

Public Perception on Cultural Perspective

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Abstract

A better quality of urban life can be achieved with one of the best planning method; public perception. The local communities and the tourists are the groups that are identified as the most influence and affected individual in an area and give the tremendous boost to any development. The research aim is to obtain the level of awareness and appreciation of these groups toward the cultural attraction. It is envisaged that the analysis will further contribute to the knowledge and idea of professional disciplinary. The findings are hoped to contribute towards establishing the preservation of cultural attractions including architecture, religion attraction, and natural environmental setting.

Keywords: Public perception; cultural attraction; landscape planning

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1.0 Introduction

In 1957, Malaysia achieved her independence with Tunku Abdul Rahman was the first Prime Minister (PM) also known as the 'Father of Nation'. But, regarded with the chief architect of the modern Malaysia, Tun Dr. Mahathir Mohamad (fourth PM) transformed Malaysia from agriculture-based to industrialised country (Islam R., 2011). Always with one eye on the future, he introduced the 'Vision 2020' in February 28, 1991. The vision is to be a fully developed country by the year 2020. Not only presented his motto for the country, he also elaborated on what kind of 'developed country' Malaysia should be.

"Malaysia should not be developed only in the economic sense. It must be a nation that is fully developed along all the dimensions; economically, politically, socially, spiritually, psychologically and culturally. We must be fully developed in terms of national unity and social cohesion, in terms of our economy, in terms of social justice, political stability, in terms of government, quality of life, social and spiritual values, national pride and confidence" (Mohamad, 1991, p.1).

Holding to the vision, Malaysia are now in major practices of sustainable development concept. The strategies are to protect and restore the ecosystem in order to have a long lasting relationship between human and the environment, to create relationship among people and new economic system, continued with to seek and create a supporting relationship that able to honor the Earth, the rights and integrity of each individual (all gender and races). All in all, the sustainable development is 'a meeting human needs without bankrupting the Earth'.

Following one part of the Vision 2020 (developed culturally) and sustainable development meaning (the rights of each individual), the authors believed that public participation in the conservation of cultural process is important. Stated by Halim S. A., Liu O. P., Yussof N., and Sian L. C. (2011), introduction of National Heritage Act 2005 (hereinafter referred to as the NHA), Town and Country Planning 1976 (hereinafter referred to as the TCPA), Environmental Impact Assessment Act 1974 (EIA), Street Drainage and Building Act 1976 and Uniform Building By-laws 1984 are the lead govern in heritage conservation matters.

This research aims is to obtain the level of awareness and appreciation of the cultural attraction. The research objective is to identify the level of awareness and appreciation of cultural attraction from tourists, local community, and professional (landscape architect, planners, NGO experts) in terms of architecture, religion attraction, and natural environmental setting.

2.0 Literature Review

2.1 Public participation

According to National Biosafety Workshop (2003), 'public' was generally accepted as all individual who divided into a specific interest of groups and stakeholders, according to the issue being addressed related to it's context.. To engage only with the groups that share the

planners' views, would be "preaching to the choir" and counterproductive. In planning, involvement of 'public' should be considered. It is important to reach out a wide range of groups especially who is beyond the usual preservation special interest (HPS-NPS, 2002). It was identified that cultural planning should involve the groups with the greatest potential to affect historic and cultural resources, and affected by the plan. Further, HPS-NPS (2002) listed the overall groups that could be the 'public' involved.

1. Preservation professional: have interest and expertise in historic preservation (Government or NGO including the historians, archaeologists, anthropologists, historic landscape architects, architectural historians, academic institutions, etc.)
2. Federal, state, and local government officials: major users of the preservation plan (they are the primary consumers and users of planning information also sources-rich).
3. Elected officials: whose decisions affect or potentially affected the historic and cultural resources. The groups are state and local legislative bodies, mayors, politically appointed boards and commissions members (historic preservation commissions or architectural review boards), policy advisors, judges, etc. They are who make policy, laws, and decisions.
4. Individual and groups who may be affected by the planning process and the plan: property owners, developers, users of public lands, environmental groups, tourism councils, Chambers of Commerce etc to increase the concerns of private property rights activists,
5. Ethnic groups: that have special interests in the historic and cultural resources (eg: Baba-Nyonya, Malay, Javanese, Buggies, Chinese, Portuguese, etc).
6. Certified Local Governments: have partnership with the federal-state-local national historic preservation program.
7. Minority groups and the disabled: either physically, hearing, visually, senior citizen, and others who's the view generally unknown.
8. Others such as who pay a key roles in shaping public opinion (eg: "power brokers" or "opinion leaders," the League of Women Voters, and the print and broadcast media; and groups who are or may be enlisted as "partners" in helping to implement the preservation plan).

List of the public groups are broad to include every individual in planning. In order to make it practical, short-list the groups that give the most significant. Asking if this group is excluded from the process, what consequences might happen?. There are three sources of potential participants:

1. Self- identification: group that contacted through email, phone, letters, petitions, complaints etc.
2. List of special interest groups: usually compiled by the planners (eg: environmentalists, landowners, clients, affected industries)
3. Suggestions from well-formed individuals, organisation officers etc.

According to Eversole and Martin (2005), participation is critical in heritage conservation. It involve various stage of groups (communities and interest groups), that able the group to speak out and contribute actively in the process for their own future. Hence, participation become a social process, communicating and working in group with difference individuals' background, experiences, and though able the plan to achieve goal with an excellent solution (Halim, 2011). From participation, can be conclude that there are two values; normative value (giving a chance for people to say their though-the right to control their own lives) by Chambers (1994), and instrumental value; local knowledge and inputs able to contribute more effective yet efficient in achieving the sustainable development (Webler, T., Kastenholz, H., & Renn, O., 1995). On 1999, ICOMOS Article 12 stated that heritage conservation without local community participation, produce unsustainable plan (Burra Charter).

According to Dian A. Z., and Abdllah N. C. (2013), public participation is an ongoing event that require both parties to share information, communicating, and cooperate and usually it between local community and local authorities which believed to create a tremendous significant to the planning. Table 1 shows the effectiveness of each technique for public participation involvement in any planning process.

Table 1: The effectiveness of public participation techniques

Participation Technique	Providing Information	Receiving Information	Interaction with Public	Giving Assurance to Public	Broad Cross Section of Opinions?
Public Hearings, Meetings	Good	Poor	Poor	Fair	Poor
Workshops, Focus Groups	Excellent	Excellent	Excellent	Fair	Potentially Good
Presentations to Clubs & Groups	Good	Fair	Fair	Fair	No Assurance
Advisory Committees	Good	Good	Excellent	Excellent	Chancy to Good
Contacts with key persons in neighborhood, community	Excellent	Excellent	Excellent	Excellent	No Assurance
Mail Solicitation	Excellent	Poor	Fair	Fair	Very Chancy
Questionnaire Surveys	Poor to Fair	Excellent	Poor	Poor	Potentially Good (depends on follow-up)
Radio/TV Shows & Community Cable News Releases Media Presentations	Good way to alert people to other opportunities	Fair (if call-ins allowed)	Fair	Fair	No Assurance
	Good	Poor	Poor	Poor	Poor

(Source: adapted from HPS-NPS, 2002)

HPS-NPS (2002) emphasis that communication involves the planners and the 'public' able to create a mutual awareness of the problem and needs, further become a politically acceptable solution. The acceptable solution can be achieved due to the assistance of public to defining the value properties rather than the review that already been made. In Malaysia, National Heritage Act 2005 (hereinafter referred to as the NHA), Town and Country Planning 1976 (hereinafter referred to as the TCPA), Environmental Impact Assessment Act 1974 (EIA), Street Drainage and Building Act 1976 and Uniform Building By-laws 1984 are introduce to lead the heritage conservation matter. Further research on NHA and TCPA indicate that both provide the relevant provisions to include the public participation in designation and management of heritage conservation process. NHA further state that in Section 24 of the NHA, the Commissioner of Heritage have authorize to appointed any sites that have the significance as natural or cultural heritage site. Failing to specify the manner of consultation by the TCPA 1976, the discretionary power of the Commissioner limited the right to object to selected people in planning development matters. This lowers the participation of public in the conservation planning (Dian, & Abdullah, 2013). This statement agreed by Halim (2011) where it is crucial to have public participation to develop activities in the areas of KPEP Kuala Teriang that bring to the harmonious with the existing activities (the conservation of the fisheries resources).

2.2 Heritage conservation

National Heritage divided the heritage according to cultural and nature heritage. The tangible cultural is something that permanently sees and touchable such as a) static - refer to historical site, monument, building or anything that permanently there, historical site, monument / building, and nature, b) moveable - refer to culture artefacts that able to move such as manuscript and textile etc. Intangible cultural is refer to knowledge and expertise translation form oral tradition, cultural, language and correspondence.

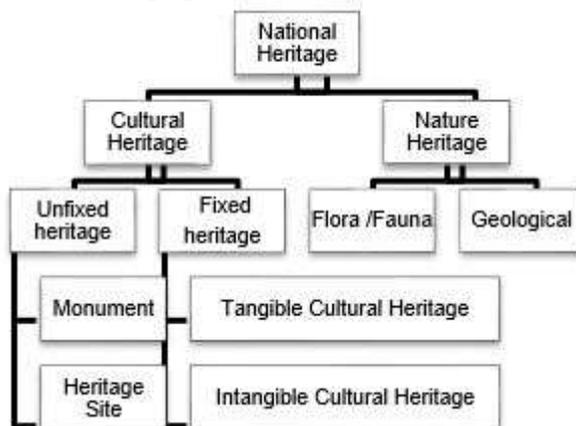


Figure 1: Categories of National Heritage
(Source: National Heritage Department, 2010)

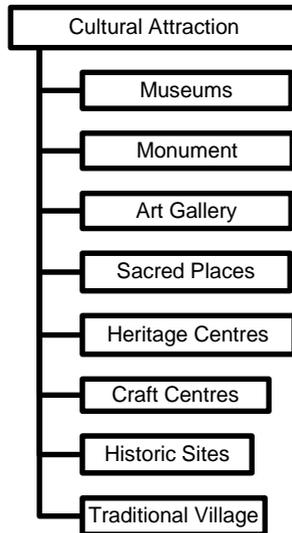


Figure 2: Cultural attraction categories
(Source: Mohd Rodzi N. I., 2010)

2.3 The type of conservation values

1. Age and rarity value - Each period bring up different and their identity.
2. Architectural value - The design, the proportion and the contribution that the architecture of a building has made to the quality of the everyday experiences
3. Artistic value - can clearly see on the quality of craftsmanship or directly to artwork.
4. Associative value - picture by building or places has with an event or personality in history.
5. Cultural value - historic building we can see a lot of thing such as lifestyles, use of material, crafts and technique of the past used in construction.
6. Economic value – Tourism is one of sector that bring huge impact to the economy.
7. Educational value – historic site and building help us to learn about period of history, past way of life, social relations or construction technique.
8. Emotional value – Some people may feel emotional attach to the place or feel some sense of wonder n respect from the history especially the craftsmanship.
9. Historic value – It not only the physical evidence from past, but it contain important event to individual, local, and nation.
10. Landscape value - not only building with the post-era architecture but some space or landscape that creates by man.
11. Political value
12. Public value - sometimes also regard as politic or history value.

13. Religious and spiritual values
14. Scientific, research and knowledge value - not only learn about the design but also a lot of thing such as building technique, material used.
15. Social value - Social values of historic places is apart of social interchange to local community.
16. Symbolic value – Monument is the best symbolic value in historic place.
17. Technical value - Technology system that used in the construction of the past will contribute to advancing today technology.
18. Townscapes value – Not only for one historic building, it also contribute to a group of buildings, street, and townscape.

(Source: Orbasli A., 2000)

3.0 Methodology

Conducted in Core Zone of Melaka and Forest Research Institute Malaysia (FRIM), this paper produce with two sets of questionnaire survey that were used and given according to the categories; local community (selected respondents), and tourists (random respondents). The different of the questionnaire is depending on level of expertise and knowledge of questioned individual. For local community, the questions are more on to find out the cause or effect of tourism sector toward economy, social, environment, and cultural in their area. While for tourist, the questions are more on to find the level of satisfaction toward local attraction and their opinion on what category of local cultural elements that worth to preserve.

3.1 The local communities result, N = 15, V = 15, M = 15

1) Building ownership

	Frequency	Percent
Valid Owner	7	46.7
Tenant	8	53.3
Total	15	100.0

2) The building uses

	Frequency	Percent
Valid Services	3	20.0
Commercial	9	60.0
Shop House	3	20.0
Total	15	100.0

3) Current activity

	Frequency	Percent

Valid Museum	1	6.7
Restaurant	1	6.7
Hotel	2	13.3
Craftsmanship	2	13.3
Souvenir Shop	1	6.7
Small Industry	1	6.7
Antique	2	13.3
Pawn	1	6.7
Furniture	1	6.7
Jewellery	1	6.7
House	1	6.7
Advertising Firm	1	6.7
Total	15	100.0

There is slightly different in value of the building ownership where most buildings are rented (53.3%). Majority of the building uses are commercial (60%) with services and shop house, 20% each. Most activity that held in the area are hotel, craftsmanship, and antique with 13.3% each. The authors believed that as Melaka awarded with UNESCO, this lead to the high tendency of renting places for income. With the status of UNESCO, effort to attract the tourists is not a big deal. The most buildings are rented which give an income to the owner, while the activities held here is to attract the tourist also making an income to the renters.

- 4) Do you think tourism development brings positive impact towards local community here?

	Frequency	Percent
Valid Yes	8	53.3
No	2	13.3
Not Sure	5	33.3
Total	15	100.0

- 5) If yes, from what perspectives?

	SE	PD	Env.	Cul.
Valid Yes	53.3	40.0	6.7	
No	13.3	26.7	60.0	66.7
Don't know	33.3	33.3	33.3	33.3
Total	100.0	100.0	100.0	100.0

Most of the local community agreed that tourism development give a positive impact to the local (53.3%). The perspectives that get the impact mostly is socio_economy (53.3%).

- 6) Is there any impact towards your current activities?

	Frequency	Percent

Valid Positive Impact	4	26.7
Negative Impact	2	13.3
Both	9	60.0
Total	15	100.0

7) Please state the impacts

	SP	IRR	EP	IP	C	CA
Valid Yes	80.0	66.7	80.0	93.3	86.7	86.7
No	13.3	13.3	20.0	6.7	13.3	13.3
N.S.	6.7	0	0	0	0	0
Total	100	100	100	100	100	100

The local community believe that tourism development give both (positive and negative) impacts with 60.0%. The impacts are listed as followed. 1) Infrastrucure perspective (93.3%), congestion and cultural appreciation (86.7% each), social problem and economy perspective (80.0% each) and increasing rental rate with 66.7%.

8) Who currently benefits most from tourism development?

	Frequency	Percent
Valid Local Community	1	6.7
Government	5	33.3
All Parties	9	60.0
Total	15	100.0

Most respondents agreed that all parties get the benefit from tourism development (60.0%), government (33.3%), and local community (6.7%).

3.2 The tourist result, N = 15, V = 15, M = 15

1) Country of origin

	Frequency	Percent
Valid SEA	10	66.7
Non- SEA	5	33.3
Total	15	100.0

2) Have you visited or are you planning to visit any of the cultural attraction or cultural events?

	Mus	Mon	AG	SP	HC	CC	HS	TS
V								
Y	86.7	86.7	86.7	66.7	53.3	66.7	100.0	40.0
N	13.3	13.3	13.3	33.3	46.7	33.3	0	60.0
T	100	100	100	100	100	100	100	100

Historic sites are the famous cultural attraction among the tourist with 100%. Museum, monument, and art gallery in second place with 86.7%, followed the sacred places, craft centre, heritage centre and traditional sites with 66.7%, 66.7%, 53.3%, and 40.0% respectively.

3) What are local cultural activities that you find worth to preserve?

ICH Categories	TC	OT & E	PA	SP	R & FE
Valid Yes	77.3	33.3	86.7	46.7	100.0
No	26.7	66.7	13.3	53.3	0
Total	100.0	100.0	100.0	100.0	100.0

Ritual and festive events (100%), traditional craftsmanship (77.3%), and performing arts (86.7%) are the local cultural activities that the tourists think should be preserved. The oral traditional and expression and social practices are the unworthy to preserve (66.7%).

4) How satisfied you are with the cultural attractions? 1-Extremely Dissatisfied, 2-Dissatisfied, 3-Slightly Dissatisfied, 4-Neutral, 5-Slightly Satisfied, 6- Satisfied, and 7-Extremely Satisfied.

Local Cultural Attractions	Satisfaction (1 = ED to 7 - ES)							P%
	1	2	3	4	5	6	7	
Architecture						/		40.0
Artifacts					/	/		40.0
Crafts						/		53.3
Cultural symbols				/				53.3
Custom				/				33.3
Folklore					/	/		33.3
Landscape						/		46.7
Language						/		40.0
Local cuisine					/	/		40.0
Music			/	/				26.6
People					/			60.0
Sacred events			/					53.3
Sacred spaces					/			53.3
Tradition						/		46.7

There are eight places of local cultural attraction that the tourist thought satisfied enough to visit. Architecture, artifacts, crafts, folklore, landscape, language, local cuisine, and tradition are the most satisfied with 40.0%, 40.0%, 53.3%, 33.3%, 46.7%, 40.0%, and 46.7% respectively. Music is the most least as local cultural attractions (26.6%).

4.0 Discussion

The study shows the correlation between the local community and the tourist on the cultural development. With the tourist responded, this study shows that there is tremendous positive

impact toward sustainable development in Melaka, Malaysia. This believed due to the tourist appreciation value to the cultural attractions. Malaysia is the one of the best country to promote the cultural attraction as Malaysian are harmony form with different races, and religion that can be portray.

5.0 Conclusion

Hopefully, this study will open the eyes of the higher commissioner to listen to what local community had to say about their thought as they are the group that closer to the cultural attraction within their area. It's not only gives a tremendous impact to sustainable development that Malaysia trying to achieved, it also give impact to the economy value from tourism sector.

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