



LOCAL COMMUNITY INVOLVEMENT IN CULTURAL HERITAGE MANAGEMENT

A CASE STUDY OF MELAKA HERITAGE TRAIL, MALAYSIA

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ABSTRACT

The sustainability of cultural heritage management of the resources is strongly related to support from local community via participation. It is evident that active community involvement can improve local residents' quality of life based on better environment, social and economic conditions. However, there is little research into the question of whether the involvement of local community in heritage management derives from a genuine interest and desires to protect and conserve their local heritage assets. In the case of Malaysia, a truly local community collaborative approach is often limited due to the ways in which the community in question is conceptualised and involved in the process. In other words, local community involvement is extremely rare because they have been neglected especially in the decision making process. This has created a negative relationship between local community and government authorities in resource conservation.

Therefore, it is pivotal to investigate the influence of the local community attachment towards heritage, in order to understand the local community involvement in heritage management. The attitudes and perceptions of three groups of respondents were examined by using the concept of heritage trail development, as an illustrative example to triangulate the relationship between local community involvement, government administrative structures and tourists' experiences.

The results revealed that, despite the fact the local community is highly attached to the heritage assets; the level of community involvement in cultural heritage management in Malaysia is low due to operational, structures and cultural limitation to engage the local community in both management and tourism development in the Melaka World Heritage Site. This is to say that the participation approach in Malaysia is highly controlled by the centralised government structure. The research recommends that the authorities consider implementing two major improvements in order to develop and maintain a system of sustainable cultural heritage management: Firstly, to overcome the limitations of community participation in the decision making process. Secondly, to consider the community attachment towards cultural heritage elements, before developing tourist attractions in heritage settings, in terms of residents' emotional and functional attachments.

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Whilst registered as a candidate for the above degree, I have not been registered for any other research award. The results and conclusions embodied in this thesis are the work of the named candidate and have not been submitted for any other academic award.

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ABBREVIATIONS

ANOVA	Analysis of Variance
ASEAN	The Association of Southeast Asian Nations
CHM	Cultural Heritage Management
COE	Council of Europe
CPR	Common Property Regime
CPT	Common Property Theory
CRM	Cultural Resources Management
EIA	Environmental Impact Assessment
EPU	Economic Planning Unit
EU	European Union
ICOMOS	International Council on Monuments and Sites
ICOMOS-CIIC	International Scientific Committee for Cultural Routes
ICT	Information and Communication Technology
INTACH	Indian National Trust for Art and Cultural Heritage
KPKK	Ministry of Information Communications and Culture
MBMB	Majlis Bandaraya Melaka Bersejarah (Melaka Historic City Council)
MHT	Melaka Heritage Trail
MOT	Ministry of Tourism
MTPD	Melaka Tourism Promotion Division
NDC	New Deal for Community
NGOs	Non Governmental Organisations
NHA	National Heritage Act
NPS	National Park Service
OUV	Outstanding Universal Value
PERZIM	Perbadanan Muzium Melaka (Melaka Museum Cooperation)
SEM	Structural Equation Modelling
SEPU	State Economic Planning Unit
SERANTA	Public Engagement
SPSS	Statistical Package for the Social Sciences

STAC	State Tourism Action Council
TEKUN	The Economic Fund for National Entrepreneurs Group
TRA	Theory of Reasoned Action
UNDP	United Nations Development Programme
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNICEF	The United Nations Children's Fund
UNWTO	United Nations World Tourism Organisation
WHC	World Heritage Committee
WHS	World Heritage Site
YUM	Yayasan Usaha Maju

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