

Positioning Pekan Pahang as Tourism Heritage Center through Local Historical Artifacts

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ABSTRACT

The topic addresses a noble deed to position Pekan, Pahang as a tourism heritage center by maintaining its local historical artifacts. To sustain its historical identity and character, the solution goes beyond academic focus, but the emphasis should be given to upgrading and standardizing the corporate visual identity as in Sultan Abu Bakar, Museum Pekan, Pahang. This research aims to highlight the task of positioning the tourism heritage center through local historical artifacts as providing a successful response to this requirement using standard design depicting the identity of Pekan, Pahang. In addition to fulfilling the positioning requirement is to create a successful historic site enhancing the interaction of people coming to Pekan, Pahang. By positioning the tourism heritage center it serves to guide and provide strategic direction to drive people to visit Pekan, Pahang where local historical artifacts are located. The positive image creation and positioning of a destination promote appreciation for cultural diversity and human ingenuity by giving people a feeling of identity and continuity. Consequently, this successful positioning of the tourism heritage center gives a great impact on the people and places where it can draw to become documented educational resources, preserve local historical artifacts value, the creation of corporate visual identity, environmental attraction, and the economic results that the development of heritage tourism destination can offer.

In the case of Pekan, Pahang shows the most important components of tourism heritage development with the current situation pictured through the local historical artifacts demand. This final research can be designed for the tourism heritage research resources, historians, and art practitioners for the development of educational functions and future heritage tourism development with policy guidelines. An increasingly well-planned and strategic approach is therefore needed to ensure that Pekan, Pahang is a successful heritage tourism center, competing with other destinations and leisure preferences. This research describes the best practices and provides recommendations to promote the strategic positioning of Pekan, Pahang as a tourism heritage center through local historical artifacts.

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1. Introduction

The Tourism Heritage Center pervades visitors' experiences in Pekan, Pahang, whether as a setting, a backdrop, or a direct interaction with the local culture, tradition, food, local historical artifacts, and stories from the past to provide rich multi-layered experiences. Positioning Pekan, Pahang as a tourism heritage center is designed to upgrade an identity and sense of place. Historical sites and strong identities become appealing destinations that attract tourists and create a distribution of wealth through a variety of economic activities.

Pekan, Pahang has rich local historical artifacts and with support strong from the tourism heritage center is an essential element of the tourist sector. It is considered the opportunity for heritage tourism center development in museum Pekan, Pahang. Tourism heritage centers may hold local historical artifacts to inform the public about the present situation, background history, and plans for Pekan, Pahang.

In addition to financial profits, the Tourism Heritage Center can create social benefits that are both beneficial to the social that offers possibilities for tourists to learn about the vibrant local heritage. Additionally, it might bring locals for a similar goal. This raises the standard of living by enabling community improvements to be implemented collaboratively in the name of heritage tourism attractions.

1.1 Advantages of Tourism Heritage Center Through Local Historical Artifacts

The benefit of positioning historical artifacts at the tourism heritage center can be used to provide a better picture of the tourism heritage issues of Pekan, Pahang. Tourism heritage centers may help to improve their products, increase visitation, and fundraising activities provide advice and direction for development.

Table 1. Summary Of Tourism Heritage Center Benefits

| Economic | Social | Environmental |
|--|---|--|
| <p>Promotes the preservation and protection of significant, local historical artifacts resources.</p> <p>Help develop and maintain new existing the positioning heritage tourism center.</p> <p>Support existing small business and provides option for expansion.</p> | <p>Enhances the community's image.</p> <p>To generate solution to show the development of a visual identity for Pekan, Pahang and positioning heritage tourism center.</p> <p>Create experience for visitors attracted to history, preservation and local historical artifacts place; museum which can then also be enjoyed by residents and tourists.</p> <p>Provides education, research and work-placement opportunities for students.</p> | <p>Contributes to a local historical artifacts of preservation.</p> <p>To improve the quality of life.</p> <p>Increase awareness of the site, attraction or area's significance with upgrading the positioning of heritage tourism center.</p> |

The tourism heritage center is an institution that reinforces the values of a powerful sector of society i.e., to produce the identity image of Pekan, Pahang to the community the museum is a place where the graphic and physical way of educating people about their history and heritage and local historical artifacts is enhanced.

1.2 Tourism Heritage in Pekan, Pahang

Heritage Tourism is an important component of the tourism industry. Pekan, Pahang is a Royal Town of Pekan, located near the mouth of the Pahang River, about 50km south of the state capital Kuantan. It is an attractive place with a valuable and interesting heritage. Pekan, Pahang is unique and diverse. Its name comes from a flower, the Bunga Pekan.

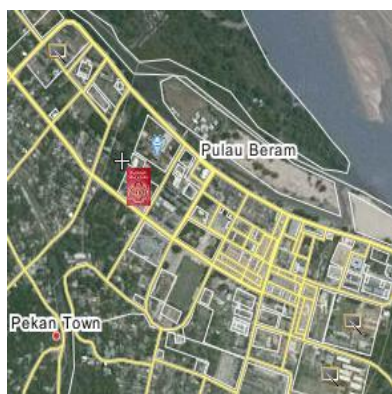


Figure 1. Map Of Pekan Town



Figure 2. *Sultan Abu Bakar Museum*

The museum was declared opened by Sultan Haji Ahmad Syah in October 1976. It houses many artifacts important to the history of the Pahang sultanate and Malay culture. The fine 2-stories brick building was built by the British in 1929, replacing an old wooden mansion, which was the residence of JP Rodger – the first British Resident of Pahang. In 1948, the Sultan of Pahang took over the building and renamed it Kota Beram Palace. In 1965, a new palace was built, and the sultan moved to the new location, where the current palace is.



Figure 3. *Watercraft Gallery*

It is located at Sungai Beram, in front of the state museum. It displays watercraft of different shapes and functions that were once used in the seats and rivers of Pahang. There are several life-sized replicas of the crafts, which never fail to arouse the keen interests of visitors.



Figure 4. *Silk Weaving Gallery*

Kampung Budaya Pulau Keladi cultural complex houses traditional Pahang structures and the ‘Tenun Pahang’ Silk Weaving Centre nearby.



Figure 5. *Tun Razak Memorial Hall*

The memorial hall building was the house where Tun was born that has been dismantled and rebuilt on its original site and in the exact style, albeit with some new materials to replace the unusable ones.



Figure 6. *Sultan Abdullah Mosque*

The Sultan Abdullah Mosque (Masjid Sultan Abdullah) was constructed in an impressive Moorish style and was the principal mosque in Pekan.



Figure 7. *Lake Chini*

Tasik Chini is a lake near the Pahang River in central Pahang, Malaysia. The lakeshores are inhabited by the Jakun branch of the Orang Asli. The lake is also endowed with a rich bio-diversified lush tropical wilderness that is home to 138 species of flora, 300 species of non-aquatic life, and 144 species of freshwater fish. Between August and September, the lake is transformed into a floating garden with thousands of white and pink lotus flowers covering the surface.

1.3 Problem Statement

Although positioning the tourism heritage center will be a challenging undertaking for Pekan, Pahang, it is imperative to upgrade the positioning of the tourism heritage center for the following reasons: enhance the community's understanding of the importance of the traditional, local historical artifacts value and practices which, has not been fully realized to visitors. This relates to the museum's ability reflect to on historic resources

to increase frequent visits. The focus of this research is to show how by positioning the tourism heritage center in Pekan, Pahang will become a favorable destination.

The name Pekan, Pahang comes from Bunga pekan to show the identity and image of Pekan, Pahang. Upgrading the positioning of the tourism heritage center through the well-developed and standardized image of corporate identity to effectively communicate the accessibility to all visitors. The most obvious way is the more appealing identification, and this depends on the strength of local historical artifacts and resources being displayed to attract more tourists.

In this research, there are some suggestions to upgrade the tourism heritage center positioning by identifying local historical artifacts resources, reflecting Pekan, Pahang thus this tourism heritage center can be an even more important economic driver for the residents of Pekan, Pahang.

1.4 Positioning Tourism Heritage Center Significance to Local Historical Artifacts in Pekan, Pahang

Tourism heritage relates to experiences that engage with the past, either as a primary tourism experience or incidental. Tourism heritage in Pekan Pahang is recognized as significant to local historical artifacts, attracting a range of visitors and offering exceptional heritage experiences.

Upgrading the tourism heritage center is, therefore, significant to Pekan, Pahang was positioning the tourism heritage center in a heritage building that is considered historic value and can create a special chance to share with the community while celebrating and utilizing local historical relics. For this to materialize it is essential to standardize the corporate identity of Pekan, Pahang tourism heritage center.

This center is a strategic place to learn about the history of Pekan, Pahang, and the value of local historical artifacts. Distribution of knowledge and information through various activities, such as training youth to understand, be concerned and protect their communities and historic sites, publishing journals, and handbook guidelines for reference point education programs could be further enhanced.

By depicting the change progress in Pekan, Pahang the tourism heritage center is significant by presenting new ideas to the public, offering alternative solutions and recommendations, and campaigning for change both at policy and individual levels to help ensure that positioning Pekan, Pahang becomes a tourism heritage center through local historical artifacts for present and future generations.

1.5 Aims and Objectives

The aims and objectives are the guidelines of this research which will assist in the assessment of the study outcomes. This research aims to propose an efficient design response to this demand. In addition to fulfilling the positioning tourism heritage center requirements, the design process will attempt to integrate theoretical and practical aspects of adding to local historical artifacts.

The aims of this research will strengthen the visitor experience with the establishment of a positioning tourism heritage center; its role as a public desk and hub that incorporates exhibits, events, and lectures where guests can obtain more in-depth knowledge about Pekan, Pahang.

The objectives are established to outline the requirement for upgrading the positioning heritage tourism center. The objectives of this research are to create the positioning tourism heritage center displaying local historical artifacts, especially in a great place i.e., a museum where visitors will learn, exchange, and interpret vibrantly visitors of different ages and social groups. One of the objectives is to design the strategies to implement a long-term strategic plan to position the tourism heritage center in Pekan, Pahang. Another objective is to upgrade the standardized corporate image to maintain Pekan's historical identity and character. This design will serve as guidelines and a tool for future design efforts.

Finally, the objective is to create a financially stable tourist attraction center that operates from income generating income-generating activities and programs, grants, and sponsors besides the sale of local products by upgrading the tourism heritage center in Pekan, Pahang.

1.6 Statement of Hypothesis

The importance of this study is to create the positioning of heritage tourism center awareness among the people of Pekan, Pahang. This can be achieved by focusing on establishing the positioning of the heritage tourism center effort and finding out if the heritage tourism center can be the driver for future heritage development through stronger resources of local historical artifacts.

1.6.1 The hypothesis for this research study is that; i) By positioning the tourism heritage center will increase the number of visitors coming to Pekan, Pahang and how the destination through local historical artifacts will be created and supported to improve the economic activities.

1.6.2 The hypothesis for this research study is that; maintaining the identity and highlighting local historical artifacts can be achieved by upgrading the standardized corporate tourism heritage center in Pekan, Pahang.

1.6.3 The hypothesis for this research study is that; positioning the tourism heritage center museum is used for maintaining and fostering identity including images of local people and places to collect, preserve and interpret the history of Pekan, Pahang.

1.6.4 The hypothesis for this research study is to implement long-term strategic planning in positioning the tourism heritage center through local historical artifacts of Pekan, Pahang in the Sultan Abu Bakar Museum.

1.7 Limitations and Delimitations

Pekan, Pahang has many important local historical artifacts to be conserved. Due to a lack of understanding of how important heritage tourism is, many heritage assets are ignored or less conserved. Requirements to position Pekan Pahang as a tourism heritage center through local artifacts arise disputes from local authorities. Thus, any theory and practical guidance will be provided to upgrade the positioning of the tourism heritage center which is very important to Pekan Pahang.

Another limitation is the effect of inflation on the tourism industry worldwide. Lack of promotional efforts has also been affected. Discussion on positioning the tourism heritage center development through local historical artifacts resources and reviewing the analysis of the viability of current heritage activities and places based on market potential, threats, and positions within the heritage development.

Delimitation arose when providing and presenting to positioning heritage tourism center upgrading to bring solutions were able to increase the visitor coming with to create the corporate image to cover the strengthen image and identity to support local historical artifacts in Pekan, Pahang.

2. Literature Review

2.1 Definition of Tourism

According to Ramakrishna Kongalla, 2014, tourism is a group of pursuits, businesses, and activities that facilitate travel. Tourism includes the actions of people who travel to and remain in locations outside of their normal surroundings for up to one year in a row for pleasure, business, and other reasons.

2.2 Heritage

Rene Teijgeler's (1993), Tangible & Intangible Heritage state cultural heritage has steadily expanded to cover new categories after originally just referring to the monumental relics of cultures. Heritage today can take on intangible as well as tangible manifestations, such as objects, structures, or natural environments. Oral history, ideals, customs, and voices are examples of intangible heritage. Popular perceptions of this are influenced by food, clothes, shelter types, traditional knowledge and technologies, religious rituals, performing arts, and storytelling. Today, we see a strong connection between tangible and intangible heritages. The goal of conservation projects is to protect both tangible and intangible cultural assets.



Figure 8. What Is Heritage?

2.3 Heritage Interpretation

By using personal experience, illustrative media, and references to specific things, artifacts, landscapes, architecture, or people, heritage interpretation aims to communicate to the public the qualities, meanings, and relationships of cultural and/or natural heritage.

2.4 Heritage Cycle

The Heritage Cycle diagram provides some insight into how we might incorporate the past into our present (Simon Thurley, 2005). The wedges and arrows point in a clockwise direction and read:

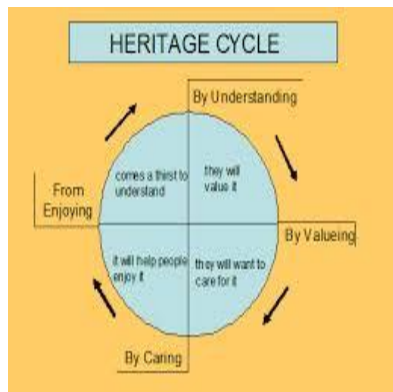


Figure 9. *Heritage Cycle*

2.5 Heritage Tourism

Most people think of heritage tourism as an activity done by visitors in a location where historical artifacts are displayed. Contrarily, it is argued in this paper that heritage tourism should be understood considering the interaction between the person and the heritage on display and, more particularly, considering the tourists' perception of the location as a part of their heritage (Poria, 2001a, 2001b; Poria et al., 2001a, 2001b, 2003a, 2003b, 2003c). This claim forms the basis of the research, as it suggests that knowing why people visit locations, where historical items are displayed, may be more important to them than their objective classification of the site.

Heritage tourism is more location-specific, based on historic artifacts, and occurs frequently in rural areas (Timothy 2011). The interpretation and portrayal of the past are central concerns in heritage tourism. Smith (2009) asserts that history is always incomplete and skewed in some way. Since evidence is frequently elusive and its interpretation is subject to bias and subjectivity, the search for the absolute truth and the representation of reality is ultimately a quest for friendliness. Heritage tourism is defined as "participation in a cultural or heritage activity that is significant for travel" by Heritage Canada. Heritage is "created by recognition of the value of what our ancestors left behind. Material culture, the natural environment, and the human environment are its three main components. Traveling to experience the locations and events that accurately represent the narratives and people of the past and present is another definition provided by the U.S. National Trust for Historic Preservation that aptly describes heritage tourism. According to Prentice (1993), "heritage" includes not only landscapes, natural history, buildings, artifacts, cultural traditions, and the like that are passed down literally or figuratively from one generation to the next but also those of these that can be marketed as tourism products. He also suggested that heritage sites should be divided into built, natural, and cultural heritage categories. In addition, definitions of cultural tourism and historic tourism are provided by Hall and Zeppel (1994). While the latter entails going to historical places, structures, and monuments, the former is associated with visual attractions, performing arts, and festivals. Due to the frequent desire of visitors to fully immerse themselves in historical settings and experiences, many define heritage tourism as experiential tourism, in a study of the connection between heritage and tourism.

According to Peterson (1994), there are three main motivations for visiting historic sites: experiencing a different era or setting, learning to appreciate a cerebral experience, and sharing the history of the location with others or teaching youngsters. A segment of tourists who are very motivated by live performances and other visual and performing arts, cultural exhibits, and other related attractions are referred to as heritage tourists. Heritage tourism, according to McNulty (1991), includes visiting monuments, museums, battlefields, old buildings, and famous spots. Collins (1983) noted that social conventions, religious practices, family patterns, and folklore traditions should be included in the notion of heritage tourism. A region's natural heritage can also include gardens, scenic wilderness regions, and important cultural landscapes in addition to its built and cultural contexts (Tassell and Tassell, 1990).

Thus, heritage tourism is a wide field of specialty travel that encompasses many aspects of tourism, from the study of historical artifacts and natural landscapes to engaging in regional customs (Zeppel and Hall, 1992).

2.6 Heritage Center

The primary focus of the displays at a heritage center should be history, even though they may also advocate for future restoration initiatives. To tell the story, real objects, replicas, or copies of historical objects may be used. Because a heritage center is more dedicated to historical study and is more likely to be caring for artifacts, it is less likely to be profitable than a visitor center.

2.7 Historical

The study or depiction of past events is related to something historical (Cambridge International Dictionary of English, 1997). Based on historical, occurring in the past, you must put these events in their historical context because of a lack of historical perspective and historical traditions. relating to the past: historical data, documentation, and research (Oxford Advanced Learner's Dictionary, 2002).

2.8 Artifacts

Cambridge International Dictionary of English, (1997), refers to a human-made item, such as a tool or adornment, an especially historically significant one.

2.9 Local Historical Artifacts

Local history is typically less well-documented than other categories, with fewer books and artifacts than those of a country or continent, according to Wikipedia dictionary (2014). Many local histories are more fragile than more well-known issues because they are preserved as oral tales or fables. In local history museums, which may be housed in a historic home or another structure, historical artifacts are frequently gathered. Despite having historical significance on a national or international scale, each historic site is by nature local. Many, though, have little overall historical significance yet enrich the neighborhood.

2.10 Museum

A museum is a place dedicated to gathering, recording, preserving, interpreting, and sharing with the public physical proof and related data about tangible and intangible heritage. A larger commitment than that of a visitor or heritage center is implied by the name of the museum.

2.11 Perspectives on Corporate Visual Identity

Corporate visual identity is applied to a wide range of uses, including communication and branding of buildings, vehicles, and more. The process of discovering the organization's current corporate identity as well as its historical foundations, culture, strategy, and structure is known as the formation of corporate visual identity. The components of a corporate visual identity are the name, the symbol and logo, the typography, the color, the tagline, and frequently extra graphic components.

3. Methodology

Research methodology is the selection of methods that would be used and describes an extensive and systematic process of inquiry or investigation into a subject matter.

3.1 Research Design

Quantitative research is a process that is systematic and objective in its way of using numerical data from a selected subgroup of the population, findings are generalized to a population that is being studied. For this research, both quantitative and qualitative methods were used. This methodology corresponds with the aim and objectives of the study.

3.2 Research Instrument

A questionnaire is the type of instrument that the researcher intends to use for this research. The questionnaire was chosen because it is cheap and can be conducted by a single researcher. It is a direct method of collecting data and the questionnaire can be sent to wide geographical areas. The objectives of the study were considered for this type of instrument. Open-ended and closed-ended questions were asked. There is one section of quantitative data gathering for this research, data received from a questionnaire survey to 70 respondents on the evaluation of positioning Pekan Pahang as a tourism heritage center through local historical artifacts.

3.3 Collection of Data

In this study face to face interviews were done. An interview session with *Azman bin Zakaria an instructor for traditional dance in primary school and to dancer for Kementerian Kesenian dan Kebudayaan Negeri Pahang* was done as part of gathering the qualitative data for this research. This was done to determine whether Pekan, Pahang as a tourism heritage center through local historical artifacts has the potential to bring about development to Pekan, Pahang tourism heritage center. According to him, with proper and effective planning this objective could be achieved.

3.4 Design Book

A design book is an iterative process and design thinking is present in each stage of the journey from initial to finished work. Different solutions can be produced for any given aspect, and these can differ widely in the level of creativity, practicality, and budget.

3.5 Secondary Data of Literature Review

Numerous research papers, articles, journals, and books have been inspected about related subjects such as heritage tourism, local historical artifacts, positioning Pekan Pahang, and many more. This topic has been discussed since early 2011 and until now, many methods have been carried out and designed to implement and develop Pekan, Pahang as a Heritage tourism center through local historical artifacts.

3.6 Secondary Research

Secondary research is the collection and usage of existing published information.

3.7 Data Analysis

All data collected throughout this research from the above-mentioned method are then analyzed and summarised.

4. Design and Development

Design is a process that turns a brief or requirement into a finished design solution.

4.1 STATE 1 – Define

Establishing what the problem is. Corporate visual identity is used for communication and on a variety of applications, such as buildings, vehicles, and many more. The development of corporate visual identity is a process of discovery that reveals the organization's current corporate identity, its historical roots, culture, strategy, and structure. Corporate visual identity consists of a name, a symbol and logo, typography, color, a slogan, and very often additional graphical elements. The design process engages a high degree of creativity but in a way that is controlled and directed by the process so that is channeled toward producing a viable, practical solution to the design problem.

4.2 STATE 2 - Research

Collecting background information with primary research, and secondary research.



Figure 10. Upgrade Signs

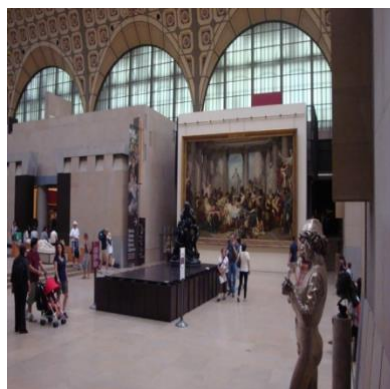


Figure 10. Information Tourist – Museum in Paris

4.3 STATE 3 - Ideate

Creating potential solutions. During the ideate stage, the design draws on the research gathered and the constraints established during the define stage. This information is used to create ideas to tackle the design brief.

4.4 STATE 4 – Design Plan the Signage

4 types of sign identification, directional, orientation, and regulatory.



Figure 11. Identification Sign



Figure 12. Directional Sign



Figure 13. Orientation Sign



Figure 14. Regulatory Sign

5. Results and Discussion

The data presented in this chapter was collected from respondents in the study area. The methods of data collection and analysis were explained in Chapter 5. The purpose of the survey was to explore the visitors' experience (the demand side) of positioning Pekan, Pahang as a tourism heritage center through local historical artifacts. It is important to indicate that some of the data collected had reached the targeted sample size at Pekan, Pahang.

Questionnaires were distributed to the various community in Pekan, Pahang. The reason for having such a distribution was to try to reach a satisfactory and valid result from questionnaires. There were a variety of responses. Some of the respondents expressed their views, particularly the community members who argued that they were not involved in the decision-making process about positioning Pekan, Pahang as a tourism heritage center through local historical artifacts in their local areas. Due to this reason that some of them refused to respond to the questionnaires; rather they gave their version of the local history.

Nevertheless, with good cooperation from respondents has resulted in a very satisfactory return rate of questionnaires i.e., one hundred percent (100%) has been collected.

5.1 The Demographic Information

Demographic information of the respondents is divided into gender, age, race, employment, income, and residents/tourists. Information on these variables is presented in graphs and frequency percentages for analysis purposes.

5.1.1 Gender of respondents

Fifty-seven percent (57%) of the respondents were female forty-five percent (45%) were males. The reason why there were more females than males is that females are more active members of the community, and it was realized that females are more receptive to the development of Pekan, and Pahang.

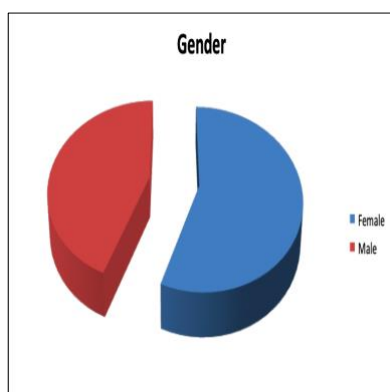


Figure 15. *Gender of the Respondents*

5.1.2 Age of respondents

The distribution of the age was categorized as follows: youth 18-25, late youth 26-35, adults 36-50, aged 51-65, and 65 and above. This distribution was designed to represent the age levels of the youth, the late youth, the mature adults, and the aged respectively. The findings of the study have indicated that most respondents i.e., thirty-six percent (36%) were from the youth within the 18-25 age category, but data was collected mainly from the category of young adults (26-35). They have shown interest in the upgrading of the tourism heritage center, and positive anticipation that there is the future development of the tourism heritage center through local historical artifacts in Pekan, Pahang. The third highest number of responses was from the matured adult category (36-50) with twenty percent of respondents (20%). The fourth highest number was from the elders in the (51-65) category i.e., eight percent (8%) provided more information on local historical artifacts and resources available within their local communities. However, the category age (65 and above) respondents were elders none of them responded.

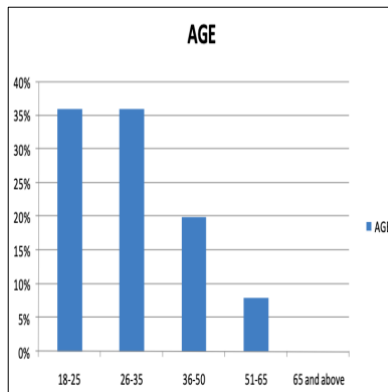


Figure 16. *Distribution By Age*

5.1.3 Race of respondents

The main intention of this study is to establish the notions of positioning Pekan, Pahang as a tourism heritage center through local historical artifacts in the study area. Most respondents were Malay with a high percentage of 75%. The second highest number of responses was from the Chinese category i.e., 19% and 4% were from Indians. The findings also indicated that only 1% of the respondents were others.

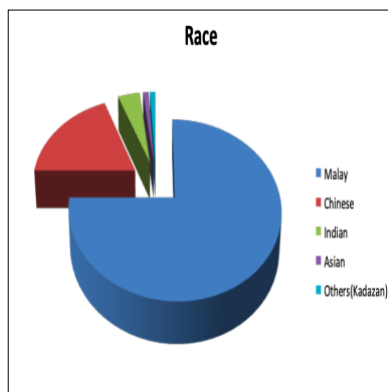


Figure 17. *Distribution By Race*

5.1.4 The employment distribution

The findings indicate that most of the people, sixty-six percent (66%) in the study area were employees of the private sector, whereas 14% of the respondents were employed in the statutory bodies sector. About 9% of respondents were from the public sector. Only 1% of the respondents were self-employed. 3% of the respondents were students and 7% were unemployed.

Table 2. *Distribution By Employment*

| Category Variable | Frequency % |
|-------------------|-------------|
| Public Sector | 9% |
| Private Sector | 66% |
| Statutory Bodies | 14% |
| Self-employed | 1% |
| Student | 3% |
| Unemployed | 7% |

The above evidence depicts a large portion of the respondents in the private sector 66%. Heritage tourism can improve the economic status of the community as reflected in the income level; this can be a turning point for the Pekan, Pahang in the future. They can contribute to the future heritage tourism development by promoting and upgrading the tourism heritage center through local historical artifacts for economic benefits.

5.1.5 Distribution of income

This section reflects the earning power of the respondents. The analysis in this category is restricted to employment and income level. As indicated in the employment section that most of the respondents (66%)

were from the private depicting the income level of the community. The findings of the study indicated that 60% are respondents' monthly earnings between ringgit Malaysia one thousand five hundred to ringgit Malaysia three thousand (RM1500-RM3000) compared to 40% of their monthly earnings ringgit Malaysia three thousand one to ringgit Malaysia eight thousand (RM3001-RM8000). That income came from the public sector, private sector, statutory bodies, and self-employed respondents.

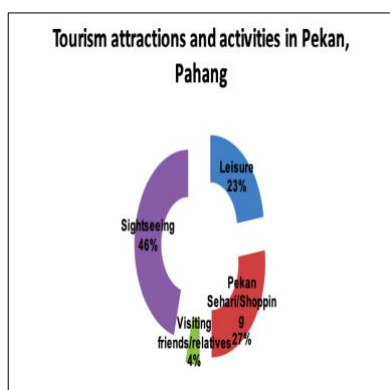


Figure 18. *Distribution of Income*

5.1.6 Distribution of residents/tourists

The first objective of the study was to identify the possibility of positioning Pekan, Pahang as a tourism heritage center, to develop a place founded with local historical artifacts. Respondents were asked about their place of origin to identify which country they are from. From the survey, 51% are local tourists who came to Pekan, Pahang. The foreign visitors were only 1%. The survey has conducted by the respondents who came from Kuantan or residents of Pekan Pahang to identify their awareness of the importance of the tourism heritage center, designed to upgrade the museum with local historical artifacts collections for visitors of different ages and social groups.

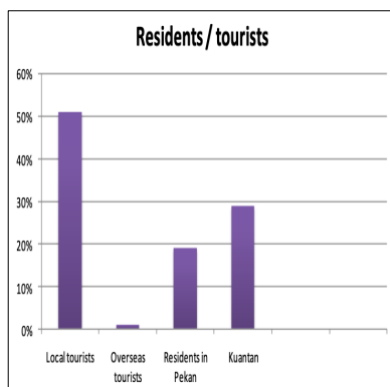


Figure 19. *Distribution of Residents/Tourists*

5.2 To Identify the Understanding of Positioning Pekan, Pahang as A Tourism Heritage Center Through Local Historical Artifacts

The objective of the study was to discover strategies used to *implement a long-term strategic plan to position Pekan, Pahang as a tourism heritage center*. The intention was to reveal the level of understanding of the of importance the tourism heritage center to the local community in Pekan, Pahang. Respondents were asked about their understanding of the importance of positioning Pekan, Pahang as a heritage tourism center through local historical artifacts. From the analysis of the responses, *an effective solution for designing the positioning effort can be provided. In addition to fulfilling the positioning tourism heritage center requirements, the design process will attempt to integrate theoretical and practical aspects of the local historical artifacts.*

In this context, the respondents had shown a satisfactory level of knowledge about Pekan, and Pahang. Respondents were able to give various opinions that could be utilized for tourism heritage center development in Pekan, Pahang.

5.2.1 Awareness level of respondents

The success of a heritage tourism center is achieved by how far the respondents are being well informed about Pekan, Pahang. Forty-four percent (44%) of the respondents said 'slightly' to the question which required them to indicate their knowledge about Pekan, Pahang. This shows the indication that respondents did not much

know about ut Pekan, Pahang. 26% of the respondents indicated their average level of knowledge about Pekan, and Pahang. From the findings, 14% of the respondents know well about Pekan, Pahang, and 16% have poor knowledge about Pekan, Pahang.

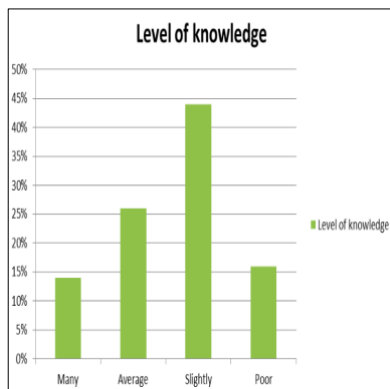


Figure 20. Understanding of Level Knowledge Respondents About Pekan, Pahang

5.2.2 Perceptions and expectations

Considering the responses, most of the community had positive expectations that Pekan, Pahang can be a tourism heritage center where the local historical artifacts where it their heritage resources to be interpreted. Most of them, i.e., 41% have hope that they would get benefit from the visit to Pekan, Pahang. 33% of respondents have a positive perception of high expectations of Pekan, Pahang the remaining 26% of respondents indicated that Pekan, Pahang did not give any benefits to them.

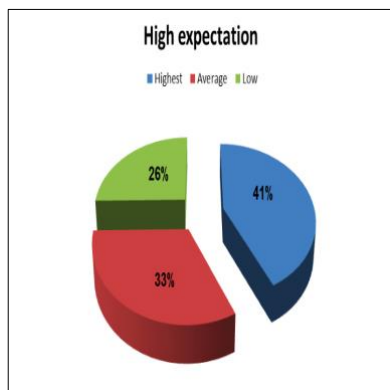


Figure 21. Perceptions of Respondents to Pekan, Pahang with High Expectations

5.2.3 Desire to visit Pekan, Pahang

The findings showed that 77% of respondents informed their desire and interest to travel to Pekan, Pahang and only 23% found that visiting Pekan, Pahang was uninteresting.

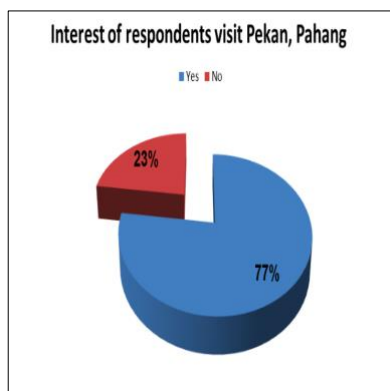


Figure 22. Perception of Respondents' Interest in Pekan, Pahang

5.2.4 Factors influencing respondent's interest to visit Pekan, Pahang

As shown in the table below, are various factors that might arouse interest to visit Pekan, Pahang about

the historical artifact resources. Their responses may be used to improvise Pekan, Pahang as a tourism heritage center indicating that 20% of the respondents were able to indicate their understanding of artifacts is still preserved. The rest of the responses are stated in the table.

Table 3. *Factors Influencing Respondent's Interest to Visit Pekan, Pahang*

| Factor | YES (Frequency) |
|--|-----------------|
| Rich, unique and famous traditional dishes | 8% |
| The historical & royal monarchy in Pahang | 17% |
| Wonderful places to visit such as museum | 5% |
| Artifact was there in Pekan Pahang | 12% |
| Artifacts are still preserved | 20% |
| Residents still maintain ancestral tradition | 2% |
| It is an attractive place | 9% |
| Still maintaining the old building | 4% |
| Total: | 77% |

5.2.5 Factors influencing respondent's does not interest in visit Pekan, Pahang

From the findings, out of 23% who were not interested to visit Pekan, Pahang, 9% of them did not get satisfaction whereas the other 14% did not wish to make revisit since the interesting places there were very limited.

Table 4. *Factors Influencing Respondents Do Not Interest to Visit Pekan, Pahang*

| Factor | NO (Frequency) |
|---|----------------|
| No satisfaction to visit Pekan Pahang | 9% |
| Not interesting to come again limited place | 14% |
| Total: | 23% |

5.2.6 Tourism attraction and activities by respondents

As shown in the figure a significant majority of 46% of the respondents came to Pekan, Pahang as a tourist attraction that was sightseeing. This finding supported the true purpose, of the study. Others, 23% for leisure, 27% for shopping, and the remaining 4% to visit friends or relatives.

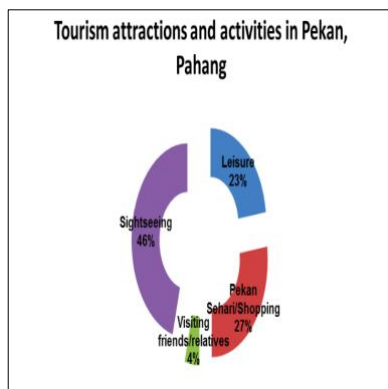


Figure 23. *Tourism Attractions and Activities in Pekan, Pahang*

5.2.7 Attraction places at Pekan, Pahang

A Likert scale was used in analyzing the attraction to Pekan, Pahang. Respondents gave their priorities and expected to gain benefits from this place.

A scale of 1-5 was used 1. *Lowest*, 2. *Low*, 3. *Average*, 4. *High*, 5. *Highest*,

Considering the responses, most of the community was positive toward the development tourism heritage center in Pekan, Pahang. Lake Chini was the most popular place of attraction. The second highest response where they got more was to advantages visit the museum as a big venue with incredible collections. With high-quality and varied collections displayed, the visitor can see amazing local historical artifacts in a museum.

Therefore, with this table, it is evident that the community has hope that they will benefit from upgrading the tourism heritage center where the *museum is used for the purpose to maintain and fostering a singular identity including images of local people and places to collect, preserve and interpret the history of Pekan, Pahang*. Tourism heritage centers can encourage the attraction of people to visit places in Pekan, Pahang. It was therefore important for this study to be carried out.

Respondents were asked to give their perception towards the importance of the tourism heritage center to preserving local historical artifacts and *how the destination through local historical artifacts will be created and supported in uplifting the economic activities*.

Table 5. *N=70*

| Place | 1 | 2 | 3 | 4 | 5 |
|--------------------------------|----|----|----|----|----|
| Museums | 0 | 0 | 9 | 25 | 36 |
| Historic Building | 0 | 10 | 24 | 17 | 19 |
| Tenun Pahang Centre | 0 | 20 | 30 | 11 | 9 |
| Lake Chini | 0 | 0 | 4 | 18 | 48 |
| Watercraft Gallery | 0 | 9 | 26 | 24 | 11 |
| Oldshop | 53 | 10 | 6 | 1 | 0 |
| Tun Abdul Razak Memorial | 1 | 19 | 21 | 18 | 11 |
| Murtabak Mengkasar/Puding Raja | 0 | 8 | 25 | 23 | 14 |
| Pekan Sehari | 0 | 0 | 30 | 25 | 15 |

5.2.8 Frequency to Pekan, Pahang

Respondents were asked to give their answers on how frequently they visited Pekan, Pahang. The majority of the 53% of respondents displayed only once, whereas 36% mentioned that they came on every Saturday and thirdly 11% of respondents came twice to Pekan, Pahang. These findings were an indication that the authorities in Pekan, Pahang had not attempted *to maintain its identity by highlighting local historical artifacts by upgrading the standardized corporate image*. This survey can help to achieve a common goal which is to upgrade the positioning of Pekan, Pahang as a tourism heritage center through local historical artifacts.

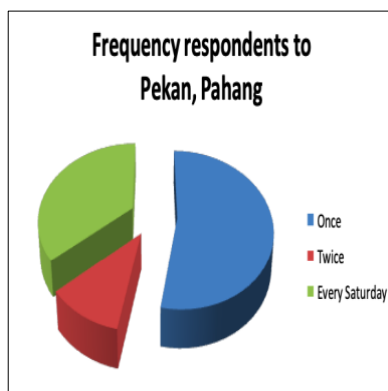


Figure 24. *Frequency Respondents to Pekan, Pahang*

5.2.9 Feasibility to develop Pekan, Pahang

Community participation in upgrading the tourism heritage center that aims to strengthen the visitor experience by establishing a good positioning of the tourism heritage center which functions as a public desk and central point that combines exhibitions, events, and lectures where visitors can achieve more detailed information about Pekan, Pahang. The qualification of the tourism heritage center in Pekan, Pahang, *can be done by upgrading the standardized corporate image. The design provides a summary and guidelines for positioning tourism centers and future development recommendations*. One may ask the majority of 91% of the respondents agreed that the tourism heritage center is qualified to be developed whereas 9% of the respondent's Pekan, Pahang is not eligible for development as a tourism heritage center through its local historical artifacts.

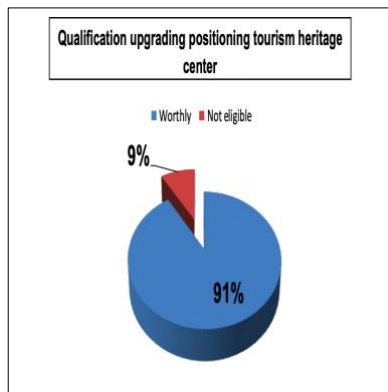


Figure 25. *Qualification of Respondents Toward Tourism Heritage Center Development*

5.2.10 Perception towards tourism heritage center development

These findings are an indication that the community is aware of tourism heritage center development and the benefits thereof. It is for reason that they showed interest and responsible towards the available local historical artifacts' resources. They believed that local historical artifacts resources can bring them the development of infrastructures, improve their living conditions, and *as a tool for guiding future design efforts. Upgrading the tourism heritage center can be done by a design-based approach to creating a corporate image, a solution to maintain the historical identity and character of Pekan, Pahang. The factor below enhances the worth of the tourism heritage center.*

Table 6. *Perception Toward Tourism Heritage Center Development*

| Factor | Worthy |
|---|------------|
| As a model tourist destination benefiting with strong culture and historical artifacts. | 8% |
| Advantages with figure of two generations | 2% |
| As the world's most unique geographic location for tourism development | 4% |
| Provide more job opportunities | 3% |
| Bring income to the area (economic income) | 26% |
| Enhance the preservation of old building and historic sites | 22% |
| Promotion of local artifacts | 15% |
| Maintaining the character of the historic town | 11% |
| Total: | 91% |

The other respondents indicated that mentioned that the tourism heritage center development in Pekan, Pahang was not eligible because it was not worthy, since it is an attractive tourist place and felt that there is no specific place that can serve this purpose.

| Factor | Not eligible |
|---|--------------|
| Felt that there is no specific place that can serve | 1% |
| Not attractive tourist place | 3% |
| Not worthy | 5% |
| Total: | 9% |

5.2.11 Perception of respondents towards the benefit of tourism heritage center through local historical artifacts to the future heritage development plan

Respondents were asked to give their perceptions towards the importance and benefit tourism heritage center for the future heritage development plan to Pekan, Pahang. The majority of the 89% of respondents displayed a positive perception towards the future heritage development plan *can create a financially stable attraction that operates on income from programs, grants, sponsors, and the sale of local produce with upgrading positioning tourism heritage center in Pekan, Pahang.*

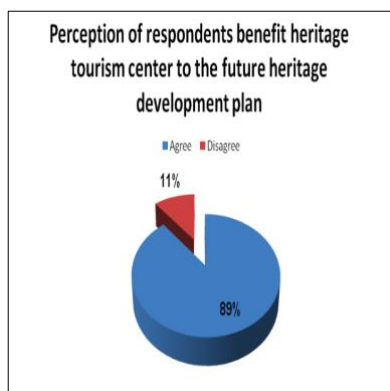


Figure 25. Perception of Respondents Towards the Benefit of Tourism Heritage Center Through Local Historical Artifacts for The Future Heritage Development Plan

Table 7. Perception Of Respondents Towards the Benefits of Tourism Heritage Center Through Local Historical Artifacts for The Future Heritage Development Plan

| Agree | Percentages |
|--|-------------|
| Increase tourist visit | 4% |
| Positioning Pekan Pahang as Tourism Heritage Center through Local artifacts for tourism | 15% |
| Impact of the tourism on historic sites | 8% |
| Creating employment opportunities | 5% |
| Great promotion will distribute the economic benefits of tourism | 19% |
| Vision for the future heritage Development plan to provide guidelines as tourism heritage center | 28% |
| Protection and improving development old building | 10% |
| Disagree | Percentages |
| Support from State Government was insufficient | 9% |
| Limited marketing and promotion | 1% |
| Not many popular destinations for heritage tourism | 1% |

From the responses above the respondents have a positive perception of the benefit of upgrading the tourism heritage center through local historical artifacts to the future heritage development plan. The notion of heritage tourism center benefits is the main aim of this research. By strengthening the visitor's experience through establishing a good positioning of the tourism heritage center its function as a public desk and central point that combines exhibitions, events, and lectures where visitors can achieve more detailed information about Pekan, Pahang. The community would maintain a feeling of attachment to Pekan, Pahang which would be more meaningful. Most of the respondents have a vision for the future heritage Development plan for Pekan, Pahang as a tourism heritage center through, a standardized corporate identity, necessary to maintain their local historical artifacts' identity and character.

5.2.12 Strategies design of positioning Pekan, Pahang as a tourism heritage center through local historical artifacts will be designed

The respondents were asked to rate how positioning Pekan, Pahang as a heritage tourism center through local historical artifacts can be designed to bring about future heritage development. All the potential variables are listed below.

The following rates were used 1. Lowest, 2. Low, 3. Average, 4. High, 5. Highest,

| Variable | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|----|----|
| Cooperation from government and private agencies | 0 | 0 | 0 | 17 | 53 |
| Promotion and activities (place and value) | 0 | 0 | 0 | 25 | 45 |

| | | | | | |
|---|---|---|---|----|----|
| Creative Tourism Heritage | 0 | 0 | 0 | 32 | 38 |
| Establish Heritage Tourism Development guidelines | 0 | 0 | 0 | 29 | 40 |

N=70

The total number of respondents was 70; most respondents believe that tourism heritage centers can be designed with the cooperation from government and private agencies that can bring change in their lives. Tourism heritage centers can create jobs, they believed it is a tool for economic development. Heritage tourism centers need to promote local historical artifacts that can be used by tourists to determine their destinations.

They were willing to together to achieve a common goal which is to promote a distinct brand and design of the tourism heritage center. With this creative tourism heritage, it will reflect the value of Pekan, Pahang its true image and identity. This in turn will provide an opportunity for greater employment tourism competitiveness, improve the tourism industry, and can implement a long-term strategic planning document. This is the aim and objective of this study. Without proper planning, tourism heritage centers can't develop. The responsible person indeed must provide the necessary management principles in their areas which would enable tourism heritage center practices to take successfully. The challenge for the Pekan, Pahang was to restore this hope to the community and to keep the community positive about the prospect of positioning the tourism heritage center.

6. Conclusion

The importance of positioning the tourism heritage centers through local historical artifacts in Pekan, Pahang; is inevitable. The objectives and hypothesis of the study have helped in giving direction to the analysis and interpretation. Guidance throughout the whole research and questions that were raised have been answered and attended to. From the findings, it can be concluded that there are positive signs toward positioning Pekan, Pahang as a heritage tourism center through local historical artifacts as having the potential to be upgraded. Most of the respondents are positive about the development of tourism heritage centers which provide will benefit their lives. Positioning the tourism heritage center can be done by a design-based approach to creating a corporate image identity for Pekan, Pahang.

From this research, it is proven that positioning Pekan Pahang as a tourism heritage center and its effect on local historical artifacts have been assets of interest to visitors. Upgrading the tourism heritage center influences visitors to come to Pekan, Pahang. The nature of the small town of Pekan Pahang is a special place in the imagination and history of heritage which needs to be protected. The opportunity to select this small heritage town as a case study to give experience both as a researcher and as a tourist. Pekan Pahang has the potential to be upgraded and positioned as a tourism heritage center. As to the findings, most visitors were positive about it.

The questions used during the research investigation were structured about the objectives of the study as stipulated in chapter one in chapter six of the study. The outcomes are of great value to this study because they provide the information needed about the potential of positioning the tourism heritage centers through local historical artifacts to Pekan, Pahang. Valid conclusions have been drawn from the findings and recommendations were suggested as ways of how tourism heritage centers should be planned, managed, and developed. Recommendations are also formed based on future heritage development.

7. Recommendations

The findings of the study were related to the objectives, the researcher made conclusions using the findings of the objectives therefore the researcher had to come up with the following recommendations:

Firstly: The researcher strongly agrees that to upgrade its position a tourism heritage center will need to help regulate tourism activity, work harder on the infrastructure development improve its capacity, environment be more attractive while preserving local historical artifacts and resources. This will consequently increase the number of visitors coming. The corporate image identity should be strengthened to preserve the image and identity of Pekan, Pahang. The researcher recommends guiding standardized corporate identity documents to Pekan, and Pahang that gives a clear vision of tourism destination competitiveness and tourism heritage center development.

Secondly: the researcher recommends that promotion reviews on Pekan and Pahang as heritage tourism centers with strategic plans need to be implemented because the current strategies are not aggressive enough. The respondents revealed that promotion is not sufficiently done, which may be of a lack of funds or proper strategies. The researcher recommends that the tourism agencies should work closely with related agencies to determine the destination's image and positioning will expose creative heritage tourism attractions in upgrading and positioning the tourism heritage center in Pekan, Pahang Museum. The researcher also recommends tourism heritage centers be constructed so that they can be focused on strategies, and operational plans and create a financially stable attraction that may operate on income generation from exhibitions, festivals,

programs, and the sale of local products. Thus, it is vital to implement long-term strategic planning in designing corporate image identity to maintain the historical identity and character of Pekan, Pahang.

Last, by not least, the researcher recommends that the positioning of the tourism heritage center is to develop a place founded with local historical artifacts, especially in a museum that would be a great place where the visitors will learn, and exchange, local historical artifacts presented. To achieve this, a design-based approach where a standardized corporate identity is required. With high hope and expectation, not only the standardized corporate image and identity of Pekan, Pahang through its local historical artifacts be documented but also the designing process be implemented especially for the future tourism industry of Pekan, Pahang.

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Interview

Haji Ishak Bin Yaakub (2013) berkenaan Salasilah Keturunan, Jeragan Mahmud Bin To' Jawa Bin To' Pondok Bin To' Pongkeng Bin To' Tuan @ Karaeng Aji.

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