

Tourist Attractions in the Historic Royal Heritage, Jugra, Selangor: Its Potential, Opportunities and Impact

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Abstract: This study discusses the potential and opportunities of heritage tourism development in Jugra and its impact on economic, social and politics. Prospects for the development of heritage tourism in the study area consist of the elements of historic cultural heritage and the beauty of natural heritage. This study used quantitative method through questionnaire that was conducted on 392 respondents. Respondents selected were local community aged 16 years or older who have lived in the study area not <3 years. The respondents were selected to get more accurate results on the elements of heritage in the study area. The study revealed that most of the respondents said that the study area has tourist attractions such as the remains of monuments/old buildings, the history and the beauty of nature. The majority of the respondents also agreed with the development of heritage tourism in the study area (96.9%). In addition, the respondent's assessment on the potential level of all elements of the historic cultural heritage found in the study area showed positive results. The study also ranked each element of the cultural heritage in sequence based on the ratings given by the respondents. The results of the study revealed a number of opportunities that could be obtained if the study area is developed as a centre of heritage tourism. Among the opportunities are the study area will be known throughout the domestic and international level and Selangor also has the potential to become the heritage tourism hub in Southeast Asia. In addition, there will be an increase in the number of tourists that visit the area, employment opportunities, potential to be used as a handicraft centre as well as the study area has the opportunity to be developed as a reserved archaeology and eco-heritage tourism. Furthermore, the study found the positive effects of heritage tourism development which can reduce local unemployment rates, improve infrastructure and increase the income and employment opportunities in tourism sector.

Key words: Heritage tourism, historic cultural heritage, natural heritage, local community, archaeology and eco-heritage tourism, potential

INTRODUCTION

Heritage is a legacy of previous society that is still in care at present and passes down from current generation to future generation. Cultural and natural heritage is a source and an inspiration of life that cannot be renewed and should be preserved. This heritage also acts as a benchmark, a reference and an identity of a society (Ahmad *et al.*, 2008; Rahman, 2012).

In order to avoid the destruction and extinction of this heritage, continuous protection and conservation efforts should be implemented. It also acts as a source of heritage development that has led to the advancement of culture, economic, social and politics. This implementation is adapted through heritage resources that serve as the main products in tourism sector or in other words, it is

called as heritage tourism. Heritage tourism is the conservation of the history, culture, art, artifacts and nature and the modernisation of social structures for continuous usage in the future. These heritage elements become the main tourist attractions. It provides an opportunity for tourists to experience, understand the history and assess the unique characteristics of these historic sites (Choy, 2013; Ahmad *et al.*, 2008; Hassan and Fauziah, 2010; Maneenet, 2007). Global tourism development has made heritage as one of the main components or a tourist attraction that is combined together with tourism and recreation to form a heritage site. This heritage site is valuable for everyone, especially the local community to recognize the identity of their origin (Ahmad *et al.*, 2008; Samsudin and Mohamad, 2013).







According to most of the countries that have used heritage resources as tourist attractions such as in Europe and Egypt, the tourism industry in these countries has become the main economic source. Heritage tourism is important to promote the pride of a community's identity, improve the quality of life and maintain or restore heritage materials to their original condition. Adaptation through these tourism activities can protect important historic sources, retain their uniqueness and relive previous memory of the previous people's life. In addition, the present and future community can also learn about the history and assess the uniqueness of the historic sites (Ahmad *et al.*, 2008; Samsudin and Mohamad, 2013).

However, the management of tourism products based on heritage resources is more challenging than other tourism products. This is because based on the experience of the countries that have adopted the heritage tourism, heritage tourists prefer to stay longer. Generally, heritage tourists are middle-class people who have better education, higher income, more experienced in international travel and spend more money when travelling. Another challenge is the increasing number of tourists visiting heritage sites which can cause adverse effects such as residual waste disposal problems, traffic congestion, vandalism or other social problems. Then, the management should provide sufficient infrastructure facilities as well as conducting surveillance for an increasing number of tourists and workers to make it balance (Ashworth and Tunbridge, 1990; Ahmad *et al.*, 2008, Samsudin and Mohamad, 2013).

Royal heritage city, Jugra, Selangor: Malay history book entitled *Sulalatus Salatin* by Tun Seri Lanang mentioned that Jugra has brought into existence, since, 1456-1477 during the reign of Sultan Mansur Shah, the sixth Sultan of Malacca (Amin *et al.*, 1966). At that time, Jugra was also known as a transit city for its strategic geographical location that was close to the river with its high terrain. Jugra used to be a port for local and foreign merchants. In addition, it served as the main route for the transportation of forest and tin products (now it is known as Pengkalan Batu Hampar Jetty) (Buyong, 1983; Bisri, 2003; Bakri *et al.*, 2012).

In 1859-1898, Jugra became the preferred location for Sultan Abdul Samad Ibni Sultan Abdullah Ibni Al Marhum Sultan Ibrahim Shah, the fourth Sultan of Selangor to reside. Jugra became the administrative centre of Selangor which dealt with economic, social and political matters. Jugra was also called as the Festival City or the Royal City of Selangor. At that time, Klang 1 and 2 civil wars took place between Malay officials to conquer tin products around the districts in Selangor (1866-1874).




Table 1: The old buildings/monuments that still exist in Jugra during the reign of Sultan Abdul Samad

The old building	Monument
The remains of Jugra palace 1876- Sultan Abdul Samad built his official residence	
The remains of long puteri palace 1890- Sultan Abdul Samad built a palace for his granddaughter named Raja Long	
Jugra Royal Mausoleum 1898- The late Sultan Abdul Samad Ibni Tengku Abdullah died and his resting place was on a hill in Jugra	
Ammunition store 1876- Ammunition store during the British administration	
The remains of kuala langat district office 1876- Administrative office of the British government system. The place of the British Resident assistant, Frank Swettenham	
The Old Jugra Prison 1875-This prison was built by the British police officers. Formerly it functioned as a police and prison office. Now, it is restored as <u>Museum Insitu Jugra</u> MDKL. (2012); PADWNS. (2013)	

These civil wars had left their imprint such as the British intrusion in the administration of Selangor state. During the reign of Sultan Abdul Samad for nearly 40 years, he built a palace and resided at Jugra until he died on February 6, 1898 and was buried there (Amin *et al.*, 1966; Talib, 1986; Roselan, 1998) to date, there are still traces of the former ruling of Sultan Abdul Samad in Jugra as shown in Table 1.

In 1898-1935, the grandson of Sultan Abdul Samad, Sultan Ala'uddin Sulaiman Shah continued the ruling in Jugra. At the beginning of his reign, Sultan Ala'uddin built a palace, a mosque and a school that were near to each other. Sultan Ala'uddin stayed at the Palace City for 35 years. Then, he moved to a palace which was his official residence named Mahkota Puri Palace in Klang

Table 2: The old buildings/monuments that still exist in Jugra during the reign of Sultan Ala'uddin Sulaiman Shah

The old building	Monument
Ala'uddin Palace 1898-This palace was built by Sultan Ala'uddin Sulaiman Shah	
Ala'uddin Mosque 1905-This mosque was also built by Sultan Ala'uddin Sulaiman Shah	
The Bandar National School 1898-Mosque which was formerly managed by Sultan Ala'uddin Sulaiman Shah and is currently used as Primary Religious School	

MDKL (2013); PADWNS (2013)

and Klang was made as an administrative centre of the state a few years before he died at the Mahkota Palace on March 31, 1938 (Roselan, 1998; Amin *et al.*, 1966). Table 2 shows the remains of the old buildings or monuments that were built during the reign of Sultan Ala'uddin.

In addition to the cultural heritage elements, Jugra also has the elements of natural heritage such as Dara Bukit Jugra Reserved Forest, Langat River, mangrove forest, 'Montane' hilly terrain (JPNS., 2010; JPHLDTNPWP., 2014). These natural elements have their own ecosystem. They require continuous protection to prevent them from being threatened and extinct by the ravages of modern development.

MATERIALS AND METHODS

The study was conducted through face to face questionnaire to selected respondents of local people aged 16 years and above who have lived in sub-districts of Kuala Langat district for more than 3 years. The sampling method used was stratified random sampling method. This method was chosen to investigate the perception of the local community on the potential of each historic heritage element contained in their region. The respondents were selected to get more accurate results on the elements of heritage in the study area. In addition, the perception of the local community on the opportunities of the heritage tourism development and its impact on economic, social and political conditions in the study area was also tested through this method. The total number of the respondents who answered the questionnaire completely was 392. Respondents were given questions with 'yes' and 'no' answers and open questions to

answer if there were other opinions. In addition, there were 2 types of Likert scale questions with 1-5 scales. In the first type, scale 1 represents 'very unlikely' and scale 5 represents 'very likely'. The second type consists of scale 1 which represents 'strongly disagree' and scale 5 represents 'strongly agree'. The data were analysed using descriptive analysis through computer software IBM Statistic Package for Social Sciences (SPSS) Version 21. Frequency and percentage values were calculated which consists of the respondent's background, their perception on the main attractions found in the study area, the assessment level of the potential of the historic heritage elements in the study area and the level of agreement on the economic impact of eco-heritage tourism.

RESULTS AND DISCUSSION

Respondent's background: Based on the analysis of the respondent's background in terms of gender, the number of male respondents was more than female respondents with 4% difference (14 respondents). In terms of age, the range between 16 years old to 34 years old involved the highest number of respondents where 119 of the respondents aged between 16 years old to 24 years old (30.4%) and 120 of the respondents aged between 25 years old to 35 years old (30.6%). In terms of race, the respondents were from all races such as Malay, Chinese, Indian, the natives of Sabah/Sarawak and others. The results showed that Malay reached the highest number of respondents which was 335 (85.5%). Then, in terms of educational background, most of the respondents have completed their secondary school while 36.3% of them have a diploma, Bachelors and Master's degree/PhD. In terms of profession, technical jobs or support workers reached the highest number of respondents which was 123(31.4%). While in terms of monthly income, most of the respondents earned <RM 900 monthly (29.3%), followed by income ranges between RM 901-RM1500 (26%). Table 3 summarizes the overall background of the respondents.

The potential of the study area as a heritage tourism site: Over 50% of the respondents stated that the study area has three tourist attractions which were the remains of the monuments or old buildings, the history and the beauty of the nature. Most of the respondents chose the history as the most important attraction of the study area with the total of 300 respondents (76.5%). This was followed by the attraction of the remains of the monuments or old buildings with a total of 267 respondents (68.1%) and the beauty of the nature with the total of 229 respondents (58.4%). Table 4 shows the frequency and percentage of the respondents.

Table 3: Summary of the background information of the respondents

Criteria/Characteristic	Frequencies	Percentage
Gender		
Male	203	52.0
Female	189	48.0
Total	392	100.0
Age		
16-24	119	30.4
25-34	120	30.6
35-44	82	20.9
45-54	47	12.0
55-64	15	3.8
	9	2.3
Total	392	100.0
Race		
Malay	335	85.5
Chinese	24	6.1
Indian	19	4.8
The natives of Sabah/Sarawak	13	3.3
Others	1	0.3
Total	392	100.0
Level of education		
No formal education	4	1.3
Primary school	23	5.9
Secondary school	222	56.6
Diploma	96	24.5
Bachelor's degree	42	10.5
Master/PhD	5	1.3
Total	392	100.0
Occupation		
Management and administration	58	14.8
Technical staff/support	123	31.4
General employee/self-employed	110	28.1
Student	70	17.9
Unemployed/housewife/pensioner	31	7.9
Total	392	100.0
Monthly income		
RM900≤	115	29.3
RM901-1500	102	26.0
RM1501-2000	54	13.8
RM2001-3000	58	14.8
RM3001-4000	37	9.4
RM4001-5000	15	3.8
RM5001-6000	5	1.3
≥RM6000	6	1.5
Total	392	100.0

Table 4: The number of frequency and percentage of the respondents according to their perception on the main attractions found in the study area

Attraction	Yes		No	
	n	Percentage	n	Percentage
The remains of the monuments/old buildings	267	68.1	125	31.9
History	300	76.5	92	23.5
The beauty of the nature	229	58.4	163	41.6

n = Frequency

The respondent's approval on the proposed tourism in the study area. Results have shown favourable outcomes when almost 100% of the total respondents agreed with the proposed heritage tourism development at the Jugra Historic Complex. The number of respondents who agreed was 380(96.9%) as shown in Table 5. The respondent's rating level on the potential of the heritage

Table 5: The number of respondents according to their approval on the proposed tourism development at the Jugra Historic Complex

Variables	Frequencies	Percentage
Yes	380	96.9
No	12	3.1
Total	392	100.0

elements at Jugra Historic Complex to be developed as a heritage tourism site. Overall, the respondent's assessment on the potential of each element of the historic heritage found in the study area to be developed for heritage tourism reached the highest scale which were scale 4 and scale 5 as shown in Table 6. Scale 4 represents 'likely' while scale 5 represents 'very likely'. Alaeeddin Palace achieved the highest number of respondents for scale 4 and scale 5 with the total number of respondents for both scales was 298 (76.1%) as shown in Fig. 1. This was followed by Alaeeddin Mosque with the second highest number of 294 respondents (75%). Table 7 shows the position of each element of the historic heritage in sequence from the highest potential based on the scores given by the respondents.

Opportunities that could be obtained if the Jugra Historic Complex is developed as a tourism heritage centre:

The number of frequency and the percentage of the respondents based on the opportunities that could be obtained if the Jugra Historic Complex is developed as a heritage tourism centre is shown in Table 8. Among the five statements listed, more than 50% of the respondents said 'yes' for the four positive statements. The statement with the highest frequency is that the Jugra Historic Complex will be famous throughout Malaysia and the world with the total of 266 respondents (67.9%). This was followed by an increase in employment opportunities (263 respondents, 67.1%). On the other hand, there was one of the five statements where the majority of the respondents answered 'no' which is the employment will increase if the study area is developed as a centre of heritage tourism (192 respondents, 49%).

The economic, social and political impacts of heritage tourism in the study area:

Based on Table 9, the respondents agreed the most with the seventh statement which is more infrastructure improvement will be carried out if the study area is developed as a heritage tourism centre where the percentage of the respondents who agreed and strongly agreed was 82.7%. In addition, two statements as listed in Table 9 have obtained >50%. Both of these statements are the statements about the negative effects where the first statement is that only a few people involved with the heritage tourism activities (42.4%) and the second statement is that the price of goods will increase (46.9%).

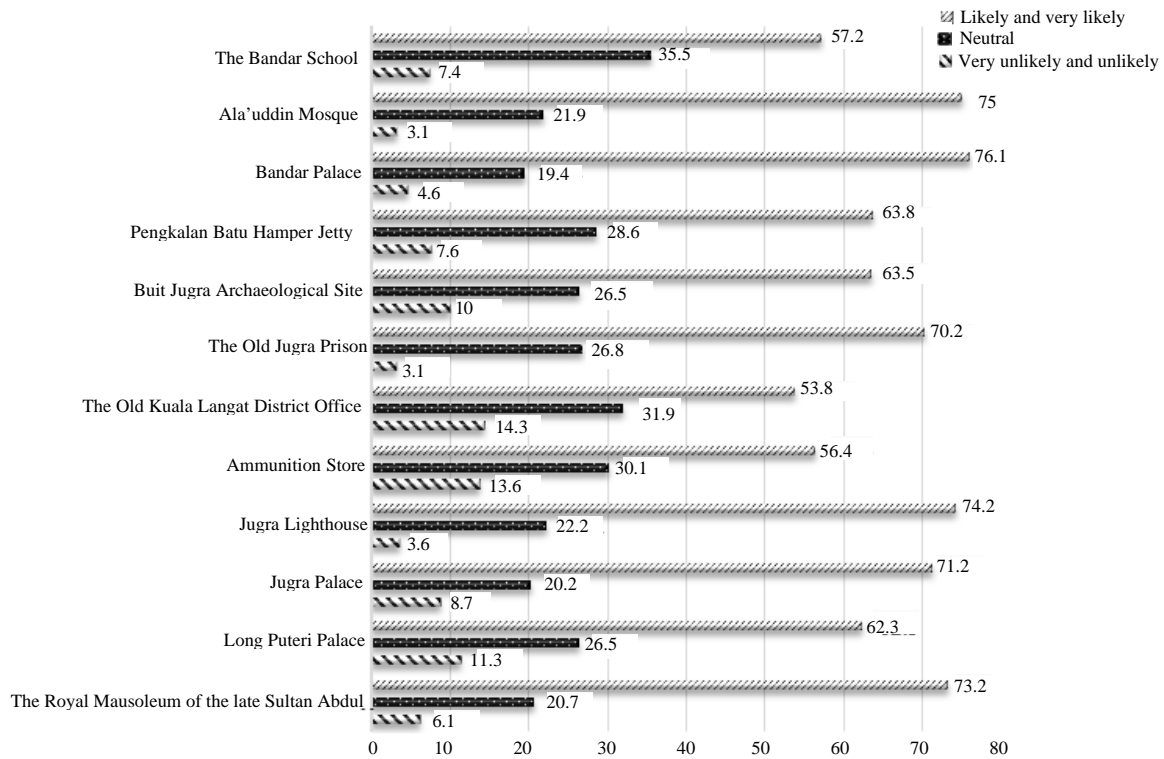


Fig. 1: The percentage of the respondents based on their assessment on the potential of each heritage element in the study area to be developed for heritage tourism

Table 6: The number of respondents based on the potential level of each heritage element at Jugra Historic Complex to be developed for heritage tourism

Scales	n(%)				
Historic heritage element	1	2	3	4	5
The Royal Mausoleum of the late Sultan Abdul Samad	13 (3.3)	11 (2.8)	81 (20.7)	163 (41.6)	124 (31.6)
Long Puteri Palace	23 (5.9)	21 (5.4)	104 (26.5)	141 (36.0)	103 (26.3)
Jugra Palace	23 (5.9)	11 (2.8)	79 (20.2)	143 (36.5)	136 (34.7)
Jugra Lighthouse	5 (1.3)	9 (2.3)	87 (22.2)	165 (42.1)	126 (32.1)
Ammunition Store	30 (7.7)	23 (5.9)	118 (30.1)	139 (35.5)	82 (20.9)
The Old Kuala Langat District Office	27 (6.9)	29 (7.4)	125 (31.9)	116 (29.6)	95 (24.2)
The Old Jugra Prison	3 (0.8)	9 (2.3)	105 (26.8)	172 (43.9)	103 (26.3)
Bukit Jugra Archaeological Site	23 (5.9)	16 (4.1)	104 (26.5)	140 (35.7)	109 (27.8)
Pengkalan Batu Hamper Jetty	8 (2.0)	22 (5.6)	112 (28.6)	142 (36.2)	108 (27.6)
Alaeddin Palace/City	3 (0.8)	15 (3.8)	76 (19.4)	150 (38.3)	148 (37.8)
Alaeddin Mosque	3 (0.8)	9 (2.3)	86 (21.9)	155 (39.5)	139 (35.5)
The Bandar National School	5 (1.3)	24 (6.1)	139 (35.5)	132 (33.7)	92 (23.5)

Scale; 1 = Very unlikely, 2 = Unlikely, 3 = Neutral, 4 = Likely, 5 = Very likely, n = Frequency

Table 7: The number of frequency and percentage of the respondents in sequence based on the perception of the respondents for each heritage element in the study area to be developed for heritage tourism

Historical heritage element	n (%)	Rank
Alaeddin Palace/City	298 (76.1)	1
Alaeddin Mosque	294 (75.0)	2
Jugra Lighthouse	291 (74.2)	3
Royal Mausoleum of the late Sultan Abdul Samad	287 (73.2)	4
Jugra Palace	279 (71.2)	5
The Old Jugra Prison	275 (70.2)	6
Pengkalan Batu Hamper Jetty	250 (63.8)	7
Bukit Jugra Archaeological Site	249 (63.5)	8
Long Puteri Palace	244 (62.3)	9
Bandar National School	224 (57.2)	10
Ammunition Store	221 (56.4)	11
The Old Kuala Langat District Office	211 (53.8)	12

n = Frequency

Table 8: The number of respondents according to the opportunities that could be obtained if the Jugra Historic Complex can be developed for heritage tourism

Opportunities	Yes		No	
	n	Percentage	n	Percentage
The Jugra Historic Complex will be famous throughout Malaysia and the world	266	67.9	126	32.1
Selangor has potential to become a central hub of heritage tourism in Southeast Asia	237	60.5	155	39.5
The number of domestic and international tourists will increase	248	63.3	144	36.7
Employment will increase	192	49.0	200	51.0
Employment opportunities will increase	263	67.1	129	32.9
The Jugra Historic Complex has potential to be a handicraft centre in Selangor	218	55.6	174	44.4
The Jugra Historic Complex becomes a reserved eco-heritage tourism	255	65.1	137	34.9

n = Frequency

Table 9: The number of respondents based on their level of agreement on the economic impact of eco-heritage tourism

Scales	n (%)				
Statement	1	2	3	4	5
Decrease the local unemployment rate	11 (2.8)	26 (6.6)	89 (22.7)	174 (44.4)	92 (23.5)
Increase the income	2 (0.5)	5 (1.3)	68 (17.3)	204 (52)	113 (28.8)
Increase the employment opportunities in the tourism sector	4 (1)	7 (1.8)	67 (17.1)	194 (49.5)	120 (30.6)
Increase the price of land	14 (3.6)	21 (5.4)	111 (28.3)	144 (36.7)	102 (26)
Increase the price of goods	30 (7.7)	55 (14)	123 (31.4)	111 (28.3)	73 (18.6)
Some of the villagers are involved with heritage tourism activities	29 (7.4)	57 (14.5)	140 (35.7)	114 (29.1)	52 (13.3)
Improvement in infrastructure	4 (1)	3 (0.8)	61 (15.6)	196 (50)	128 (32.7)

1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree, n = Frequency

CONCLUSION

Jugra Royal Heritage City has a good potential to be developed as a tourism site because it has tourist attractions from its history, assets from the old buildings monuments and some elements of the beauty of its nature. These main attractions are valuable and unique that cannot be renewed. Therefore, it must be preserved in order to be referred to and appreciated by the local community as well as outsiders. The study revealed that the majority of the respondents who were among the local community supported (96.9%) the efforts to preserve the historic heritage and heritage tourism development in the study area. The local community is one of the stakeholders who plays a role in developing their own settlement in order to support the local integrity. Their decision has affected the management to be effective in conservation and preservation efforts to protect the historic heritage. Therefore, through the findings of this study, it is hoped that the opportunities will be opened to other stakeholders such as local government, experts from various fields and related professionals to take the initiative to ensure the success of the study area to be developed as a heritage tourism destination. In addition, the study also identified several opportunities that can benefit the community and the country if the study area is developed as a heritage tourism site. The majority of the respondents agreed that Selangor has the opportunity to become a heritage tourism hub in Southeast Asia and thus will be better known throughout the domestic and international level. In addition, the study

also identified the positive effects that can be achieved from the development of the heritage tourism in this area, especially to the economic, social and politics of the country such as infrastructure improvement, increase the employment opportunities particularly for local community, generate income and reduce the local unemployment rate.

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