents.

**Table 7.**  
**Influence of Various Information Sources to Visit Heritage Sites**

Information Sources	HDT	TDT	Spending Categories	HDT	TDT
Brochures	4	20	Food or Drink	5	12
Tourism Office	5	18	Shopping	5	14
Virtual Media	7	10	Accommodation	10	8
Print and Broadcast Media	9	8	Entertainment	4	23
Word-of-mouth Communication	11	8	Transportation	12	7

Results reveal that HDT rely mostly on word-of-mouth communication and are influenced by brochures to a minimum extent. Apart from the word-of-mouth communication, HDT obtain information regarding heritage destinations from print and broadcast media. However, TDT are influenced to a maximum extent by brochures and also gather information from tourism offices. TDT exert minimum effort in gathering information from print and broadcast media and word-of-mouth communications. With regard to the spending categories, HDT spend mostly on the transportation and TDT spend on entertainment to a maximum extent.

**SWOT Analysis**

It is an essential pre-requisite for a heritage site in order to attract visitors successfully, it should be a well differentiated product coupled with a well executed marketing strategy. Marketing is an integral part of the overall planning and management process often entails identifying target groups, satisfying their needs and wants, appropriately pricing the product (heritage destination), communicating their appeal effectively, and delivering them to the visitor’s satisfaction (Hausmann, 2007). For effective promotion of the heritage destinations in Kuala Lumpur, thorough analysis of the current market situation along with the internal and external environments through SWOT (strengths, weaknesses, opportunities and threats) analysis may yield promising insights. Additional aspects of SWOT analysis pertain to the demand side with its specific purchasing or consumption behaviour of the respondent’s as well as their expectations from cultural offerings, general heritage market and environmental trends (Prentice, 1993).

SWOT analysis is a crucial element in the strategic business planning (Prentice, 1993). SWOT analysis may result in various levels such as association with experiences, social or psychological benefits that result from participating in a given activity, satisfaction derived by visiting a particular destination by a respondent or context in which a given activity takes place dealing with visitor’s expectation towards place of activity itself (Prentice, 1993). Therefore, it is essential to thoroughly analyze the current market situation and audit the internal and external environment of the heritage destinations. Such a process may take the form of SWOT analysis as this familiar research can yield valuable insights which assist the proper management of heritage destination and further capitalizes on sustainable competitive advantages. A realistic appraisal of SWOT analysis commences with a critical analysis of the prevailing situation (Hausmann, 2007). The prevailing situation has been statistically analyzed and based on the results obtained a hypothetical result of the SWOT analysis has been presented below.

<p><b><i>Strengths</i></b></p> <ul style="list-style-type: none"> <li>- Highly developed infrastructure</li> <li>- Good reputation</li> <li>- An attractive profile</li> </ul>	<p><b><i>Weaknesses</i></b></p> <ul style="list-style-type: none"> <li>- Marketing concepts are not integrated properly</li> <li>- Lack of heritage tourism based expertise</li> </ul>
<p><b><i>Opportunities</i></b></p> <ul style="list-style-type: none"> <li>- Identification of growing heritage based tourism market</li> <li>- Identification of the suitable partnerships and contact with them</li> </ul>	<p><b><i>Threats</i></b></p> <ul style="list-style-type: none"> <li>- Increasing leisure attractions</li> <li>- Attractive tourism packages</li> <li>- Prominent decline of heritage based activities</li> </ul>

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The comparison and evaluation of various factors reveals the essential steps to be implemented for the promotion of the attractiveness of the heritage sites in a highly competitive tourist destination like Kuala Lumpur. The results obtained from SWOT analysis depict that increasing tourist attractions coupled with lack of proper integration of the marketing concepts are in a way posing serious threats to the effective promotion of heritage destinations.

### DISCUSSION

The present study explores the significance of heritage to tourism destinations and provides guidelines to effectively promote heritage destinations in Kuala Lumpur. From the demographic profile, it is evident that most of the visitors to the heritage and tourist destinations in Kuala Lumpur are males with more than 40 years of age, with relatively high proportions of income, well educated and are married with kids. These findings are consistent with the previous studies which report that heritage tourism market exists for mature aged travelers who are well educated and earning more income (Light *et al.*, 1994).

Findings from the attraction matrix reveal that the awareness level is high among the visitors regarding the heritage sites compared to architectural, science & natural and amusement landmarks. With regard to the intention to re-visit majority of the respondents intend to re-visit amusement landmarks but not the heritage sites. Based on the visit and re-visit intentions, the visitors are classified as high and low heritage destination travelers. Heritage resources are poorly marketed and there are immediate impediments in exploiting a heritage market (Grimwade and Carter, 1999). Proper integration of the marketing concepts is essential and the prevailing tourism authorities should work in this direction in order to promote heritage destinations also to the visitors in an appealing manner. Further more, the packages designed for tourist destinations if coupled with heritage destinations may attract more number of re-visitations.

Motivations and barriers are studied further in order to estimate what factors are responsible for the visitor's visitation to the heritage destinations. The prominent motivational factor influencing the visitors is the presence of beautiful landscapes at the heritage sites. Where as the major barrier that causes inhibition to the visitor's choice is the presence of better family activities in other places. The study clearly depicts that one possible avenue for the promotion of heritage destinations in Kuala Lumpur is taking advantage of the beautiful landscapes present at the heritage sites, government could initiate projects in conjunction with private partnerships to architect activities that could attract families to heritage sites.

It is clearly evident that the awareness, importance, interest and satisfaction levels in assessing the heritage sites are more for high heritage destination travelers. From the existing literature it is evident that awareness, relevance and perception are the determinants that contribute to visitor's decision to visit museums (Moore, 1988). Visitors are more likely to experience satisfaction based on their initial expectations and awareness levels (Pearce, 1988). Measures should be taken to effectively attract low heritage destination travelers to visit and re-visit heritage sites by working on the factors that hinder their visitation purposes.

With reference to the perception of attributes, high heritage destination travelers considered visiting heritage destinations is highly educational and their major activity included visiting museums and art galleries and concentrated more on the maps and tour guides among the various amenities. However, low heritage destination travelers, considered visiting heritage destinations as merely expensive and their activities included participating in cultural festivals and their emphasis is on presence of family activities. Tourists who visited heritage destinations are more attracted by the educational experiences and an interest in local culture and history (Mackay *et al.*, 1996). Government could provide subsidies

to the visitors and initiate promotional packages more attractively.

High heritage destination travelers are influenced by the word-of-mouth communication and spend more on the transportation in visiting the heritage destinations. On the other hand, low heritage destination travelers rely heavily on the brochures and spend more on the entertainment. These findings are in conformity with the existing research that brochures are a primary source of information and word-of-mouth communication in tourism decision making process for domestic tourists in Australia (Cule and Prideaux, 1998).

In general, it is only through creating an excellent and differentiated product, coupled with a well-financed and properly executed marketing strategy, that a heritage site will successfully attract more visitors. In a broader context, marketing can be defined as an integral part of the overall planning and management process for developing facilities and services as heritage products. Therefore, the process entails identifying potential target groups and their needs and wants, pricing product appropriately, communicating their appeal to target market and finally delivering to the visitor's satisfaction. In order to determine the optimal marketing mix and put it into action, heritage sites should engage in conventional managerial process of marketing analysis, planning, implementation and control.

From the SWOT analysis, strengths, weaknesses, opportunities and threats for the heritage tourism promotion in Kuala Lumpur are clearly evident. Kuala Lumpur though has both attractive heritage and tourism sites, is well known to the visitors and residents for its prominent tourist attractions. Therefore, it is evident from the results that tourism through a range of attractive packages in a way is posing a serious threat to the promotion of heritage destinations. Hence marketing concepts are to be integrated effectively in order to increase the attractiveness of the heritage sites. The advantages of the presence of beautiful landscapes and appealing infrastructure of Kuala Lumpur if well integrated with better marketing concepts may promote heritage based tourism in a promising manner.

## CONCLUSION

From the above discussion it could be concluded that tourism in a way is posing a threat to the heritage destinations in effectively reaching its target market. The different issues explained in the discussion if implemented with accuracy enhances the promotion of the heritage destinations in Kuala Lumpur. As no study is without its limitations, present study also encompasses certain limitations. These limitations pertain to the adoption of convenience sampling technique and confining the theoretical framework only to destination competitiveness analysis. The present study could further be extended by studying the destination competitiveness related attributes of different ethnic groups and expatriates from different countries residing in Kuala Lumpur. Present study has been conducted in an urban environment. However future studies could incorporate urban versus rural destinations and comparisons could be drawn based on the perceptions of the respondents. Furthermore, heritage destinations in different countries could be studied in detail with emphasis on the strategies employed to promote these destinations in an effective manner.

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