

Nurturing Nature for Man

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CHAPTER 4

MANAGING HISTORIC CULTURAL LANDSCAPE RESOURCES FOR TOURISM: CASE OF SUNGAI LEMBING AND MERSING IN MALAYSIA

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ABSTRACT

Tourism is now an important contributor to the Malaysian economy. History and culture are now increasing becoming important sources of tourism as the industry matures from merely dependent on beautiful natural features to a knowledge-based economy. Tourism can also be scrooge to conservation of cultural as well as natural landscape resources. The paper explores the potentials of historical aspects of tin-mining as well as natural and cultural resources of traditional villages for better planned and organized tourism activities.

Keywords: Tourism, conservation, masterplan

INTRODUCTION

From a non-entity, tourism has become the third most important economic sector in the country. Even though pleasure tourism, e.g. enjoying the sand, sun and sea or visiting beautiful places, or shopping and business seem to occupy the current top places in tourism activities in the country, cultural tourism has the late seen tremendous upsurge in popularity. In a country which has a very colourful history like Malaysia this only augurs well for the industry. Cultural tourism thrives on the many incidences of historic cultural landscape resources.

Historic cultural landscape resources are results of human habitation and associated activities in an urban area such as buildings, streets, town squares, gardens and open spaces, bridges and piers. Some of these may have national historical importance e.g. independence square, a major battle field. Some are important to the local community such as a dwelling associated with a famous or infamous incident, cemetery or a ritual site. Others are just ordinary and mundane structures and elements to enable urban living such as shop houses, markets, roads and bridges. Some are sites and locations of important events in the development of the local community. Others are important because of their socio-cultural values such as religious buildings and club houses.