



Faculty of Economics and Business

**Willingness To Pay for Conservation and Sustainability of Lenggong
Valley as World Heritage Site (WHS)**

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Willingness To Pay for Conservation and Sustainability of Lenggong Valley
as World Heritage Site (WHS)

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DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of University Malaysia Sarawak. Except where due acknowledgements have been made, the work is that of the author alone. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

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ABSTRACT

According to archaeologists, Lenggong Valley (LV) is linked to the earliest known human inhabitant in Southeast Asia as well as the region's only thoroughly documented prehistoric human skeleton. It is important although, since it was only named a World Heritage Site (WHS) in June 2012. Thus, not much of the people are aware of the importance of maintaining the heritage site. As for LV, lacking in maintenance is the main issues that contribute to the lack of maintenance. Due to lack of maintenance has led to some issues where the UNESCO can remove LV as the WHS in the UNESCO list. Therefore, the understanding of local people and tourist can help in the success of the future conservation and sustainability within the area. The main objective of this study is to examine the economic values that local people are willing to pay to visit LV, Perak. While the specific objective of this research is to investigate the local community engagement and perception towards the importance LV as WHS. Next, is to determine the factors that influence local community Willingness of pay to visit LV. Lastly, is to determine the demographic factors that influence local community willing to pay to visit LV. For this study, a random sample of 400 respondent were carried out. 300 are from local residents from two villages adjacent to the heritage site were interviewed using questionnaires. The data was analysed using SPSS version 17.

Keywords: World heritage site, willingness to pay, Lenggong valley, stakeholder's, local community

Kesediaan Membayar untuk Pemuliharaan dan Kelestarian Lembah Lenggong Sebagai Tapak Warisan Dunia (WHS)

ABSTRAK

Menurut ahli arkeologi, tapak Lembah Lenggong (LV) ini dikaitkan dengan penduduk manusia terawal yang diketahui di Asia Tenggara serta satu-satunya rangka manusia prasejarah yang didokumentasikan dengan teliti di rantau ini. Ia penting walaupun, memandangkan ia hanya dinamakan sebagai Tapak Warisan Dunia (WHS) pada Jun 2012. Oleh itu, tidak ramai yang sedar tentang kepentingan mengekalkan tapak warisan itu. Bagi LV, kekurangan penyelenggaraan adalah isu utama yang menyumbang kepada kekurangan penyelenggaraan. Kekurangan penyelenggaraan telah membawa kepada beberapa isu di mana UNESCO boleh mengeluarkan LV sebagai WHS dalam senarai UNESCO. Pemahaman penduduk tempatan dan pelancong dapat membantu dalam menjayakan pemuliharaan dan kelestarian masa depan di kawasan tersebut. Objektif utama kajian ini adalah untuk mengkaji nilai ekonomi yang sanggup dibayar oleh penduduk tempatan untuk melawat LV, Perak. Objektif khusus penyelidikan ini adalah untuk menyiasat penglibatan dan persepsi masyarakat tempatan terhadap kepentingan LV sebagai WHS. Seterusnya, adalah untuk menentukan faktor-faktor yang mempengaruhi kesanggupan masyarakat tempatan untuk membayar gaji melawat LV. Akhir sekali, adalah untuk menentukan faktor demografi yang mempengaruhi masyarakat setempat sanggup membayar untuk melawat LV. Bagi kajian ini, sampel rawak seramai 400 orang responden telah dijalankan. 300 daripada penduduk tempatan dari dua kampung bersebelahan tapak warisan telah ditemu bual menggunakan borang soal selidik. Data dianalisis menggunakan SPSS versi 17.

Kata Kunci: *Tapak warisan dunia, kesanggupan membayar, Lembah Lenggong, pihak berkepentingan, komuniti tempatan*

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LIST OF ABBREVIATIONS

UNESCO	The United Nations of Educational and Science Organization
WHS	World Heritage Site
WTP	Willingness To Pay
SD	Sustainable Development
CVM	Contingent Valuation Method
DC-CVM	Dichotomous Choice Valuation Method
DBDC	Double Bounded Dichotomous Choice
ICOMOS	International Council on Monuments and Sites
LV	Lenggong Valley

CHAPTER 1

INTRODUCTION

1.1 Introduction

Previously, some professional studies on heritage have defined value as a piece of art or a record of the past (Avrami, Mason & Torre, 2000). The United Nations Educational and Scientific Organization (UNESCO) uses this as a broad framework for a World Heritage Site (WHS) designation since it has enabled a global standard (UNESCO). However, Zhang (2010) argues that these standards are largely restricted to the scientific value as determined by experts and are rather arbitrary.

Additionally, according to Mason (2002), if the conservation area is to be successful in safeguarding the precious cultural heritage assets, one must acknowledge that it has a significant physical, economic, and social significance. Increasing the social significance of heritage assets is the key to creating a conservation strategy that is both sustainable and effective. This is to guarantee that conservation efforts are sensitive to environmental, economic, and social factors (Mason, 2002).

Natural and cultural heritage assets are key components of tourism destinations, acting as attraction factors for tourist flows as well as contributing to the destination's comparative advantage and competitiveness. Most of the studies stated that visitors in general are less likely interested in visiting cultural heritage sites due to the lack information about heritage site. Besides that, in recent research on cultural heritage state that cultural heritage assessment is the lack of empirical references on the economic valuation of cultural heritage preservation.

According to Throsby (2007), valuing a cultural heritage depends greatly on the public's perception of the issue. A significant societal factor in the sustainability of their history is the public's participation in valuing cultural assets. It will be more effective to analyse the value by involving a variety of stakeholder groups with an interest in a location or item, as this will increase the sustainability of conservation efforts to manage and protect their legacy (Avrami et al., 2000).

The value of public goods can be estimated through community engagement in a number of ways and according to a number of established approaches. One of the finest ways for a community to recognise, assess, and decide how much to value something is through economic valuation (Throsby, 2007).

The identification of private, public, and shared advantages for the present, potential, and future users or non-users depends on economic valuation research. Additionally, they have a significant role in the distribution, management, and organisation of resources, as well as the wellbeing, attitudes, and engagement of communities in the preservation of their cultural heritage. In response to this circumstance, the goal of this research study is to evaluate the economic worth of a cultural heritage by investigating the evaluation techniques that have gained widespread recognition in the economics field, particularly among environmental and cultural economists, and their applicability to the Lenggong Valley World Heritage Site.

As a result, the maximum sum that a respondent would be ready to pay for the suggested management of the heritage site conservation can be determined by an economic value analysis. Due to its adaptability, this technique has been widely employed by the authorities to estimate the willingness-to-pay (WTP) value. According to Mourato and Mazzanti (2002), this approach is more practical for determining the cultural heritage value of all WHS.

The reason Lenggong Valley, Perak being choose for this study is because out of 4 world heritage sites in Malaysia Lenggong is the only heritage site that are not being taking care. The oldest human skeleton discovered in Southeast Asia, known as Perak Man, was discovered in Malaysia's Lenggong Valley, where people first lived almost 2 million years ago. However, the UNESCO status of these sites is in great danger due to the state of their sites, which include signs that are rotting and boardwalks that are broken.

1.2 Research Background

1.2.1 World Heritage Site

World Heritage Sites, or WHS, are cultural or natural sites that have been inscribed on the World Heritage List by the World Heritage Committee as having Outstanding Universal Value. The World Heritage Site are under the supervision of United Nation Educational Scientific, and Cultural Organization (UNESCO). Based On UNESCO, heritage is being define as “to create a discerning type of tourism that takes place of other people’s cultures”. According to (A. Khadar et al., 2014), cultural and heritage tourism are internationally recognized for its financial potential in addition to contributing to sustainable tourism development. Based On UNESCO there are 1121 properties around the world and 53 out of them are in Danger state.

Based on the research done by (A. Khadar et al., 2014) sustainable management of heritage tourism aims to strike a balance between the protection of cultural assets and the provision of chances for local economic growth. By understanding the effects of community engagement on the development of heritage tourism is crucial for its success and sustainability. A well-designed and maintained municipal tourism programme may improve both the economic health of the town and the general quality of life. The potential

for lucrative domestic sectors, such as hotels, restaurants, transit networks, souvenirs and handicrafts, and tour services, may be one of the advantages.

Many facets of a community's development can be positively influenced by heritage sites and buildings. Heritage may contribute to community life in a variety of ways, including regeneration, housing, education, economic development, and community engagement. Based on (Jones et al., 2018), just as declaring a protected area does not guarantee its protection, naming a World Heritage Site does not guarantee its preservation for future generations. Particularly in rural areas, heritage and culture are vital in promoting great teamwork in the management of natural and cultural resources by local citizens, organisations, civic institutions, and governments.

1.2.2 Malaysia World Heritage Site

While in Malaysia, there are around four World Heritage Sites. Two of them are being classified as cultural and another two are as natural. Archaeological Heritage of the Lenggong Valley (2012) and Melaka and George Town, Historic Cities of the Straits of Malacca (2008) sites are being address as the Cultural sites. While Gunung Mulu National Park (2000) and Kinabalu Park (2000) are the Natural sites. In Malaysia, the need to preserve cultural legacy has been affected by the current pace of development, economic expansion, growing educational levels, and the resulting rise in free time.

In order to manage the Heritage Site, the Ministry of Tourism and Culture Malaysia has established a department called as The Department of National Heritage on March 1, 2006. It is an agency under the National Heritage Act of 2005. The Department is responsible for the conservation and preservation of the national and natural heritage, tangible and also intangible cultural heritage, underwater cultural heritage, and treasure

trove such as money, coin, gold silver or anything affixed to the soil or the bed of a river or lake of the sea.

Despite these modifications in legislation, there are still issues with their implementation and enforcement due to a lack of enforcement personnel to monitor the enormous number of archaeological and cultural sites scattered across the country. Some of the archaeological sites are difficult to manage since they are inaccessible and deep in the rainforests. Some museums, such as the Sabah and Sarawak Museums, have hired a team and services of local communities to monitor and protect the sites in these situations. As more visitors come to Malaysia to see the historical places, Malaysians are starting to understand the importance and value of heritage and cultural tourism. Additionally, the UNESCO WHS designation has increased chances for the preservation of cultural sites across the globe. Because of the restoration of this specific WHS, inbound investments have grown, which has led to an uptick in tourism and inward migration (UNWTO, 2011).

1.2.3 Archaeological Heritage of the Lenggong Valley, Perak

While for this research study, it is focused on Lenggong Valley as Cultural Heritage Site, Perak. Lenggong Valley are one of the oldest human activities in peninsular Malaysia. The Lenggong Archaeology Museum is an open-air museum which houses numerous historical artefacts dating some 1.3 million years ago. It has been declared as a World Heritage Site on 30th June 2012 by the UNESCO.

The city of Lenggong is located 100 kilometres to the north of Ipoh, through Kuala Kangsar (onwards to Grik). While, the Lenggong Archaeological Museum is situated near the Lipur Lata Kekabu Rainforest, only 2 km from the site. The property includes four archaeological sites in two clusters which span close to 2 million years, one of the longest

records of early man in a single locality, and the oldest outside the African continent. The number of sites found in the relatively contained area suggests the presence of a fairly large, semi-sedentary population with cultural remains from the Palaeolithic, Neolithic and Metal ages. Lenggong Archaeological Museum also displays ‘Perak Man’, ‘Perak Man’ are the oldest human skeleton found in Peninsular Malaysia in the caves nearby. This skeleton is dated 10,000 to 11,000 years from the Stone Age, starting from the Palaeolithic era.



Figure 1.1: Map of Lenggong, Perak
(Source: Kempen Warisan Lenggong)



Figure 1.2: Map of Lenggong Archeological Area, Perak
(Source: The Recent Rock Drawings of the Lenggong Valley, Perak, Malaysia by Paul Tacon)



Figure 1.3: Excavation At Gua Gunung Runtuh, Lenggong (2005) @ University Of Science Malaysia



Figure 1.4: Perak Man, Lenggong Valley
(Source: Orang Perak)

Limestone caverns abound in the Lenggong Valley. In Lenggong Valley, there are around 75 caves. There have been 16 caves excavated so far, with 7 of them dates back at least 330 million years. Some caverns have been identified as prehistoric peoples' earliest settlements and have been submitted to UNESCO as a world heritage site. Gunung Runtu is one among the more well-known caves. Besides that, the Lenggong Valley is home to tales, skeletons, cave paintings, an outdoor museum, as well as priceless discoveries including jewellery, clay weaponry, and stone tools. These characteristics are thought to operate as attractants for commercial activity, which has an influence on the local economy and attracts investment to the Lenggong Valley.

Besides that, communities must work to make Lenggong Valley a well-known and popular historic tourism destination, and to keep it that way. As a way to meet the need for cultural and heritage tourism, heritage tourism often provides a variety of cultural heritage items, from seeing monuments to learning about unusual lifestyles. Some localities may believe that heritage might contribute in terms of economic rewards when rural and regional economies go through challenging periods of transformation.

While the designation of Lenggong as a WHS is beneficial to the local community, preserving the UNESCO status is contingent on the local community's awareness of the WHS status and willingness to engage with the WHS (Jaafar, Md Noor, et al., 2014). Thus, (Charter For The Conservation Of Historic Towns And Urban Areas (WASHINGTON CHARTER 1987) Preamble And Definitions, N.D.), recognises the need of community engagement, declaring, "The participation and involvement of the citizens are crucial for the success of the conservation programme and should be promoted. The conservation of historic towns and urban areas concerns their residents first of all" (Jaafar et al., 2015). This point is further reinforced by The Burra Charter, which stresses that heritage conservation is sustained by community engagement (ICOMOS, 1999).

Based on the study done by (A. Khadar et al., 2014) stated that a well-planned and well-managed municipal tourist programmed has a positive impact on the local economy and quality of life. The advantages might include the possibility for successful domestic sectors such as hotels, restaurants, transit systems, souvenirs, and the local community economy, as well as an improvement in quality of life. Besides that, there are also community that are not aware of their benefits in Lenggong being after being recognized as WHS, therefore they are not willing to participate in WHS conservation programmes or play any role in preserving the cultural or historical heritage of Lenggong (Jaafar et al., 2015a). While in Kampung Beng, its being billed as 'Railway Tourism' in the Visit Malaysia Year 2014 campaign, the homestay package includes accommodation, transportation, food, and tourism activities. Homestay programs are promoted through websites, brochures, and by word-of-mouth. The cost of staying in a homestay is roughly RM70 (equal USD 22) per night, of which RM50 is given to the host family and the

remaining RM20 goes toward transportation and program development (Rasoolimanesh et al., 2016).

Community involvement contributes to increased standards of living, with the community benefiting from tourism development secondary to the UNESCO recognition of the WHS (Jaafar, Noor, et al., 2014). Many of the benefits of youth participation in WHS conservation are similar to those achieved through adult participation such as public participation in general.

Besides that, several studies also were conducted on community engagement in World Heritage Site (WHS) conservation and heritage tourism development (Su & Wall, 2014; Tosun, 2002). Community participation in WHS conservation and tourism development is essential to the sustainable development of future tourism destinations (Nicholas, Thapa, & Ko, 2009; Rasoolimanesh & Jaafar, 2016; Yung & Chan, 2011). Local communities play a significant role in reviving and sustaining a WHS (Nicholas et al., 2009). The participation of local residents in WHS heritage management and tourism development makes a positive contribution to the quality of life of local residents and makes heritage site conservation programs more sustainable (Nicholas et al., 2009; Sirisrisak, 2009). The Charter for the Conservation of Historic Towns and Urban Areas 1987 (Washington Charter) which states, “The participation and the involvement of the residents are essential for the success of the conservation program and should be encouraged. Mei Goh (2015), on the other hand, pointed out that the current Conservation Management Plan of Lenggong Valley fails to acknowledge community values and attitudes, as well as encourage stakeholder participation in conservation planning, in her study on the heritage management of the UNESCO World Heritage Site of Lenggong Valley in West Malaysia. The study done by (Jaafar, Noor, et al., 2014), state that young

people in Lenggong valley had a low level of willingness to participate in the future conservation programmes that being held in Lenggong WHS.

Based on the study done by (Rapidah et al., 2018) state that the number of tourists for Lenggong valley continuously attract a large number of visitors year by year and it is commonly considered by tourists and students alike for its renowned archaeological site. Based on the trip adviser app, stated that there are no fees being charged to enter Lenggong Valley museum. Moreover, there are many travels agency that provide trip to visit Lenggong Valley with different rate based on their pickup point and facilities.

However, Lenggong Valley was also accompanied by negative feedback, with many complaining of the lack of transport and basic infrastructure. Besides that, through the study done by (Jaafar et al., 2015) stated that residents with unfavourable attitudes feared that Lenggong's designation as a World Heritage Site would disrupt their lives and the peacefulness, as well as cause lots of new issues for the Lenggong residents.

Through the study done by (A. Khadar et al., 2014a) stated that a well-planned and well-managed municipal tourist programme has a positive impact on the local economy and quality of life.

1.2.4 Willingness To Pay for Conservation and Sustainability

The maximum price a client is willing to pay for a product or service is known as willingness to pay (WTP). Willingness to pay for heritage protection was in the attractiveness and uniqueness of the heritage elements in the area (Roslan et al., 2021). Tourist behaviour measures include their interest and willingness to pay for responsible tourism and holiday experiences to a heritage site (Azrin et al., 2020). Stronger environmental identity leads directly to more positive ecotourism attitude, greater interest

towards ecotourism and a higher willingness to pay a premium (Teeroovengadum, 2019). In the research done by (Throsby et al., 2021) found a significant contribution of all aspects of cultural value to the formation of conservation preferences and the public's willingness to pay. Based on the study done by (Abdullah et al., 2015) on his research on Estimate the conservation value of biodiversity in national heritage site: A case of Forest Research Institute Malaysia state that in the research respondent who are willing to pay felt that the public had a role to play in conservation. Besides that, there are also minority percent of people that felt that conservation effect should be funded by the government. Through the study done by (Kim et al., 2007) there are many studies have been done on cultural heritage by asking residents their willingness to pay (WTP) for taxes or donation.

Lenggong Valley, which is Perak, Malaysia is one of the protected areas for the conservation and protection of the world heritage site by UNESCO. Because the current prices for the majority of cultural heritage sources are no longer appropriate given the current state of the economy, the majority of empirical studies on the conservation of cultural heritage have demonstrated that the price of admission does not clearly define the benefits of cultural heritage (Fazamimah & Ariffin, 2015). According to the study done by (Azrin et al., 2020) state that, the local economy has altered as a result of rising inflation each year and the introduction of several new government initiatives. Therefore, it is important to perform economic revision studies to determine the true value that may be translated into the advantages of cultural heritage, thereby assisting in the growth of local community, state, and national economies.

Fazamimah and Ariffin (2015) further claimed that the absence of public awareness of cultural tourism attractions is to blame for the dearth of tourists to cultural heritage sites. Therefore, promoting cultural heritage as a resource and facilitating financial investment

are important. Measures of tourist behaviour include their interest in and readiness to pay for ethical travel and vacations at historic locations. Previous studies have shown that knowing visitors' opinions about a certain behaviour, especially when it comes to encouraging tourists to act in ways that reduce the negative environmental and sensory effects of tourism, is the key to successfully influencing visitors' behaviour (Brown et al., 2010).

In order to analyse the social benefits that would result from a proposed plan to conserve the Archaeological Heritage of the Lenggong Valley, Perak as a more sustainable WHS, this research study aims to evaluate the economic value of the cultural heritage by measuring the willingness-to-pay (WTP) value of stakeholders. This could show the stakeholders the advantages of protecting their cultural heritage and show how these societal advantages can be realised and put to use to justify further investments in the preservation of their WHS.

The urge to preserve a cultural heritage has been influenced in the Malaysian context by the current rate of development, economic expansion, rising educational standards, and the ensuing rise in free time. As more visitors come to Malaysia to see the historical places, Malaysians are starting to understand the importance and value of heritage and culture tourism. Additionally, the UNESCO WHS designation has increased opportunities for the preservation of heritage sites around the globe. Because of the restoration of this particular WHS, inward investments have increased, which has led to an uptick in tourism and inward migration (UNWTO, 2011).

The locals' level of involvement in conservation efforts has increased as a result of global cooperation in preservation initiatives, which has also changed the local governments' attitudes toward their commitment to preserving their heritage sites. This

changed perspective benefits Malaysia's historic sites generally and Lenggong Valley, Perak specifically. Although Lenggong Valley's WHS status has increased local understanding of the need of heritage site protection, the WHS's significance to local stakeholders might differ significantly from that of UNESCO and the government's national tourism organisations.

To preserve their legacy for future generations, the local society feels a need to retain their cultural heritage. This historical treasure has the potential to benefit everyone with an interest in the country's economy by becoming a national asset for the government and national tourism organisations. The largest obstacle to developing an accommodating and mutually beneficial partnership between heritage site conservation and tourism is the tension between the ideas followed by conservation requirements and the commercial goals of tourism.

The management of heritage sites frequently faces the challenging issue of striking a balance between these two variables. Well-managed tourism can boost the economy of a nation by fostering job growth, supporting small companies locally, luring investors to the sites, and providing additional funding for the WHS's administration. For instance, the designation of George Town and Melaka as WHS, respectively, has led to the growth of the cultural tourism sector, which may have positive economic effects on Malaysia as a whole as well as the local economy and its surroundings.

Though they benefit society economically, tourists can have a negative impact on the locations and their environs if they are not properly handled. Unplanned tourist growth has the potential to alter the architectural style and urban fabric of a historic city while also undermining its appeal as a travel destination. As a result, the special heritage site can degrade and become in need of immediate and ongoing conservation.

To ensure the achievement of this sustainable development (SD) goal, national government authorities should involve the stakeholders at every stage of the procedure, inform and invite them to take part in the planning of, and ideally support the activities (Ibrahim, 2008). However, a local investigation has revealed that the parties involved in the decision-making process have not cooperated or expressed their interests to one another.

According to a study by Ismail (2008), the local communities in Malaysia weren't seriously involved in the early stages of heritage site conservation. Tourists' interactions with the heritage resource were determined to be exclusively aesthetic, while managers' and the community's interactions were purely financial (Din, 2008). The local populations are usually ignored and dismissed as being irrelevant in real-world situations, despite the fact that local involvement is increasingly acknowledged as the most crucial component in order to guarantee the sustainability of the tourism development for the WHS conservation.

Despite there being guidelines on the significance of the stakeholders' involvement in the heritage site management and the planning process of the WHS, there is little evidence to suggest that local communities have been considered to be significant stakeholders, even though they benefit fairly from the development of the WHS around which they have been living for generations.

However, prior research on stakeholder partnerships has indicated that stakeholders including the local community were frequently neglected or ignored and have received little benefit from the growth of WHS tourism globally and in Malaysia in particular. To encourage the sustainability of the heritage sites, decision-making should consider the public's preferences as shown by their WTP value of cultural heritage conservation

(Throsby, 2010). The larger economic value of cultural commodities, as determined by their WTP value, is being accepted by scholars, management decision-makers, and industry globally.

1.2.5 Non – Use Value for Cultural Heritage Site

But very few research have been employed in Malaysia to evaluate the economic value of the cultural goods for the social benefits across the whole nation. Most of the local research were focused on environmental and ecological economics studies and yet no research has been initiated on evaluation of the cultural sites for their heritage conservation (Samdin, 2010; Bann, 1999; Radam & Mansor, 2005; Mulok, 2008). In the cultural heritage field, one always talks about historical value, aesthetic value, scientific value, or social value in which all these values indicate usefulness and benefits that can contribute to the significance of these objects. These values exemplify why individuals or societies believe these artefacts should be safeguarded for the next generations. According to Cassar (2009) there is growing evidence that this value in heritage preservation carries benefits in many areas of life such as in the physical environment, economic development, education, and social development. They are the driving force behind every justification for these things to be regarded as ‘heritage’ which could influence their interpretation and physical conservation.

Non-use value is a significant part of values for many cultural heritage assets, according to Rolfe and Windle (2003). The non-use values are compatible with a number of characteristics that are described as socio-cultural values. They fall under the category of economic values because people are prepared to share resources, including money, in order to acquire or maintain them. This non-use value is growing out of the abstract or

intangible valuation of the resources, such as option value, existence value, and bequest value (Kim, Wong, & Foo, 2007; Throsby, 2007; Throsby, 2010).

Greater obstacles have also developed in estimating these non-use values. Its goal is to quantify intangible values that are not captured by monetary gain. The preservation of these non-use values is a crucial issue since it has positive effects on many aspects of life, including the physical environment, economic development, including local companies, education, information access, and social development (Cassar, 2009).

Jimura (2010), however, argues that in order for the public and the government to recognise these values and be willing to spend money to safeguard them, they must be made evident. The estimated value might give decision-makers a hint as to the value of all unpriced cultural heritage resources taken together.

Even though these non-use values have advantages in many aspects of life, this kind of economic valuation analysis has not yet been officially accepted in Malaysia as a tool for managing cultural tourism and heritage. In order to improve the conditions of a heritage site in this country, no local studies have been used to provide guidance on policy making through the application of the results findings and the techniques that these advantages may be recorded and benefitted from.

In order to make it physically, economically, and socially acceptable as well as equally beneficial for the local stakeholders to preserve their cultural heritage and thereby contribute to the overall sustainable development of the heritage sites, it is necessary to evaluate the economic non-use value of the cultural heritage when formulating heritage development plans. In this regard, it can be viewed as a key method of enhancing the conservation plan's legitimacy and providing justification for the necessary cost. By doing so, it is intended that this economic valuation assessment can prevent future degradation

of the cultural assets and contribute to the preservation of Malaysia's historical monuments and environment.

1.3 The Problem Faced by Lenggong Valley, Perak

1.3.1 Vandalism

Vandalism prevents the usage of resources that cannot be salvaged, which results in financial loss via repair and restoration of the harm done. Vandalism is viewed as destructive and negative activity in all areas. In criminology, vandalism is usually studied by concentrating on either the perpetrator's motivations and techniques or the destroyed environment. Vandalism has long been seen as "absurd, illogical, or even pathological behaviour," according to Levy-Leboyer (1984). Vandalism is now defined as an irrational social behaviour, a rebellion against authority, and a deliberate attack on surroundings that are more vulnerable than others.

Vandalism have become one of the biggest problems that being faced in the World Heritage site. According to (Bosher et al., 2020), its state that unlisted heritage sites account for 10 of the 17 cases of vandalism/theft (33 per cent of the unlisted cases compared to 21 per cent of the UNESCO-per cent of the UNESCO-listed cases). Besides that, this problem also being faced by Cairo According to the International Council on Monuments and Sites (ICOMOS) assessment on global heritage at risk for 2011–2013, Cairo faces major conservation issues as a result of the 2011 revolution's relentless cultural heritage damage (Elsayed, 2020).

The same problem has been faced by Lenggong management at Lenggong valley. Due to the lack of sustainable development in Lenggong Valley, that cultural heritage site is now not being taking care. A lot of crime such as vandalism has accrued in that particular

area. This is because, there is no controlled for visitors to enter due to no admission charge to enter Lenggong Valley. Besides that, there is also no guard to watch visitors' behaviour when they are in the cultural heritage site are. Figure 1.5 shows vandalism at Lenggong valley. By start charging the entrance fee, the entrance for irresponsible visitors can be controlled. Besides that, the money that being collect can be used for repairing the affected areas.

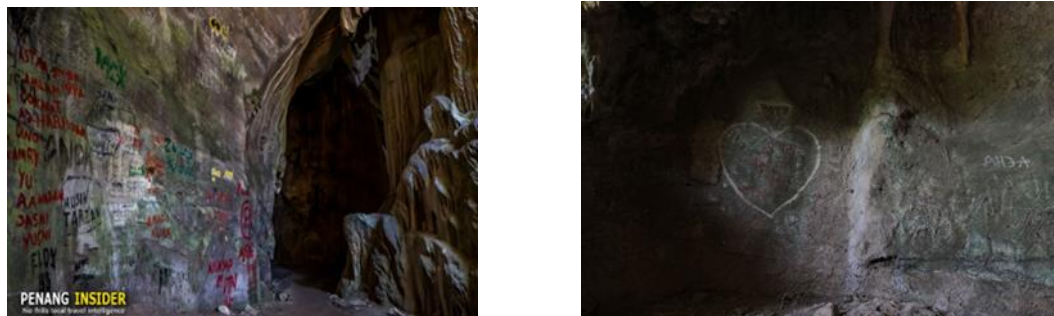


Figure 1.5: Vandalism at Lenggong Valley Heritage site by Penang Insider

1.3.2 Entrance Fees

In Malaysia there are four World Heritage Site (WHS) that being listed by the UNESCO. Three out of four of them charge admission fee to enter the WHS are. Except for Lenggong Valley Cultural Heritage Site there are no entrance fee that being charged for visiting the heritage site or to visit the Lenggong Valley Archaeological Museum. Table 1.1 shows the summary of the entrance fee that being collected in other Heritage site in Malaysia.

Table 1.1: Entrance Fee For Malaysia Heritage Site

Malaysian Heritage Site	People	Adult (RM)	Children 6-18 years old	Children > 5years old	Senior Citizen
Gunung Mulu National Park	Malaysian	15	5	Free	7
	Foreigners	30	10	Free	-
Kinabalu Park	Malaysian	3	1	Free	1
	Foreigners	15	10	Free	15
Historic Cities of Straits Malacca	Malaysian	10	5	Free	-
	Foreigners	20	10	Free	-
George Town	Malaysia	55	35	Free	35
	Foreigners	-	-	-	-

Gunung Mulu National Park, charge RM30 for foreign adult and RM10 for foreign children starting from age 6 years old to 18 years old. While 5 years and below are free. While for Malaysia citizen, adult being charge RM15 and RM7 for Malaysian Senior Citizen. For children above 5 years old are being charge RM5. This fee being charge for visiting and staying in the park for 5 days.

Melaka and George Town, Historic Cities of the Straits of Malacca (2008) sites are also being address as the Cultural sites. For Melaka the living museum of the straits entrance fee to go in for Malaysian citizen will cost RM10.00 for adults and children cost RM5.00. While for George Town, standard Entrance with a self-guided walk, the fee is RM55 for adults and RM35 for children, students, and senior citizens. This show that

each World Heritage in Malaysia required fee for the maintenance. It is importance to charge entrance fee to the heritage site so that the sustainability of that area can be remain. It also will help in develop more facility for the visitors. In order to manage the maintenance of the World Heritage Site there need to charge entrance fee. Therefore, it is important to get know the possible amount that stakeholders such as the local communities and visitor willing to pay value in order to conserve the cultural heritage site of Lenggong Valley. Table 1.2 below shows the distribution of conservation fee for Kinabalu Parks.

Table 1.2: Kinabalu Parks Entrance Fee (Sabah Park)

Particulars	18 Years & Above	Below 18 Years Old	55 Years & Above	Remarks
Conservation Fee (Malaysian)	RM 3	RM 1	RM 1	--
Conservation Fee (International)	RM 15	RM 10	RM 15	--
Mount Kinabalu Climbing Permit (Malaysian)	RM 50	RM 30	RM 30	--
Mount Kinabalu Climbing Permit (International)	RM 200	RM 80	RM 200	--
Botanical Garden (Malaysian) - Program 1	RM 4	RM 2	RM 2	Free (6 years below)
Botanical Garden (International) - Program 1	RM 5	RM 2.50	RM 5	Free (6 years below)
Guided Walk (Malaysian) - Program 2	RM 2	RM 1	RM 1	Free (6 years below)
Guided Walk (International) - Program 2	RM 3	RM 1.50	RM 3	Free (6 years below)
Audio Visual Display (Malaysian/International) - Program 3	RM 2	RM 2	RM 1	Free (6 years below)
Kinabalu Natural History Gallery (Malaysian)	RM 2	RM 2	RM 1	--
Kinabalu Natural History Gallery (International)	RM 3	RM 3	RM 3	--

1.4 Problem Statement

Based on this study, it shows that the local communities are not aware of the benefits they gain through Lenggong Valley as a World Heritage Site. The importance of Lenggong Valley as World Heritage Site involves a proper conservation. In addition to its economic benefits, this kind of conservation is necessary to save the worlds and country's priceless cultural and historical riches. This historical and cultural riches hold the secrets to deciphering the past and in turn influencing a country future. In Malaysia, archeological site like Lenggong Valley hold precious information about Malaysia's early history. Historians wouldn't be able to create a through historical and cultural backdrop for Malaysia without this location.

Furthermore, in order to guarantee that the integrity of the world heritage site is preserved, UNESCO also requires appropriate conservation which is tracked by the periodic report that the state party submit every six years (Paderson,2002). Due to inadequate management and other conservation concern, two world heritage site which are the Oryx Game Reserve in Oman and Dresden Elbe Village in Germany were removed of the list of World Heritage Site by the UNESCO. As a results, by maintaining the world heritage site classification necessitates having an appropriate management strategy, particularly for conservation. From an economic standpoint, historical monuments provide chances for residents particularly those living in rural region that are often blocked off from main tourist stream to become economically developed. A stronger and more suitable tourism industry can be created by transforming the primarily traditional economic activities of agricultural and other recourse extractions into tourism, which has been recognized as a catalyst for economic growth (Allen, Long. Perdue & Kieselbach, 1988; Bryd, Bosley & Dronberger, 2009; Jimura, 2010).

Sadly, many of these archaeological site are being persistently destroyed by the land development, vandalism and looting that threatens the very essence of archaeology and our ability to understand the past. These can be seen in the case of regional archaeological sites that have been impacted by irresponsible human activity, such as the Sangiran Early Man Site in Indonesia, Plain of Jarsin Laos and also Lenggong Valley in Malaysia (UNESCO World Heritage Center, 2008; Department of National Heritage, 2010; Rogers, Engelhardt, Box, Van Den Bergh, Luangaphay & Chantavong, 2003).

Regarding the previous points, people's attitude towards heritage conservation largely determined how they act in respect to it. Numerous research conducted in the past have shown that heritage protection has a variety of effect on the host community (Ballantyne, Packer & Hughes, 2009; Besculides, Lee & McCormick, 2002; Jimura, 2010; Nicholas, Thapa & Ko, 2009; Nyaupen & Timothy, 2010; Linchfield, 1988; Lung, 1988; Karanth et. Al, 2008 and Poria, Butter & Airey, 2003).

Besides that, lacking cooperation and expression of interests amongst groups involved in local decision-making. There is no documented evidence of any significant local community involvement in Malaysia's early heritage site conservation efforts. Moreover, the stakeholders like the local community are frequently overlooked or disregarded and have received relatively few benefits from the development of WHS tourism in Malaysia. Limited information for that local communities that they have been treated seriously as stakeholders, as evidenced by the fact that they have benefited fairly from the creation of the WHS in and around which they have lived for decades.

The economic value of the cultural goods for the heritage conservation also has not been clearly defined so as to justify the benefits for preserving the cultural heritage. There is little

empirical research in estimating the value of the cultural heritage site conservation as a tourism product in Malaysia.

Besides, this economic valuation study strategy has not yet been formally adopted as an aid in the cultural tourism and heritage management in Malaysia. Moreover, economic valuation studies can evaluate the social benefits of the cultural capital. However, only some of them have provided positive opinion on the plan use of the result finding as well as the ways how any of the benefits could be obtained and utilized to enhance the conditions of the heritage sites in Malaysia.

By assessing stakeholders' willingness to pay to protect WHS and examining the factors influencing that willingness among Malaysian communities, this study attempts to fill this research vacuum. The results of this research will therefore provide relevant data to decision-makers and authorities for the strategic management of World Heritage Sites.

It is now necessary to consider the WTP value of cultural heritage when developing the heritage development plan in order to make preserving the cultural heritage physically, economically, and socially acceptable and equally beneficial among the local stakeholders rather than just contributing to the overall SD of the heritage site in Lenggong Valley.

This approach was seen as a crucial tool to improve the proposal's credibility and reduce necessary costs. Thus, it is anticipated that this research project will contribute to preserving the WHS's historic environment and preventing further deterioration.

In order to have a better understanding of this research, as follow are the research statement that require to be addressed:

- The benefits that being gain by the stakeholders on conservation of Lenggong Valley WHS.

- The importance on preserving the Non- Use Value of the Cultural Heritage in Lenggong Valley.
- The amount that the stakeholders willing to pay for conservation and sustainability of Lenggong Valley.
- The factors that influence stakeholders to pay for the conservation and sustainability of Lenggong Valley.

1.5 Research Objective

General Objective

The general objective of this study is to calculate the WTP value for conservation and sustainability of Lenggong Valley as WHS in Perak and also to examine the benefits that being gain by the stakeholders through the conservation of Lenggong Valley WHS.

Specific Objective

- To identify the WTP for conservation of Lenggong Valley method for the cultural heritage goods for the sustainable WHS conservation as world Heritage Site in Malaysia.
- To evaluate the principal stakeholders' attitude and perception on the Lenggong Valley World Heritage Site designation and the impact of tourist infuse towards Lenggong Valley.
- To analysed the effectiveness of Lenggong Valley mana
- To examine the demographic factors that influence stakeholders willing to pay for conservation and sustainability of Lenggong Valley WHS.

1.6 Significant of Study

The need to justify the social benefits of the WHS, which are considered to be global public goods, is cited as the justification for economic valuation studies by Provins, Pearce, Ozdemiroglu, Mourato, and Morse-Jones (2008), Choi, Ritchie, Papandrea, and Bennett (2009), as well as Tuan and Navrud (2008). Despite the fact that there aren't many valuation studies of the WHSs in developing nations, according to Carson, Mitchell, Conway, and Navrud (1997), some do exist. Only 60 economic valuation studies have been conducted globally, compared to hundreds of environmental valuation research (Noonan, 2002; Pearce & Ozdemiroglu, 2002; Ready & Navrud, 2002). However, there have been relatively few economic valuation studies on cultural heritage.

According to Tuan and Navrud (2008), these kinds of economic valuation research can also be very helpful in bolstering findings about the planning of costing schemes for Malaysia's cultural assets. Additionally, this can help policymakers develop a costing plan that would manage sustainable tourism at Malaysia's cultural heritage sites and exploit tourist income for sustainable conservation programmes.

For the Lenggong Valley WHS in Perak, the local population needs to be viewed as a significant stakeholder. The planning and management of heritage should include significant community involvement in heritage conservation and development (Black & Wall, 2001; Hall & McArthur, 1993; Timothy & Boyd, 2003). Therefore, it is critical to provide underlying social advantages to local populations in the decision-making process in order to enable sustainability.

This view is supported by Innskeep (1991) and Pearce as well as Ozdemiroglu (2002) who have stated that the significance of involving the local community in the decision-making processes pertaining to cultural tourism in the SD cannot be overlooked easily. It is

also significant to be aware that the local community is not homogeneous and consists of diverse constituencies. Their views need to be included in the planning process. This can also help dilute any negative perceptions locals may hold about tourists and also can reduce any cognitive conflict.

This current economic valuation study is essential to examine the attitudes and responses of the key stakeholders about the recognition of the Lenggong Valley, Perak, as a UNESCO World Heritage Site and the perception of tourists in Malaysia. To lessen the negative social effects on the hosts, it is crucial to encourage and find support for tourism. The importance of growing economic activities like tourism on WHSs has been emphasised in the Practical Manual for WHS Managers in Managing Tourism at WHS (Pedersen, 2002).

The Malaysian government has adopted equity as a fundamental principle for its national development strategy. However, limited evidence that local populations have been treated as important partners in order for them to fairly benefit from development on the WHS, where they have been residing for centuries in Malaysia. It is crucial to consider a novel strategy for managing tourism and ensuring the sustainable conservation of the nation's cultural heritage as a local resource through the development of complementary partnerships between stakeholder groups.

According to Pendlebury, Short, and While (2009), the classification, valuation, and organisation of conservation issues in the context of dynamic and diverse urban institutions are all complicated by the urbanisation of a WHS.

Due to financing shortages, lack of awareness, and the owner or occupier's unwillingness to recognise the worth of what may be modest components of a valuable urban collection, heritage resources in this metropolitan region also suffer from progressive degradation of the structure fabric (UNESCO, 2009a).

Lenggong Valley status as the cultural heritage site could be in a great danger. Therefore, this study is important for the local policymakers to accommodate and successfully adopt any new guiding tools if they are to conserve and improve the physical and social organization upon which localness as well as financial strength can be established in Malaysia.

1.7 Organizational of Chapter

The paper is organized as follows, in Chapter one it consists of seven subtopic which include the introduction, Research Background, the problem Faced by Lenggong Valley, Perak, Conservation of Challenges, problem statement, research objective, significant of study and last part are the organizational of chapter. Chapter 2 discuss a review of applicable economic theory and also past studies that have been done by other researcher regarding willingness to pay and the application of contingent valuation method (CVM) in related areas. Chapter 3 will address the methodology and framework used to carry out this study. Chapter 4 will discuss the results of the study in the form of willingness to pay among local community and the factors affecting the conservation. Finally, in Chapter 5, consists of a summary of the results, the implication of the study and limitations of study and recommendations for future studies.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The literature review for this research project is included in this chapter. This literature review's objective is to clarify the theory underlying the cultural heritage value in order to manage heritage site conservation in a sustainable manner. This section covers the concept of cultural heritage conservation in general, including how UNESCO contributes to the WHS designation, its rules, and tools for safeguarding cultural heritage, and the advantages of receiving the designation. This Chapter also reviews the fundamental ideas of cultural capital and the topic of economic assessment of a cultural heritage through appreciating its value. This topic is crucial since heritage conservation has always been justified by its value. This Chapter also considers the function of cultural heritage resources as tourist attractions for WHS preservation.

The valuation of the cultural heritage's non-use value is also covered in this chapter, along with international practises in this area. The assessment and analysis of other procedures could contribute to improving the validity of the study's objectives. The involvement of stakeholders is discovered to be very important in the valuation of a cultural heritage in order to realise the concept of the sustainable WHS conservation. Because of this, it has also been recognised as important and essential for the long-term preservation of WHS for stakeholders to participate in the assessment of heritage value and cultural heritage management. Prior to using them for the sustainable management of the WHS conservation, all these issues have been studied as requirements and may help us identify the theory and principles of the cultural heritage value in brief.

2.2 Cultural Heritage Site Conservation

The term "cultural heritage" refers to both tangible and intangible assets that contain distinctive aspects that have captured the spirit and character of the country. These include historic buildings, locations, customs, and other significant properties. Cultural heritage is the collective legacy of a state, a cultural group, and most importantly, of all people. The preservation of cultural heritage is crucial. The safeguarding of cultural heritage materials forms the main tenet of conservation. When attempts are made to stop the deterioration of the historical resources over time, conservation becomes more important (Tunbridge & Ashworth, 1996). It places a strong emphasis on making the most of heritage assets so that people can enjoy them and utilise them recreationally while also working to preserve the heritage's essential values for coming generations (Pearce & Ozdemiroglu, 2002).

According to Timothy and Boyd (2003), government agencies in developing nations often list and protect heritage at the national level. As a result of the numerous associations and conservation organisations, quasi-public types of guardianship are becoming more popular in industrialised countries. Beyond national borders, there are a number of international organisations that act as the protectors of the organisations in charge of designating and protecting culturally significant objects. Additionally, the most well-known organisation is UNESCO, whose World Heritage Listing (WHL) seeks to protect and confer international prestige on buildings or locations of special historic, cultural, and ecological qualities throughout the world.

2.3 The World Heritage Listing

The Convention Concerning the Protection of the World Cultural and Natural Heritage, which sought to promote the conservation of the cultural and natural heritages

throughout the world that have exceptional universal significance to humankind, was adopted by the UNESCO General Conference at its 17th session in Paris. As a result, starting in November 1972, the concept of the World Heritage Listing (WHL) was introduced (UNESCO, 2009a).

The WHL serves two purposes: First, it serves as a tool to encourage conservation of the rare and vulnerable sites. Second, it serves as a means of acknowledging that some places are of substantial significance as cultural or natural sites for the entire international community to feel responsible for them. A nation makes a commitment to maintain its site by signing up to the Convention. The WHL has eleven requirements for membership. The classified sites must meet three inclusive criteria, namely distinctiveness, historical authenticity, and integrity or intactness, and at least one of the ten criteria (UNESCO, 2013a).

Cultural heritage sites are covered by the following criteria (I) to (vi), whereas natural heritage sites are covered by criteria (vii) to (x) (Table 2.1). Twenty states approved the execution of these conservation principles, which got under way in 1977. The initial listings of the WHSs for 12 sites were selected in 1978. The WHL consists of 981 sites, 759 (77%) of which are associated with culture, 193 with nature, and 29 with both (combined cultural and natural heritage). The Convention presently spans 160 nations (UNESCO, 2014). Many people view the increase in the number of WHSs in the second half of the 20th century as the most significant success of conservation efforts (Abdul Ghafar, 2006).

Table 2.1: The Criteria of Outstanding Universal Value for UNESCO WHS (UNESCO, 2013a, p. 20)

Criteria for Cultural Heritage Site	
Criteria i	To represent a masterpiece of human creative genius.
Criteria ii	To exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town planning or landscape design.
Criteria iii	To bear a unique or at least exceptional testimony to a cultural tradition or to a civilization, which is living, or which has disappeared.
Criteria iv	To be an outstanding example of a type of building, architectural or technological ensemble or landscape which it illustrates significant stages in human history.
Criteria v	To be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change.
Criteria vi	To be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance. (The Committee considers that this criterion should preferably be used in conjunction with other criteria).
Criteria for Natural Heritage Site	
Criteria vii	To contain superlative natural phenomena or areas of exceptional beauty and aesthetic importance.
Criteria viii	To be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features.
Criteria ix	To be outstanding examples representing significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals.
Criteria x	To contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation.

2.3.1 The Benefits Of The Unesco Whs Listing

Across many aspects of life, including the physical environment, economic development (including a rising local economy and enterprises), education and access to knowledge, as well as social development, there is emerging evidence that cultural heritage preservation is beneficial.

2.3.1.1 Environmental Benefits

The designation of the WHSs, according to Shackley (1998), might result in greater focus, planning, preservation, and marketing of the assets, which could improve site conservation. In order for the site to be granted a WHS designation, the State Party of WHSs should also include a Management Plan and a strong legislative framework in the Nomination Documents.

According to UNESCO (1999), the consultation of the stakeholders may result in an increase in the degree of partnership engagement as a result of this WHS status. The Management Plan must be created as a result of this consultation. The site management and conservation strategies may be improved throughout the recommendation process with the successful designation of the WHS. In addition, UNESCO offers the State Parties a range of international support, including emergency help, preparatory assistance, education and study assistance, and technical collaboration (UNESCO, 2007).

According to Pedersen's findings from 2002, the WHS's restoration has significantly improved the resources available for tourism. The growth of tourism has facilitated the success of educational initiatives that may inspire visitors from around the globe to experience one another's cultures. As a consequence, it has been discovered that the

heritage sites have benefited the tour operators in order to get financial benefits as well as the prospect of financing much of the necessary heritage site conservation work.

Additionally, it has been shown that the local historic environment considerably supports local trade and industry by enticing new trades and populations, encouraging people to spend money locally, and enhancing the area as tourist attractions. Additionally, it has been discovered that the development and rapid growth of tourism activities as a result of the WHS status has increased the migration of people who were drawn to the sector by its opportunities and the employment opportunities provided by the urban expansion impact of tourism industry investment (Pedersen, 2002).

By including the local population in conservation initiatives, global collaboration in preservation efforts has also raised awareness among them. According to Black and Wall (2001), the UNESCO WHS designation has significantly enhanced peoples' awareness of and dedication to the environment. The need to preserve and protect a site's historic assets for future generations may be better understood through raising awareness of the place and its history (Lake District World Heritage, 2009).

2.3.1.2 Economic Benefits

Lazrak, Nijkamp, Rietveld, and Rouwendal (2008) concluded that, generally speaking, cultural heritage might provide a variety of market gains, such as tourism revenues and disperse the hospitality and facilities sectors. However, according to Tunbridge and Ashworth (1996), there is conflicting data about the economic advantages. These UNESCO sites have been determined to have significant economic benefits in some circumstances. There were, however, several locations whose designation appeared to have not changed much.

Additionally, experts have shown that there are three keyways that a designation might support the site's economic growth. First, the media attention a worldwide honour brought about. This has made it possible to launch marketing campaigns and construct brands that may capitalise on the high level of public familiarity for the website. Contrarily, detrimental developments like dilapidation and profit-making may result from the site's marketing as a WHS (Bianchi & Boniface, 2002).

Cultural tourism has been shown to be the most clear and open use of the heritage economically (Tunbridge & Ashworth, 1996). The second results from the ability to bring in new firms and investments, and finally, advantages might come from receiving additional financial support for the administration of this historic place. According to Bianchi and Boniface (2002) and Smith (2002), the site might benefit from a WHS listing and lure foreign tourists as a result of its WHS status. This noteworthy news could increase the number of international visitors to the destination or city in question (Frey & Steiner, 2010). It has been determined that the local economy can benefit from this cultural wealth as a result of the WHS classification.

The UNESCO WHS designation may often increase economic significance through global tourism, as stated by Xiang (2009) in his study. The economic potential of the past may be realised through historical tourism. As a result, it has emerged as a key justification for developing nations like China to submit applications for the UNESCO WHS designation (Xiang, 2009). According to Rifai (2006) and UNWTO (2008), about 40% of all foreign travel may be influenced by heritage and culture.

Furthermore, it has been discovered by Kamamba (2003) and Kim et al. (2007) that cultural tourism in underdeveloped nations contributes to the generation of tourist income

that aids in legacy preservation. Additionally, Din (2008) discovered that cultural heritage affects local wealth, including small enterprises. Additionally, the enormous influence of cultural heritage has sparked small- and medium-sized commercial enterprises as well as the expansion of new expertise and markets.

However, cultural tourism should ideally assist the local populations economically, according to Xiang (2009). It offers them an important means and motivation to maintain their customs and cultural identities as well as to improve the standard of living in the local communities. The majority of developing nations clearly have financial difficulties in paying for the preservation of historic sites (Kim et al., 2007; Nuryanti, 1996; Xiang, 2009).

Nearly all local and national governments have encountered a similar problem when they discovered that they were unable to preserve and enhance the vast majority of their most priceless historic sites and settings (Steinberg, 1996). The World Heritage Fund, which has the WHS designation, is thought to be able to address the issue (WHF). Hawkins (2008), however, noted that the WHF has contributed around USD \$4 million yearly to support the identification, preservation, and promotion of the sites.

According to UNESCO's 2007 guidelines, the emergency fund is intended for vital tasks caused by damage from either man-made or natural disasters. Additionally, if a site is determined to be in danger, the State Parties' attention and resources should be focused on the demands for preservation of these specific endangered sites. It is thought that the WHS designation can draw the attention of potential benefactors. Additionally, Frey and Steiner (2010) discovered that donors who regularly give money for charitable, artistic,

or spiritual causes were willing to contribute more to the WHS. Additionally, the elevated popularity can attract additional contributors.

2.3.1.3 Social Benefits

Even though each WHS is located within a specific nation, the conservation efforts have benefited the whole world as well as future generations. The WHS designation can consequently provide significant social advantages, especially to the local population, in addition to its worldwide significance. According to UNESCO, the majority of WHSs have promoted vigorous public engagement and inclusion. The UNESCO Convention states that the States Parties have been compelled to include the general public and locals in raising awareness of and conserving national cultural assets.

In order to serve a purpose in the community's existence, the States Parties are encouraged under Article 5(a) to develop a general policy to preserve the cultural and natural legacy. As a result, duties that go beyond the particular places listed on the WHL are applied. These conditions are also fulfilled by the UNESCO Recommendations Concerning the Protection, at National Level, of the Cultural and Natural Heritage (UNESCO, 2002).

Due to increased demand for services, the WHS designation has been proven to have significant social advantages that will boost community sustainability (Engelhardt, 1997). Furthermore, Timothy and Boyd (2003) discovered that the preservation and reuse of historic buildings in urban areas improved both the air quality and the liveability of the city centres. Because of the leisure options made available as a result of the growth of cultural tourism, health and well-being were enhanced. As everyone has come to understand with the WHS, maintaining a high standard of living and an active daily life

is a strong socioeconomic justification. It has been discovered that the WHS has improved the livelihoods and quality of life of the local population, which is beneficial for the long-term viability of the heritage resource (Xiang, 2009).

The social redevelopment of neighbourhoods and communities may result in the restoration of old city centres (Laws & Pan, 2008). Physical access to historic structures is a key determinant of a community's quality of life. The older communities have, nevertheless, been proven to have employment, residential, retail, and recreational functions. For all of these reasons, it is important to preserve the contemporary and environmentally friendly environment for next generations.

This historical setting was made to be a part of the legacy because it has unique and vibrant signs of human activity. Community pride, local pride, and a source of identity are all represented in the knowledge, beliefs, and traditions of the varied groups. Additionally, Smith (2002) said that the political backing at the municipal, state, and federal levels helped the WHS listing. Shackley (1998) asserts that the WHSs have fueled nationalism. Jimura (2010) and Smith (2002) agree that the WHS designation has the potential to strengthen relationships between various entities within a WHS. ICOMOS (1999) predicted that a WHS urban zone will develop into a magnet for individuals who live there.

Orbasli (2000) further claimed that the WHS designation may raise community pride in and understanding of its culture. According to the Lake District World Heritage (2009) assessment, the region's WHS classification has become an instrument for fostering community pride and self-assurance. Numerous studies conducted in the UK have found

that the WHS designation has increased locals' feeling of pride in the region's heritage (Vaidyanathan, 2010).

The WHS designation is said to have served as motivation for the creation of educational and learning initiatives as well as for raising public awareness (Hawkins, 2008). According to Hawkins (2008), their ancestry has helped them comprehend and appreciate the many ways that successive generations and communities see its values. Because to the community's active involvement, preservation of the historic environment has been promoted.

Programs for heritage and environment education are present in almost all WHS and are supported by UNESCO. A number of training seminars were held by the UNESCO World Heritage Centre to promote education for sustainable development (ESD) (UNESCO, 2006). Innovative methods for educating people about the historic surroundings and exposing them to fresh settings, various cultures, and global influences were also encouraged. One of the goals of the programmes in Southeast Asia is to, among other things, promote teachers' involvement in knowledge-based conservation programmes for the preservation of historic towns and landmarks. Second, by providing teachers and educators with a methodology and set of teaching resources, these programmes might encourage young people to participate in WHSs by participating in artistic projects that could reflect their local settings, problems, and concerns. The WHS status is thought to have increased locals' awareness of and interest in WHS programmes and projects (Black & Wall, 2001).

Additionally, the community's participation in historic conservation has been supported by the UNESCO World Heritage Centre (UNESCO, 2013b). Most WHSs have

performed around averagely in the area of education and training, according to the study. However, research in the last few years has indicated that a global reputation might also spur regional interest and draw tourists (Black & Wall, 2001).

The approved heritage sites have received professional advice and technical support from UNESCO in the form of a comprehensive site manager's manual. According to Hawkins (2008), it offers guidance on a wide range of administrative issues, including hiring, budgeting, understanding, promoting, and guest registration. Expert counsel has served as the foundation for valuing and protecting the historic environment. Helping those to refine and clarify the values has been essential in differentiating, correlating with, and upholding the values of the areas. Additionally, it has been discovered to be crucial to transfer the knowledge needed to preserve the heritage site around the globe.

2.4 Values of Cultural Heritage

According to UNESCO's Operational Guidelines for the Implementation of the World Heritage Convention published in 2013, both the natural and cultural heritage collectively belong to all people and are irreplaceable and precious. The examination of decisions pertaining to cultural heritage can easily be linked to a straightforward economic notion such as scarcity and opportunity costs. What can be retained and what cannot is outlined in the Guidelines. How much restoration or remodelling is necessary? Decisions about conservation should be based on whose wishes. According to Cannon-Brooke (1996), heritage professionals have feared that the cultural decisions will ultimately be transformed into economic ones despite the evident applicability of the economic principles to answering such problems.

In any event, these experts were not deterred by financial considerations instead, they made choices solely on the basis of culture. Numerous research have shown that this situation has altered. First, during the 1980s and 1990s, budget cuts and tighter financial restrictions had an impact on heritage managers all over the world. Second, conservationists discovered that not all economics were insensitive; rather, they may propose reasonable solutions that could help to achieve better conservation outcomes (Hutter & Rizzo, 1997; Peacock, 1998; Rizzo & Throsby, 2006; Rizzo & Towse, 2002).

However, cultural legacy assets may be regarded as economic capital, according to Throsby (2010). Investment of resources in their production or creation would be required for the conservation of this cultural treasure. The researcher believes that eventually the cultural heritage assets could serve as ongoing resources for capital services as well as stores of value. If not preserved, their worth would decline. Furthermore, a lot of academics have argued that cultural capital is a type of capital that is unique from other types of capital (Cheng, 2006; Throsby, 1999; Ulibarri, 2000).

The concept of treating legacy as cultural capital appeals to certain economists and policy analysts. By classifying heritage as capital, theories like investment, depreciation, rates of return, and others might be used to assess and manage it (Throsby, 2010). In addition, viewing heritage as cultural capital may create a connection with the well-known theory of natural capital, which is a cornerstone of the field of ecological economics (Costanza, 1992; Edward Jones, Davies & Hussain, 2000; Jansson, 1994; Tisdell, 2003). Natural capital, which is sometimes referred to as biodiversity, includes both renewable and non-renewable resources. These natural occurrences have been thoroughly covered by Harmon (2007). According to other evaluations, the parallel notion of cultural capital may be able to help with the development of the cultural policy (Harmon, 2007).

The only justification for heritage conservation is value. Mason (2002) asserts that if something has no value, no community will make any effort to preserve it. However, Throsby (2003) asserts that values have two definitions: first, as an ethical philosophy or other notion serving as a guide to action; and second, as the degree of excellence and character recognised in objects, particularly the high-quality character (authentic and prospective). The second definition, however, is the one that this research study is concentrating on most.

Value is used to denote utility and advantages in the second definition. Heritage has been categorised by English Heritage as an academic pursuit, but it also serves influential, symbolic, and other social roles (Mason, 2002). A heritage site, building, or artefact can have a variety of values, as was said above. A heritage location might be quite valuable. The Consulting Group Allen (2005) asserts that segregation may not make use of heritage as a good or resource. It is a characteristic of a variety of products, together with other characteristics and services.

Mason provides yet another significant understanding of heritage values (2002). Heritage values are dependent on other things and cannot be independently defined. The conservation topic frequently makes assumptions about heritage values. Heritage values are not something that can be found, set, or constant. Mason (2002) asserts that the interaction between an artefact and its settings has generated values that do not come directly from the artefact. The social, historical, and even spatial settings should be considered in order to understand the significance of the artefact and its circumstances.

However, according to Xiang (2009), specialists studying legacy as a work of art or historical evidence typically express values. The environmentalists have recently taken into

account additional aspects like budgets, cultural change, societal norms, and social issues. Some researchers, including Ready & Navrud (2002), felt that some elements hadn't been fully considered in the area.

In the literature on heritage economics, the vocabulary categories have been spelled out in plain terms and are well known (Ready & Navrud, 2002; Throsby, 2001, 2007; Tuan & Navrud, 2007; Tuan, Seenprachawong & Navrud, 2009). The qualities of cultural products as defined by Throsby (2007) include their aesthetic qualities, symbolic value, spiritual significance, historic significance, authenticity, integrity, uniqueness, and more.

2.5 Categories Of The Heritage Value

The phrases "economic value" and "culture value" have recently been distinguished in two meta-categories of heritage value. Furthermore, according to Zhang (2010), cultural heritage should have both cultural and economic values. According to Throsby (2001), the economic-cultural distinction has been used to calculate the value of a cultural good within the framework of the conventional economic model.

Examples of the heritage value typologies compiled from various research and organisations are shown in Table 2.2. The typologies divided the same idea into distinct segments when summarising it. The value categories typically associated with historic sites and conservation issues are listed in the Table. But not every historical site is valuable in the same way. However, according to Mason (2002), in order to influence decision-making, conservation planning and management must take these categories into account.

Table 2.2: Typologies of Heritage Value Summarized by Different Researchers and Institutes (Table formulated by Noor Fazamimah, 2014)

Reigl (1902)	Lipe (1984)	English Heritage (1997)	Frey (1997)	Australia ICOMOS Burra Charter (2013)
• Age • Historical • Commemorative • Use • Newness	• Economic • Aesthetic • Associative-symbolic • Informational	• Cultural • Educational & Academic • Economic • Resource • Recreational • Aesthetic	• Monetary • Option • Existence • Bequest • Prestige • Educational	• Aesthetic • Historic • Scientific • Social/Spiritual

The values in Table 2.2 share a great deal of similarities. The main distinction between these historic values, according to Throsby (2001), can be found in the various theoretical frameworks and approaches used to express them. The two main kinds of legacy values are social-cultural and economic, and they each have various frameworks and techniques. The same broad spectrum of legacy assets has been categorised using two alternative approaches, based on economic and cultural factors (Throsby, 2001).

Table 2.3: Heritage Values Typology (Throsby, 2001)

Socio-Cultural Values	Economic Values
Historical Cultural/symbolic Social Spiritual/religious Aesthetic	Use (market) value Non-use (non-market) values Beneficial externalities

Furthermore, according to Throsby (2001), the group of socio-cultural values is neither distinct nor unambiguous. In reality, they spread widely. The classes of the economic values pillar are intended to be distinct from one another, unlike this group, which is not intended to be like the others. The full debate of social, cultural, and economic values is as follows:

2.5.1 Social- Cultural Values

According to Klamer (2003), the conventional pillar of conservation, where values were emotionally connected to an entity, structure, or location, has been found to be outperformed by the social-cultural value. This is because they have had importance for people or community groups because of their age, beauty, ingenuity, or connection to a significant person or event (otherwise). It is observed that some of the socio-cultural value types summarised in this thesis overlap (Klamer, 2003; Mason, 1998; Throsby, 2001). For example, the ongoing use of a historic mosque by a congregation.

One could categorise the past involvement of the ancestors in neighbourhood development and prayer in the mosque as a spiritual or religious value. It might also be seen as having historical value. An aesthetic value might be said to be the structure's and its fixtures' distinctive designs. Then, the usage of the mosque for secular events could be viewed as having societal significance. All of these uses, though, are thought to be closely connected. When making management or conservation decisions, it is crucial to understand that these uses have a variety of values since they are discovered to connect to a variety of historical values to different stakeholder groups.

2.5.1.1 Historic Value

The fundamental idea of legacy is based on its historical significance. Mason (2002) asserts that a site's historical qualities can be found in the fundamental character and relevance of heritage objects. However, a site may have historic value if it has been impacted by a historical figure, event, period, or activity, according to the Australia ICOMOS Burra Charter (2013). The educational and aesthetic values are the two most important subcategories of historic values.

According to Frey (1997), archaeology, or an artist's innovative interpretation of the historical data embodied in the heritage, has educational value since it offers the chance to gain knowledge about a previous era in the future. The artistic value of a work is determined by its uniqueness, superiority, suitability as a model, mastery of a particular artist, and other characteristics. It also falls under the heading of historic importance (Frey, 1997).

2.5.1.2 Cultural Value

The values of a culture are another concept of heritage. It has been discovered that there cannot be legacy without cultural value. The cultural value could be contradictory, unstable, contested, unaccountable, and devoid of any quantitative or qualitative traits (Mason, 2002). Throsby (2001) has added aesthetic, spiritual, social, symbolic, historical, and authenticity qualities to this classification, though. There, it is discovered that cultural values are crucial for fostering cross-cultural relationships. They may be rooted in history, politics, ethnicity, or other forms of coexistence.

2.5.1.3 Aesthetic Value

However, the aesthetic value would refer to a place's sensory sense (Australia ICOMOS Burra Charter, 2013). A structure, an entity, or a location's design and development have all contributed to aesthetic value. According to the Australia ICOMOS Burra Charter (2013) and the UNESCO & Institute for Tourism Studies (2007), the aesthetic value encompasses all of the senses, including the form, scale, colour, texture, and materials of the building or scenery, as well as the smells and sounds associated with the location and its use. So, the sensory experience that a heritage site might provide can be referred to as such. Mason (1998) asserts that aesthetic value—possibly the most

unique and particular of the several socio-cultural value types—has a strong bearing on pleasure.

2.5.1.4 Social Value

The Burra Charter's definition of social worth encapsulates the spiritual, political, national, or other cultural response to an influential or minor organisation. This idea ought to roughly correspond to the idea of social capital (Mason, 2002). She has added, however, that social values derived from history have enabled and encouraged social structures such as groups, communities, and societies. While Williams (2004) has incorporated the place attachment elements to the heritage value, Klammer (2003) has considered social gatherings like celebrations, markets, picnics, or other activities to be the social value of a heritage site. He has added, however, that place attachment should be understood to refer to the social interactions, racial characteristics, or other affiliations of that local community or national groups of their home area.

2.5.2 Economic Values

The economist valuation is one of the most effective ways for the public to understand, evaluate, and decide on the relative worth of items (Throsby, 2007). The socio-cultural values described above have been discovered to be strongly entwined with economic values, which were primarily differentiated because they were evaluated by economic studies (Mason, 2002). In other words, it has been discovered that the economic values differ because they can be evaluated by individual consumers and business decision-making (utility) in terms of price (Mourato & Mazzanti, 2002). Not all economic values, though, have been determined by market prices.

Heritage items are items of monetary value (Provins et al. 2008). Materials that can contribute to a person's wellbeing for whatever reason are referred to as economic goods. This is due to the fact that ancestry has been proved to be beneficial for wellbeing (Mourato & Mazzanti, 2002). Economics has generally understood and accepted a number of cultural heritage assets as belonging to a class of goods. Then, according to Holcombe (1997), Noonan (2002), Ready & Navrud (2002), and Throsby (2010), they are classified as public goods. Because of the preservation of the history, a public good by definition would have some economic worth.

According to economic theory, a public good is one whose advantages can be enjoyed by all members of a given community. Non excludability and non-rivalry are two of its qualities (Holcombe, 1997; Noonan, 2002; Ready & Navrud, 2002; Throsby, 2007). The free access and nondepletable qualities of these items have since been used to describe them. Everyone should take advantage of its accessibility. As a result, no one should be denied access to it. Moreover, once someone has benefited from the good, its quality won't degrade (Noonan, 2002). A public good is one that, according to Samuelson (1954), should be made available to all consumers at no additional expense once it has been generated for some consumers.

Ready and Navrud (2002) emphasise excludability as a key factor in maximising the value of the public goods. When products are manufactured, they become available for consumption, and if individuals struggle to get them, they are seen as non-excludable. Products with cultural heritage may have varying levels of excludability (Ready & Navrud, 2002). The impossibility of several customers to consume the same good is then considered rivalry. The terms joint-in consumption and collective consumption are also used to describe items that are non-rival consumption goods.

Many cultural heritage commodities may exhibit intermediate levels of rivalry, according to Ready and Navrud (2002). They have, however, classified those as purely public goods. The items must possess the non-excludability and non-rivalry in consuming qualities. Since public commodities cannot be exchanged anywhere, they are categorised as non-market products (Throsby, 2010). Their advantages have developed independently of traditional market mechanisms.

A number of value categories can be added up to equal the economic worth, as shown in Figure 2.1 below. The Figure depicts the division of the direct use-value and indirect use-value taken from the literature.

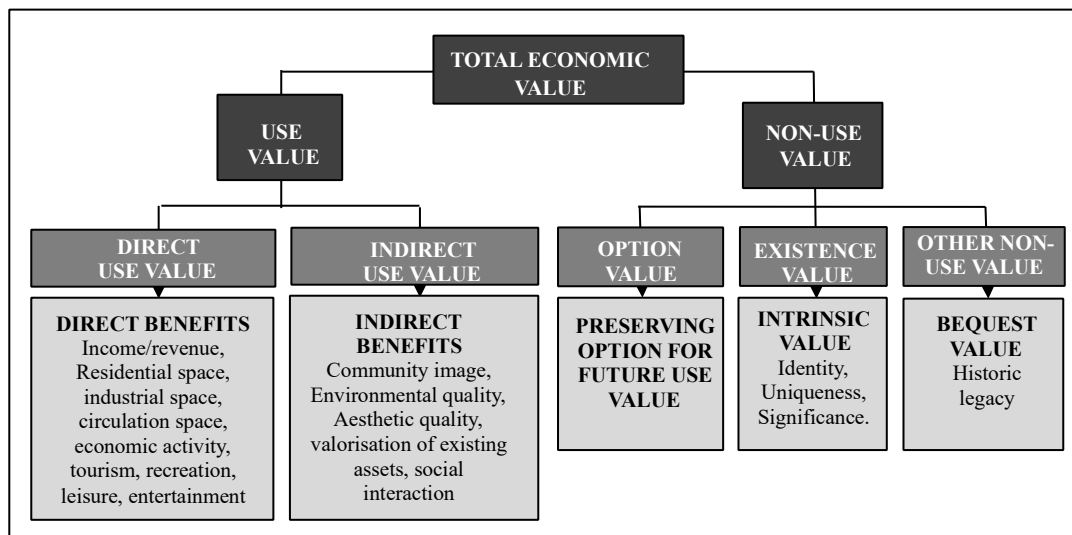


Figure 2.1: Categories of Economic Value of Cultural Heritage (Mason, 2002)

2.5.2.1 Use Value (Market Value)

According to Throsby's definition from 2007, "use value" refers to the value that is owed to everyone, including families and businesses, when they directly utilise heritage services. However, use values are market values, according to Mason (2002), and primarily refer to the values attained via the actual use of the goods or services connected

to a heritage property. For instance, all of these things, such admission fees to a historical monument, the cost of the land, and the salaries of the employees, have been classified as having use value since they have been exchanged in the market. According to the neoclassical approach, economists have identified these use values as being sensitive and have typically referred to them as prices (Throsby, 2010). This use value can be classified into direct and indirect use value.

A consulting firm According to Allen (2005), "direct use value" refers to the tangible components of any historic home, structure, etc. that have "use value." Because stakeholders would reap extra benefits from using it, the heritage's use value may rise in value. However, a sense of identity, social interactions, and artistic uses of the past can also be advantageous (Mason, 2002). When determining the direct use value of a historic building used for businesses, marketers discovered that the direct use values were favourable. The heritage status would result in positive premiums on the price of homes or other buildings, according to Throsby's (2010) analysis.

2.5.2.2 Non-use Value (Non- market Value)

The non-use or passive use values have been the second aspect of the individual valuation. These cultural heritage qualities that are passively used and are not determined by market processes but are solely appreciated by individuals were classified as non-rival and non-excludable public goods (Throsby, 2001, 2010). Mason (2002) also discovered that non-use values were challenging to translate into economic values because they could not be represented in terms of price because the goods were not exchanged on the open market. For instance, many sociocultural ideals were also ideals of non-use. However, because stakeholders were prepared to invest money on their preservation, they were able

to acquire some economic worth. Non-use value was discovered to constitute a significant part of values for many cultural heritage assets, according to Rolfe and Windle (2003). In contrast, Seenprachawong (2006) discovered that this non-use value was more significant than the direct-use value in his research in Thailand.

For the past 20 years or so, research in environmental and ecological economics has discovered three categories of non-use value that are connected to legacy among the non-market benefits of the natural environment (Throsby, 2007, 2010). This non-use value is accounted for by the heritage's intangible assessment, such as option value, existence value, and bequest value (Kim et al., 2007; The Consulting Group Allen, 2005; Throsby, 2007, 2010). Below is a more detailed explanation of these terms.

i. Option Value (Preserving Option for Future Use Value)

According to The Consulting Group Allen (2005), option value is the worth that a person or individual places on an option when he or she has plans to visit a historical site. This choice indicates that someone will be able to take advantage of the heritage's offerings in the future.

ii. Existence Value (Intrinsic Value)

Existence value, often known as inherent value, refers to how much people respect a heritage even when they may not directly benefit from it. It has been discovered that people think they might profit from the legacy because of its permanence. People would feel a great loss if it were destroyed (The Consulting Group Allen, 2005).

iii. Bequest Value (Historic Legacy)

The desire for future generations to inherit a heritage item, which subsequently becomes a shared cultural legacy, may be the source of bequest value. This idea, it has

been discovered, suggests that our future generations should bear some responsibility for heritage asset preservation.

All of these criteria have to be taken into consideration when estimating the economic value of a cultural commodity or service. They can be assessed by determining how much money is donated voluntarily to pay for the use of these resources, such as through donations to a designated fund or an earmarked tax increase (Throsby, 2010).

2.6 The Importance Of Economic Valuation For The Cultural Heritage Conservation

Cultural legacy has a multi-component, multi-significant, and multi-characteristic environment, according to many experts, making it a miscellaneous good. It can contribute to the creation of personal, public, and shared advantages for current, prospective, and future users as well as non-users (Mason, 2002; Mazzanti, 2002). The advantages of cultural heritage depend on how sources are paid for, and as a result, how management and services are controlled, planned, and delivered. The welfare, mindset, and engagement of stakeholders with the cultural heritage would necessarily be impacted by the financial administration. According to the research study, the three main sectors of managing, financing, and resource allocation are covered by the economic valuation tool that might be useful to policy makers and managers.

2.6.1 Management of Cultural Heritage Site

These forms of economic valuation studies, in accordance with Mason (2002), may support decisions and policies on the provision of adjustments, attractions, shows, or enhancements for these cultural assets in order to maximise profits, revenue, and accessibility. According to Ahmad (2009), Hanley and Barbier (2009), Afroz, Hasan,

Awang, and Ibrahim (2005), as well as Samdin (2010), evaluating contamination, tourism, and development destruction of cultural places can also be done using the economic value study approach. The results of these analyses have helped management determine the type and level of conservation and to give priority to competing projects at the fundamental level (Mason, 1998; Nijkamp & Riganti, 2008).

Furthermore, according to Tuan and Navrud (2008, 2007), this kind of economic valuation research study may calculate the demand for cultural assets, as well as the cost and profit elasticity of that demand. Other than that, it would be utilised to assess the anticipated demands of non-visitors and to look into the causes of such a need (Mason, 2002). Avrami et al., 2000; Provins et al., 2008; Throsby, 2003, 2007) have suggested that an economic valuation research might be helpful in designing appropriate price mechanisms for cultural venues who pays what, when, and how.

Once more, the economic valuation research study would be able to analyse visitors' experiences and wants before and after their stay, as well as their socioeconomic characteristics (age, sex, membership, income, education, attitudes). These factors could all be used to describe spending habits and frequency of visits. This kind of research could be used to determine which groups might not travel due to costs and certain restrictive management practises, as well as to assess the effects of congestion-reduction measures. (Tuan & Navrud, 2007, 2008; Ready & Navrud, 2002).

2.6.2 Financing the Cultural Heritage

When it comes to funding for cultural heritage, an economic valuation assessment can be utilised to assess the situation and calculate the WTP value for the asset's accessibility, preservation, and development (Avrami et al., 2000; Nijkamp & Riganti, 2008). An

economic valuation study can also be used to assess the costing structure for cultural places, including fair pricing, socio-economic price disparity, controlled prices, intertemporal price bias, and so on, according to Kim et al. (2007) and Mason (2002). In addition, it may be used to look into how different socioeconomic groups' willingness to pay differed (Ready & Navrud, 2002; Tuan & Navrud, 2007, 2008).

The difference between the community's revenue from its cultural legacy and the cost of providing it would be quantified by an economic valuation analysis (Choi et al., 2007; 2009). Additionally, this kind of research would aid stakeholders in planning funding strategies like municipal and general taxes, individual donations, money, entry fees, and public-private partnerships. It can be utilised to research cultural heritage justifications as well as to build incentive systems to finance conservation (Lazrak et al., 2008; Nijkamp & Riganti, 2008; Tuan & Navrud, 2008; Tuan et al., 2009).

2.6.3 Resource Allocation

According to Cheng (2006) and Throsby (2002), an economic value research could be used to inform policy choices like allocating funds between community expenditures for cultural heritage and other sectors. Additionally, public participation in the economic valuation study could be used in strategic policy to allocate cultural budgets among competing institutions and areas and to seek community assistance (financial and non-financial) for the cultural area or a specific cultural organisation (Anh, 2001; Francillon, 1975; Hajialikhani, 2008). (Kim et al., 2007; Mason, 2002).

This kind of economic valuation assessment can also be used to benchmark the organisations' standing and the satisfaction of the public with the current cultural services (Anh, 2001; Francillon, 1975; Hajialikhani, 2008). The outcomes of these kinds of

economic valuation studies may be used to gauge and prioritise actions in the cultural sector, for example, in deciding if a certain cultural asset is worth preserving and, if so, how and when. Finally, and perhaps most significantly, investors may use an economic value research to determine which urban or cultural areas were more financially relevant.

Plans for managing, funding, and allocating resources have been discovered to be linked, as was previously mentioned. For thorough cultural policies, an economic value assessment is helpful in all three instances. It can also be used to calculate development targets for quality, conservation, or accessibility. Its main goal is to demonstrate how economic ideals may be actualized and quantified. By putting into practise the research data presented above, it will be possible to promote long-term SD of cultural heritage site conservation as well as efficient site management through an effective price structure (Samdin, 2010).

2.7 Worldwide Practices On Valuing The Non-Use Value Of Cultural Heritage

This section's goal is to examine various economic valuation methods used around the world to assess the cultural heritage's non-use worth. This study of a growing body of research on the evaluation of cultural advances has primarily focused on stated-preferences methodologies (primarily CV). The CV approaches have been applied recently for cultural heritage economics, as was already mentioned in this thesis. Only a little amount of research has been conducted thus far using this CV methodology. There have been around 50 valuation studies of cultural heritage sites conducted globally, according to Tuan (2006). (Tuan, 2006). Accordingly, academics concur that this is a minor amount of environmental valuation study when compared to the 5,000 or more studies that have been conducted internationally, largely from affluent nations (Mourato & Mazzanti, 2002; Ready & Navrud,

2002; Noonan, 2002). However, in more recent times, cultural heritage value has also been done using the CE technique.

Because the initial research on cultural heritage valuation used a then-novel method in the field, they were focused with determining a price for the cultural commodities. Later research centred on sampling, study models, application, statistical estimates, testing, and identifying the characteristics of people's preferences for cultural products. Studies on the valuation of cultural heritage are still in their infancy in comparison to studies on the environment or health.

Kakiuchi (2004) has made an effort to assess the social benefits of the Gokayama Village's non-use value in Japan. The non-use values of the study, such as option value, existence value, bequest value, instructional value, and aesthetic value, have been taken into account. His research's findings indicated that the advantages of cultural heritage have been growing yearly across the country. According to his research, cultural tourism may aid visitors in developing a deeper understanding of culture. Additionally, it was discovered that in order to protect heritage, it was important to inform visitors more and to advertise membership programmes to encourage participation in conservation. By doing this, more tourists could be drawn in without endangering the local culture via overuse.

Various aspects must be considered during the actual policy-planning process. The results of his study's CV approach have demonstrated data on the verifiable societal benefits of the respondents' selections. However, given the average WTP value was the total that 50% of respondents were ready to contribute, the results of the CV technique might be viewed as representing the community's perspective. By doing this, it has been discovered that the

survey acted as the public voting, and this can be one method to gauge policy consensus for costing (Kakiuchi, 2004).

Rolfe and Windle (2003) carried out a study in Australia on evaluating the importance of safeguarding the aboriginal cultural heritage sites in central Queensland. The researchers employ the CM technique to evaluate the ineffectiveness of conserving cultural heritage sites in relation to water supply distribution and irrigation growth. They used samples from the native population, a regional hub, and city centre residents in their study. Their study's results revealed significant differences in values between native and common population groupings. They discovered that the general population groups rejected the preservation of cultural heritage sites (Rolfe & Windle, 2003).

Seenprachawong (2006) used CV research to determine the non-market worth of repairing Thailand's historic temples in the country's central area. His research has demonstrated that it is possible to evaluate the non-market values of these ancient structures using the CV approach. According to the report, Thai people have generally had a positive attitude regarding the preservation of ancient temples. It was discovered that the people in Thailand was willing to pay to preserve these historic temples and that the degradation and damage to them were unjustified. His research had shown that there were effective potential policy applications for the value estimates.

First, the researcher discovered that the valuation estimations may be used to fund repair projects for ancient temples. Second, he discovered that the valuation estimations were helpful in determining how much time and money should be spent on rebuilding the ancient temples. Finally, when financing decisions were to be made between competing programmes

under the cultural heritage conservation, the process of decision-making was easier (Seenprachawong, 2006).

Another significant study on evaluating the non-use values was done by Carson et al. on the worth of rehabbing the Fes Medina in Morocco (1997). 600 respondents from visitors who came for business or other purposes were polled for the study to represent tourists. The main focus of the Fes Medina's use and non-use values was the WTP value for the specified improvements. In addition to asking respondents how the authorities could keep Fes Medina vibrant and active while conserving its long-standing quality and cultural legacy for the city's future residents, respondents were also asked to rate the existing appearance of Fes Medina. Visitors were questioned about accepting a special fee upon registering at the hotels in order to reach the aforementioned goals. According to the survey, visitors to Fes Medina were willing to pay back US\$70 for each project. However, some Moroccan tourists were only willing to reimburse \$30 per person.

2.8 Cultural Tourism In Theory And Practice

2.8.1 Defining Cultural Tourism

There are two ways to define cultural tourism, according to the United Nations World Tourism Organization (UNWTO). In a broader sense, cultural tourism makes sure that everyone moves about to satisfy their demand for variety. By doing this, the person usually raises their cultural level as a result of new learning, encounters, and experiences. Cultural tourism is a term used by the UNWTO to refer to specific types of travel, including educational excursions, cultural excursions, trips to fiestas, and other related activities (UNWTO, 2003).

Cultural tourism's definition is often misused because it is subjective. In reality, according to the National Assembly of State Art Agencies (2005), cultural tourism includes all of a country's regions, customs, artistic traditions, celebrations, and activities. Additionally, Paul, Stephen, and Christopher (2002) discovered that visitors' requirements were evolving, with a focus on those who wanted to have major travel experiences, such as engaging with the local cultures, learning about biodiversity in general, and learning about how to conserve it. However, Meethan (2001, p. 128) provides the following overview of the cultural tourists:

'..the cultural tourists are those who go about their leisure in a more serious frame of mind. To be a cultural tourist...is to go beyond idle leisure and to return enriched with knowledge of other places and other people even if this involves 'gazing' at or collecting in some way, the commoditized essences of otherness' (Meethan, 2001, p. 128)

Additionally, cultural tourism in its narrower sense would draw fewer visitors looking for a more niche experience (McKercher & Cros, 2002; Throsby, 2010). The word "culture tourism," when used in this context, refers to the niche market of knowledgeable and culturally aware travellers. Cultural tourism is also "about the customs of a location; essentially, visitors would engage in cultural tourism by imitating local customs. They want to get a taste of the destination community's real existence, according to Derrett & Welch (2008), p. 3. The following experiences could be among the variety that cultural tourists seek (Throsby, 2010);

- a) Attending particular performing arts events or specific types of museums and galleries
- b) Attending an arts festival

- c) Engaging in a pilgrimage to a religious or cultural place
- d) Tourist places with literary or other cultural connections
- e) Visiting archaeological or other cultural sites, perhaps with an expert guide
- f) Living amongst particular communities in order to experience their culture; and so on.

To attract tourists, ethnic character for people, formal and informal learning for youths and adults, financial recovery for city centre regeneration, and the attraction of new businesses are some other goals of cultural tourism, according to Millar (1989). Heritage tourism, on the other hand, might be seen as a branch of cultural tourism. The tourism industry now generates income from both cultural and heritage tourism (Pedersen, 2002). Because of their capacity to promote regional culture and heritage, they have become important components of economic development around the world (Chhabra, 2010; Pedersen, 2002).

2.8.2 Impacts of Tourism Development in Heritage Site

Numerous advantages for the country's economy, society, and environmental protection have been linked to tourism (Besculides, Lee & McCormick, 2002). Despite these advantages, the WHSs have consistently brought up a number of issues with tourism to the World Heritage Committee, such as:

- a) Results from the growth of tourism-related amenities such as on-site services, parking and souvenir shops, hotels, roads or airports
- b) Physical and environmental effects including erosion of the land, ground surfaces, walls; contamination, demolition of environment or threats to flora and fauna

- c) Social impacts such as taking advantage of local people or mass use of places and monuments by visitors.
- d) Invasive or extreme production and related works, including unsuitable restoration. (Pedersen, 2002; UNESCO, 2007)

The consequences of tourism growth on the physical, social-cultural, economic, and environmental aspects of the heritage site are explained in depth in the sections that follow:

2.8.2.1 Economic Impact

Economic gains have been linked to rising employment rates, prosperous local firms, enhanced tax revenue, higher personal taxes, higher living standards, and higher inflation (Chhabra, 2010). According to his research, the adverse economic implications could include a reduction in the multiplier effect, an increase in the cost of goods and services, and a detrimental influence on other local firms. Previous research has revealed that many people around the world welcome tourism as a tool of economic development (Cooper, Ogata & Eades, 2008; Ho & McKercher, 2008; Pedersen, 2002). A few research (Li, Wu & Cai, 2008; McKercher & Cros, 2002; McKercher, Ho & Cros, 2005) indicated a favourable correlation between economic advantages and attitudes and tourism.

Residents preferred tourism since it benefited them by providing them or their family members with work (Chhabra, 2010; Jimura, 2010). However, other analysts claim that the ensuing rise in real estate prices has raised some worries among stakeholders (Mui, Meng, Yusof & Fern, 2008; Yusof, Mui, Meng & Fern, 2007). Some participants expressed concern about the ease of access to recreation, transportation congestion, standard of living, incomes, and rising expenditures (Carr, 2008; Jimura, 2010; Xiang,

2009). On a more positive note, Cooper et al. (2008) reported that the majority of stakeholders were pleased that tourism may generate new employment opportunities and that it could further boost revenues for the people, community, and government. Additionally, the development of local and regional markets, increased employment opportunities, and greater wages all contribute to the expansion of tourism's economic opportunities (Carr, 2008; Xiang, 2009).

Additionally, Carr (2008) discovered that locals' access to interesting locations as well as the economic advantages through job creation or increased money for the local economy are other factors influencing community approval. Furthermore, Prideaux and Timothy (2008) concurred with this shift for the better. However, they have noticed that if the site were specifically created to meet the needs of domestic and foreign tourists rather than local residents, the local community would feel uncomfortable by visitors.

Inevitably, controversy would also arise if the financial advantages of tourism were distributed unevenly (Hunter, 1997). Samdin (2010) discovered, for instance, that the locals in Malaysia's Taman Negara National Park (60%) who worked in the tourism industry made significantly more money than the rest of the community. 70% of the nearby villages were dependent on agriculture and made significantly less money than those who worked in tourism (Samdin, 2010).

2.8.2.2 Social – Cultural Impact

The social and cultural advantages have included the chance for stakeholders to interact, the chance to learn from, the resurgence of old customs, and pride in the local culture (Chhabra, 2010; Driver, Brown & Peterson, 1991). The social-cultural advantages, such as responsiveness, gratitude, family connections, racial features, better empathetic

and acceptance, and a well-built cultural character, have been seen, according to Driver et al. (1991). According to studies, tourists as well as locals in the neighbourhood benefited from tourism (Ibrahim, 2008).

But although some societies might easily adapt to outside influences, others could not. According to several studies, populations and civilizations who have historically interacted with other cultures have adopted new practises while still being able to preserve their unique traditions and have experienced fewer issues with tourism (Gunce, 2003). Besculides et al. (2002) noted two key advantages of tourism. First, tourism has the potential to introduce the host population to diverse cultures while also fostering tolerance and understanding within that group. Second, the thought of interacting with outsiders might boost the sense of identification, pride, unity, and support inside the communities. Other researchers have also discovered other positive effects of tourism, including cross-cultural interaction, the resurgence of regional customs and traditions, improved quality of life, and a forward-looking image for the neighbourhood (Clements, Schultz & Lime, 1993).

The local culture may be diminished or even eliminated as a result of tourism, according to Besculides et al. (2002). Overdevelopment, integration, conflicts, chauvinism, and artificial rejuvenation are only a few of things that might occur (Besculides et al., 2002). Loss of authenticity may be another aberration that local cultures endure (Hang, 2008; Jamal & Hill, 2008; Laws & Pan, 2008; Mohamed, 2005). For instance, when tourists go to a place to see the local culture, the region is changed to suit the tourists, resulting in false cultural heritages like celebrations or revelry that are entirely staged for tourists.

Additionally, Jimura (2010) discovered that neighbourhood people were relocated from the town centre to the periphery so that the city centre could host tourist events. However, many important cultural and historic sites must compete for land with other uses (Timothy & Boyd, 2003). Where this has happened, the historic site may be razed to make room for brand-new contemporary construction.

Chhabra (2010) discovered that tourism needs to be in line with the needs and wants of the local populace. In order for the local inhabitants to engage in tourist-related companies, undesirable cultural change must be limited (Cooper et al., 2008). The cultural and economic effects were found to be minimised when local residents had some control over their land. In their study, Besculides et al. (2002) recommended that the stakeholders consider the desire of the locals to take proactive measures to preserve their cultural heritage. As a result, the local community might be able to preserve its culture while still reaping economic rewards.

2.8.2.3 Environmental Impacts

Additionally, researchers discovered that heavily visited tourist destinations might be beneficial. For instance, tourism has been shown to promote preservation principles in teaching and research, hence contributing to the preservation of the natural and cultural heritage (Anh, 2001; Pedersen, 2002; Vogt, Kah & Leonard, 2008). Through enhanced infrastructure, increased intercultural understanding, and encouragement of the local population to preserve its traditions, culture, and customs, tourism may also help to improve their quality of life (Carr, 2008; Jimura, 2010; Xiang, 2009).

However, it was discovered that the negative attitudes were typically linked to high levels of development (Pedersen, 2002). Despite the potential for major environmental

difficulties, residents of heritage sites were found to be supportive of tourism operations (Chhabra, 2010). Pedersen (2002) discovered that the neighbourhood was open to tourism development. It was discovered that increased traffic and congestion were frequent issues, contributing to disputes in old towns (Chhabra, 2010). Therefore, meticulous planning is required to control the massive number of tourists who flood monuments, museums, etc. and who are known to put pressure on the environment. To avoid any situation, group size must be limited (McKercher et al., 2005).

Large crowds have been reported to cause congestion at cultural sites and interpretive displays (Choi et al., 2007). If there is a modest and irregular flow of visitors, the effect is shown to be negligible (Carter & Bramley, 2002). According to Timothy and Boyd (2003), a number of strategies could be used to address congestion issues, including allowing groups only by appointment, distributing foot and vehicle traffic, quota systems, zoning and efficient land use planning, and focusing tourist attention away from a specific vulnerable area.

In addition, Page (1992) advised that local traffic be reduced by implementing strategies including routing plans, lowering speed limits, and constructing park-and-ride facilities. People have been known to scratch monuments by touching them (Rodwell, 2007). The effects can change depending on how tourists engaged in various activities. According to Chhabra (2010), if tourists are not given sensitivity training before visiting holy sites, they could typically violate cultural norms.

According to Cros (2009), WHSs are not risk-free and face numerous challenges to their sustainable protection given that they have long been the subject of global attention. Numerous people would visit these intriguing heritage places every day all throughout

the world. Despite the fact that they provide financial support to the local communities, tourists may have a negative impact on the areas and their surroundings (Cros, 2009). According to Ho & McKercher (2008), uncontrolled tourist growth could alter the town's architectural style and reduce the potential for tourism in a historic town.

Conflicts over land use, ease of access to local resources and services, and overstretched infrastructure and support systems were also known to have an impact on the environment of the host communities and eventually tourism itself (McKercher et al., 2005). To preserve the preservation of the cities, the government should therefore handle any disagreements. Ho and McKercher (2008) claim that it might be extremely difficult to appropriately manage heritage assets for tourism.

According to studies by Timothy and Nyaupane (2009) and Ho and McKercher (2008), tourism isn't the only risk that a heritage site could encounter. Natural threats to cultural heritage sites include earthquakes, downpours, dampness, pests, natural degradation, and monsoons. Human threats include criminal activity, abandonment, public facilities, robberies, unrestricted tourism, accidental destruction, conflict, and deterioration.

2.9 Sustainable Development

The philosophy of managing renewable resources from the early 20th century is where the concept of sustainable development (SD) finds its roots (Rees, 1998). 1972 serves as a benchmark for sustainability and environmental protection. In actuality, UNESCO considered sustainability to be a major UN and UNESCO agenda item at its General Conference in Paris. The following is the complementary introduction as stated in the Operational Guidelines for the Implementation of the World Heritage Convention:

“Since the adoption of the Convention in 1972, the international community has embraced the concept of sustainable development. The protection and conservation of the natural and cultural heritage are a significant contribution to sustainable development”
(UNESCO, 2013a)

However, the report of the Brundtland Commission, *Our Common Future*, is the only one to have made the more sophisticated and completely integrated approach of SD to conservation and development in the World Conservation Strategy mainstream. SD is described as "development that fulfils the demands of the present generation without jeopardising the ability of future generations to meet their own needs" by the United Nations (1987, p. 15). This concept has been applied by a variety of fields, including heritage preservation, economics, social policy, and even the environmental sphere (Stubbs, 2004).

The World Commission on Culture and Development acknowledged several interpretations of sustainability, but it avoided from endorsing any one particular cultural concept of SD. Discussions leading to the Cultural Diversity Convention have made it clear how important it is to incorporate culture into the process of development (Throsby, 2010). However, two of the Convention's Articles expressly acknowledge the SD of culture:

Article 2, Para 6 – Principle of Sustainable Development: Cultural diversity is a rich asset for individuals and societies. The protection, promotion and maintenance of cultural diversity are an essential requirement for sustainable development for the benefit of present and future generations.

Article 13 – Integration of Culture in Sustainable Development: Parties shall endeavour to integrate culture in their development policies at all levels for the creation of conditions

conducive to sustainable development and, within this framework, foster aspects relating to the protection and promotion of the diversity of cultural expressions.

The Budapest Declaration on World Heritage's Article 1 states that the World Heritage idea was adopted by the SD of all societies in 2002. (UNESCO, 2002). Since then, both natural and cultural heritage have been viewed as resources that must be preserved. In addition, the identification, management, and preservation of our world historic properties refer to the social and economic growth as well as the quality of life of our communities (The Budapest Declaration, Article 3). (UNESCO, 2002).

The Partnerships for Conservation Initiative (PACT) Program was introduced by the World Heritage Centre in the same year (United Nations Development Programme, 2013). PACT is a problem-solving approach to long-term WHS preservation. Priority will be given to funding for sustainable tourism, forests, cities, earthen architecture, and maritime areas at heritage sites listed on the World Funding List, World Heritage in Danger, and the World Heritage Conservation Initiatives.

PACT is a group for international collaboration that facilitates collaborations between bilateral and multilateral intergovernmental entities. Apart from that, the World Heritage community has a significant responsibility to the concept of SD and was represented at the 1993 Amsterdam Conference (The Conference Linking Universal Values and Local Values: Managing a Sustainable Future for World Heritage) (UNESCO, 2003). The necessity of local communities' engagement in the creation and maintenance of world historic properties has been acknowledged in the Conference's recommendations. The Budapest Declaration and the Amsterdam Conference, according to Landorf (2009), did not clearly define SD or outline any plans for its implementation.

The Principles of SD, according to Throsby (2002), were shown to be helpful not only in protecting the environment but also, increasingly, in the historic environment. The 1980s saw a greater focus on visitor management due to the emphasis on sustainable conservation of the heritage resource, but since the 1990s, the emphasis has expanded to incorporate the human dimension of heritage in terms of resource allocation (Hall & McArthur, 1993).

The jointly chosen meaning has not been clarified as a result of several discussions and disagreements, and a realistic operation plan is still ill-defined (Landorf, 2009). However, the idea of sustainability has been put out as the ideal strategy and a guide for establishing regulations in the heritage area (Thurley, 2006). Additionally, he discovered that the historical context was crucial for achieving SD. It was clear that the history of the people and their physical environment deserved to be preserved for the benefit of future generations.

In addition, Throsby (2002) established a set of sustainability guidelines for managers in the conservation-planning standard. These guidelines were founded on ecological preservation, economic development, and cultural capital (heritage resources). It was discovered that the SD concepts employed in the management of natural resources were being misused, thus they have been applied to the management of heritage resources for both the current and future generations. The economic sustainability could be developed from the economic concepts of sustainability and applied to the environmental and other living settings, to use Throsby's (2002) words once more. Which are:

- i. The creation of tangible and intangible benefits of both use and non-use economic values as well as other types
- ii. Inter-generational parity in the interest of the next generations

- iii. Intra-generational parity in economic or cultural terms involving stakeholders in the decision-making process
- iv. Steadfast principle for controlling and limiting decisions that may affect the cultural resource; and
- v. Finally, an interdependence principle to be applied in the SD projects that recognize dependent cultural elements as well as the heritage needs

According to Throsby's findings from 2002, the intergenerational equity concept served as the cornerstone of this sustainability management. Regarding cultural sustainability, it was discovered that this idea embodied the culture that was inherited from our ancestors and that we carry on to the following generations. There have been numerous more concepts available in addition to the intergenerational elements, such as equity within the current generation and the upkeep and observance of the steadfast principle.

However, according to Throsby (2010), cultural heritage services across socio-economic divisions, geographic categories, etc. have found intra-generational equity regarding heritage to be fair. Different ideas, beliefs, traditions, and other artistic and cultural manifestations that are interdependent cannot act independently can be the basis for the principles of sustaining cultural variety through heritage conservation. When the extinction of a species was in danger, the steadfast principle also applied to the natural environment. Similar things could occur when it was discovered that old buildings were in jeopardy or when native languages were in danger of extinction.

Throsby (2002) asserts that a WHS's practical level of sustainability may vary from site to site. He does, however, issue a warning that sustainability requires adequate and ongoing protection of the cultural site values while utilising the fewest amount of resources. Once

decisions have been made that adhere to these three criteria, sustainable conditions would then be met (Thurley, 2006).

2.9.1 Factors Enhancing Sustainability of Heritage Site (Conceptual Framework)

According to Stubb (2004) and Rodwell (2007) conclude that the cultural Heritage management could only be sustainable if it was also viable on an economic, environmental, and social level. In the late 1990, there has been a lot of research on legacy sustainability. Stubbs (2004), however, pointed out that little to no research has been done to evaluate sustainability in accordance with the Bruntland criterion. However, numerous studies have focused on the elements increasing the social, economic, and environmental sides of sustainability for heritage sites (Palumbo, 2011). In light of this study, it was necessary for this research to analyse and consider the variable strengthening the economic, environmental, and social level aspect of heritage site sustainability.

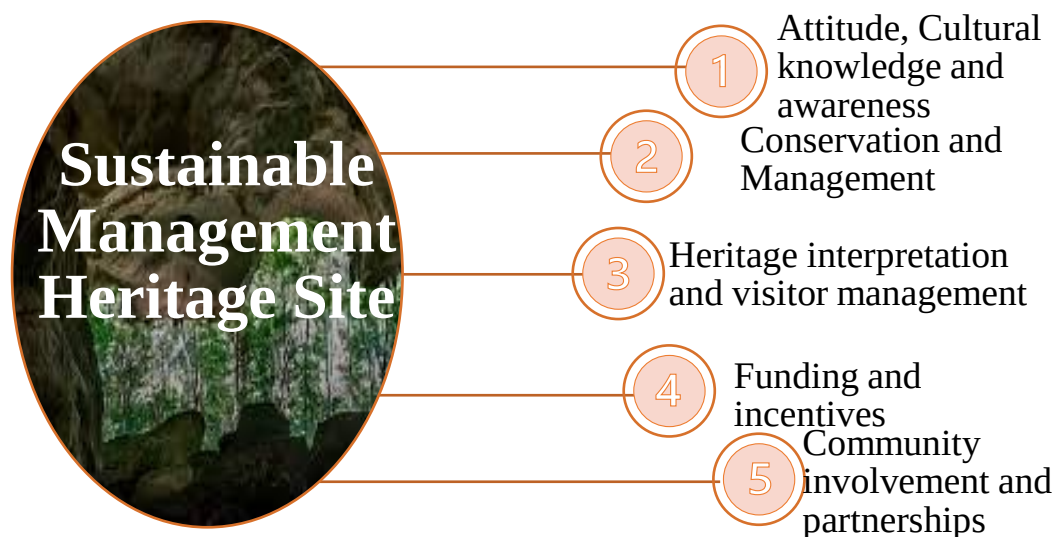


Figure 2.2: The Key Concepts to Achieve Sustainable Management Of Heritage Site

2.9.1.1 Attitude, Cultural Knowledge, and Awareness

A heritage site's viability is influenced by attitudes, cultural knowledge, and a broad understanding of the region (Kamamba, 2003; Timothy & Boyd, 2003). The stakeholder attitudes on the WHS status, cultural tourism as a local resource and the preservation and management of the Lenggong Valley WHS were the initial factors that required to be investigated. Relationships between the stakeholders and their legacy would be strengthened by a favourable attitude toward cultural heritage and development, which might help foster a sense of collective responsibility for a site (Chhabra, 2010; Landorf, 2009). One of the main causes of human risks is a lack of understanding of cultural heritage and its significance. Local interpretation of the WHS may differ significantly from those advocated by governments, national tourism organisations, and UNESCO. However, according to Chhabra (2010) and Landorf (2009), the local's positive attitudes towards development and cultural heritage may help foster a feeling of shared responsibility for a location and strengthen importance ties between the locals and their legacy. On the other side, improved heritage preservation and reduced damage to the locations could result from enhanced stakeholders' and visitors' understanding (Stubbs, 2004). Numerous initiatives have been identified to contribute to the long-term preservation of heritage places, including local lectures, seminars, training programmes, appropriate media coverage, etc. (Anh, 2001; The Royal Town Planning Institute, 2000).

2.9.1.2 Conservation and Management

The preservation and management of the cultural heritage was the second issue that this research study needed to consider. Most nations have national and municipal

heritage protection laws that have enabled governments to designate a site protected and to take legal action against anyone who had negatively ignored the site's heritage value. In order to make sure that conservation interventions were found to be attentive and sensitive to the economic, social, and physical conditions, conserving the values of the cultural heritage needed to be understood as part of any conservation planning process and should be revisited as conditions could change (Avrami et al., 2000).

It may be possible to support the sustainability of conservation efforts by analyzing values through a participatory method that includes the various interest groups with a stake in a location or object. Any sustainable management of heritage should incorporate stakeholder participation to lessen conflict (Mohammadi et al., 2010). It was determined that their involvement in the planning and management process was crucial. It has been employed as a tool to better communications, gain greater community support or buy-in for initiatives, gather important information and suggestions, improve the public sector or corporate reputation, and facilitate more sustainable decision-making (Engelhardt, 1997).

When a site is accorded WHS designation, the responsible state party must make a commitment to guarantee effective protection of the site (Arthur & Mensah, 2006; Landorf, 2009). The following should be included in the safety precautions:

- i. Legal protection as specified by law
- ii. Adequate and appropriate conservation interventions; and
- iii. A good management system

The majority of nations have laws governing national, state, and local levels of cultural preservation. The government could designate a site as protected under a

heritage protection plan. Anyone who fails to protect a site's cultural worth could face legal repercussions. By using the appropriate legal procedures, this is done in order to safeguard the public interest.

According to Avrami et al. (2000), cultural heritage values must be considered as a component of any conservation development approach in order to make sure that the conservation interventions were sensitive to both social and physical contexts. Additionally, they believed that by involving local communities in the upkeep and preservation of their cultural heritage, analysing values through a participatory process that has included the various interest groups with a stake in a location or object could support the sustainability of conservation efforts.

Additionally, Chhabra (2010) discovered that owner support of the history in their ownership was aided by public opinion. In this approach, it could guarantee that a heritage site's physical preservation was being done in a number of ways. However, the fact that these actions were taken to protect a site's cultural values was extremely important. It was well known that maintaining heritage authenticity and intergenerational equity were essential for resource sustainability (Chhabra, 2010). Additionally, McKercher and Cros (2002) discovered that the necessity to advance the goals and tenets of authenticity may be at the core of legacy sustainability. Therefore, attempts to keep the past as it should have been the foundation for sustained marketing of the heritage (Chhabra, 2010).

A good legacy management system is shown to be quite significant in addition to that. Such a system should have well defined procedures and qualified personnel in charge of site maintenance and control (Arthur & Mensah, 2006). It was discovered

that constant review of it was crucial. Regular maintenance has been shown to be the most fundamental and significant method of conservation, and it should include regular monitoring, the identification and elimination of potential hazards, and the correction of minor deteriorations (China ICOMOS, 2004). However, involvement, accountability, transparency, the application of the law, and effective communication should be the hallmarks of good governance at the local level (Arthur & Mensah, 2006; Shipley & Kovacs, 2008).

2.9.1.3 Heritage Interpretation and Visitor Management

The management of tourists and historical interpretation made up the third aspect in this research study. Even in the case of the Lenggong Valley WHS, tourism has been discovered to be a component of practically all WHSs. Some websites may draw millions of visits annually. Tourism that is properly handled has the potential to boost the economies of the host nations by generating jobs and supporting small companies. However, poorly managed tourism could have a negative effect on the destinations and host communities. A key element of sustainable heritage tourism was discovered to be tourist management and heritage guides (Kamamba, 2003).

Heritage guides and visitor management were shown to be crucial for a successful sustainable heritage tourism industry (Kamamba, 2003). Tourism benefits are typically attained through thorough knowledge of historic places and effective tourist management. According to Al-Hagla (2010), the cultural history was discovered to be crucial to the sustainability of the cultural heritage assets through the direct encounters where the tourist would discover, experience, and consume. ICOMOS has stated that the larger social, cultural, historical, and environmental surroundings, as well as the

setting, must be considered when interpreting the significance of cultural heritage sites (Al-Hagla, 2010).

It is a well-known truth that intergenerational justice and the ongoing use of resources depend on authenticity and heritage conservation (McKercher & Cros, 2002). Events that highlighted local culture may be created or promoted to draw more visitors and foster a sense of community pride. But care must be taken to make sure that the regional history and culture were also presented with reverence and compassion (Chhabra, 2010).

2.9.1.4 Funding and Incentives

The funding and incentives for the conservation of heritage sites made up the fourth aspect of this research study. This element has been identified as one of the most powerful tools that might be applied to effective sustainable conservation initiatives. Although there were opportunities, it was discovered that they were not long-term because regular funding was needed to ensure the sustainability of the heritage treasures. Cultural tourism, which is defined as tourism based on a culture that aims to reduce environmental consequences and promote economic development in the area, has demonstrated potential for successfully funding conservation and sustainable development programs (Chhabra, 2010).

The Royal Town Planning Institute (2000) determined that financial incentives and support were the most effective ways to achieve successful sustainable conservation programmes. The local, regional, national, and international classes may offer opportunities. They might be found in the areas of cultural heritage, tourism, urban renewal, transportation, art, sport, and education, among others. While there were

opportunities, they were not long-term, and regular funding was needed to ensure the sustainability of the heritage assets. Routine financial issues were discovered to represent ongoing issues that could complicate long-term strategic planning (Wiltcher, 1993).

It was crucial to find additional funds in order to preserve the heritage items. Emerton, Bishop, and Thomas (2006) identified a wide range of potential strategies for boosting the protected regions' economic viability. They include remote money provided by management or NGOs, local funding provided by local governments or NGOs, private businesses, tourism fees, cost reductions, service charges, etc (Emerton et al., 2006). Su (2010) claims that finding reliable financing sources has gotten more difficult in many cultural sites. But cultural tourism has shown promise in advancing conservation and sustainable development initiatives (Chhabra, 2010).

Due to their capacity to produce cash through market-based demand for the protected area items, visitor fees were found to be particularly promising in places of high visitation. Additionally, the ability to control visitor numbers by proper pricing in regions with high visitor numbers is another benefit of visitor fees (Emerton et al., 2006). Instead of just incurring the costs associated with cultural tourism, a wider percentage of the local population should gain from these activities. The need for better planned tourism, cultural heritage conservation, and management that would more fairly distribute costs and benefits and be attentive to the social and cultural aspects was discovered (Chhabra, 2010).

When the locations saw a lot of visitors, Emerton et al. (2006) found that visitor fees were very promising. Additionally, the visitor costs might be controlled in

accordance with the number of visitors. Therefore, rather than sharing the costs associated with cultural tourism-related initiatives, local stakeholders should profit from them. Cultural heritage management and conservation have been judged necessary in many developing nations with better planned tourism in order to boost costs and revenues while also being more sensitive to the social and cultural aspects (Chhabra, 2010).

Through the strengthening of local constituency for the preservation of cultural assets, such earnings could further raise not only the local level of life but also conservation efforts (Baral, Stern & Bhattarai, 2008). This would not only reduce the revenues that the locals could use to pay for their standard of living and other social costs associated with economic development, but it would also be a factor in boosting tourism (Mansfeld, 1992).

2.9.1.5 Community Involvement and Partnerships

Community involvement and collaborations were the final aspect in this study that was determined to be the most crucial. It has been discovered that effective conservation does not solely depend on the dedication of properly educated and trained persons. Long-term success of conservation requires the active and passionate participation of many different local and community interests. Some of the potential conflicts may be avoided by including the local community and other stakeholders in the planning phase. It was discovered that allowing the local communities to use the heritage resource and distributing its benefits fairly depend on everyone's ability to participate in its management (Landorf, 2009).

The local society that resides in and around a WHS would be responsible for its protection (Aas, Ladkin, & Fletcher, 2005). The crucial importance of stakeholders in the decision-making processes relevant to the development of heritage tourism has also been addressed by Pearce and Ozdemiroglu (2002). Researchers have discovered that this strategy might promote sustainability and offer built-in social advantages. The local community was multi-ethnic and might include a variety of constituencies, according to Chhabra (2010). Consequently, it was necessary to consider their opinions when making plans (Chhabra, 2010). It is essential to involve stakeholders, guests, locals, and the environment in order to avoid potential conflict (Aas et al., 2005; Landorf, 2009).

Additionally, it has been discovered that good conservation may not always result from diligent and well-trained workers (Aas et al., 2005). Long-term effectiveness of a sustainable conservation plan is proven to be significantly influenced by local and community interests as well as local organisations and people (The Royal Town Planning Institute, 2000). Therefore, in order to ensure their support, the needs and goals of the multiethnic communities inside the WHSs must be taken into consideration. The advantages of tourism should be distributed evenly among the communities and other stakeholders in order to accomplish this goal.

According to Xiang (2009), it is important to include the primary stakeholders who live in and around the heritage site, the local community. Their personal sustainability should be a crucial component of the overall sustainability of the heritage (Hall & McArthur, 1993). It was also discovered that the stakeholders' involvement in the management of the heritage source was crucial for empowering the local societies and enhancing the just distribution of the source's benefits (Landorf, 2009).

2.10 The Importance Of The Heritage Site Conservation

The UNESCO Recommendation Concerning the Safeguarding and Contemporary Role of Historic Area is a significant declaration on the necessity of preserving the world's historic sites (UNESCO, 1976, p 1):

“Historic areas are part of the daily environment of human beings everywhere. They represent the living presence of the past which formed them. They afford down the ages the most tangible evidence of the wealth and diversity of cultural, religious and social activities. Their safeguarding and their integration into the life of contemporary society is a basic factor in town planning and land development.”

According to research on heritage conservation in Malaysia, it is still in its infancy. However, efforts to safeguard and preserve historic structures were started quite some time ago (approximately 30 to 40 years ago). But the conservation efforts have just recently made significant progress (Azhari & Mohamed, 2012). Additionally, Lee, Loh, and Siang (1986) noted that it has been discovered that preservation of buildings and their surroundings is significant since it might give a greater sense of place and possibly maintain continuity in the face of extremely rapid change in lifestyle and technology.

But according to Khoo (2000), a historical settlement may represent the material progress and spiritual values that a society has inherited. It has developed into a place where individuals have rooted themselves and thrived. It has evolved into a location that supports the diversity of cultures, traditions, and identities of all communities around the world. She has also stated that these locations still have historical significance and can be enjoyed in other ways. For instance, they could impart knowledge of the past, provide context for local

variation and distinctiveness in the modern world, and show proof of the relationship between the past, present, and future.

According to Ahmad Basri and Suhana (2000), historic settlements have served as living museums that have served as reminders of our history and have allowed us to learn about our heritage, culture, and values as well as how to respond to our constructed environment. Additionally, according to Abdul Ghafar (1998), there are several reasons why heritage needs to be kept and conserved. First, it might be done to demonstrate respect for the past. Second, it might take part in safeguarding records of the country's achievements and expansion. People, especially the younger generations, would learn to value their own culture and legacy through conservation. Thirdly, it might be done to preserve the scale and proportion of a historical area's physical features. Finally, it might be done to improve the tourism sector, which would boost the local and national economies.

2.11 The Importance Of The Local Involvement In Promoting Cultural Tourism For Heritage Site Sustainability

Cultural heritage attractions have drawn a large number of tourists interested in the arts and heritage, and they might play a vital role in tourism at all levels (Abdul Ghafar, 1998). The growth of this leisure sector has highlighted the importance of Malaysia's heritage monuments as well-known tourism destinations. In order to draw in more visitors, these Malaysian heritage sites have increased the variety of cultural tourism services and offerings. In order to protect the nation's legacy assets and draw more tourists, it is more important than ever to maintain historic sites, monuments, buildings, and artefacts.

But the relationship between heritage and tourism has virtually become a crucial issue in the preservation of cultural assets. Cultural tourism affects societies and areas negatively

while also having good economic and social effects. When the government's conservation ideas and strategies were perceived as generating income by raising the value of heritage properties through new and contemporary developments, heritage conservation in Malaysia has always been a contentious issue (AJM Planning & Urban Design Group, 2011).

Malaysia has also distinguished itself from other countries with a wide range of architectural and heritage structures, as well as for its multi-ethnic population and extensive cultural diversity (Johar, Ahmad, Ani, Tahir, Abdullah & Tawil, 2010). The identity of Malaysia's cultural legacy cannot be hidden because it has already been acknowledged by international communities. It is apparent that Malaysia's rich and diversified cultural legacy has drawn travellers from throughout the world. However, it has been discovered that these cultural heritage sites are fragile artefacts that can be impacted by time, climate change, natural disasters, as well as human causes (ICOMOS, 2002). A sustainable framework needs to be put in place to ensure that the needs and rights of our future generations won't be overlooked.

One of the government's initiatives for growing, marketing, and promoting the country's tourism business should be sustainable tourism (Ibrahim, 2008). The interaction between people and the environment must be in a state of equilibrium and harmony, and hence sustainable tourism is considered as being crucial to achieving these goals. For the implementation of a good sustainable heritage and tourist management to be effective, support and consideration from the many agencies are required (Coccossis, 2008). Stakeholder participation has been determined to be crucial in all cultural and tourism-related activities.

Local communities, site managers, and other stakeholders must be included in the sustainable conservation of tourism resources, especially the sensitive historic sites, according to UNESCO and UNWTO policy (UNESCO, 2004). These policies reflect the responsibilities of all parties involved, guarantee the rights of foreign and domestic tourists, and uphold the rights and obligations of participating trades, inbound and outbound tourism personnel, and all other participants in this sector of the tourism industry who are similarly situated (UNWTO, 2008).

The government authorities must involve the public and the stakeholders in every step of the process to educate and invite them to participate in planning and, ideally, support the activities by transforming them into more sustainable heritage. This will help to ensure the success of this SD programme (Ibrahim, 2008). Nevertheless, despite the fact that there has been public participation, several issues, such as the extent of their involvement in the management process, the local community's capacity to actively engage and provide assistance, the power of the stakeholders' one-sidedness, as well as challenges specific to the situation, such as the political and socioeconomic contexts, have hindered the efforts of the local community (Aas et al., 2005; Azhari & Mohamed, 2012; Tosun, 2001).

It was only when the Heritage of Malaysia Trust, also known as Badan Warisan Malaysia (BWM), was established in 1983 and assumed leadership of Malaysia's ongoing heritage movement that the need to preserve their heritage worth became evident. Since 1983, this NGO has been actively involved in the struggle to preserve Malaysia's built heritage. The BWM is made up of intelligent individuals who are concerned about preserving their cultural legacy. One of the local community's initiatives to support heritage preservation and foster cultural education about Malaysia's history and heritage is this one (National Higher Educational Research Institute, 2007).

The BWM has been making significant efforts to preserve Malaysia's heritage and culture. They continue to inspire both the general public and private landowners to protect and conserve historic structures and their surroundings. In order to preserve their long-term survival and significance, they also promote their delicate adaptation to new uses. In this case, it has been discovered that a positive relationship between the local community and the historical management organisations is crucial.

The amount of NGOs working in conservation indicates that the opinions of the local population are becoming more significant in Malaysia. The government should establish strong contacts with the neighbourhood communities through its agencies. Local communities would feel more valued as a result, and they would start to trust the government institutions. As a result, in order to generate support among the local populace, this development has forced the city administrations to push initiatives.

Most people have voiced their reservations over keeping Lenggong Valley as a WHS. However, the Perak State Government plans to take specific and prompt action to protect the status as well as to promote the protection of Lenggong Valley WHS in light of the UNESCO's warning that the Perak location could be in danger of losing its heritage classification. In order to reduce the negative effects on the local population and its heritage, effective tourist planning would need to involve the locals of the area and have the backing of the government (Ling et al., 2011).

The success of the tourism activities was dependent on the active support from the local population, according to Mohamed et al. (2010), who also noted that understanding the background and support of the local community towards the development of tourism has been found to be important for local governments and policy makers. The locals' positive

outlook not only might increase tourists' levels of enjoyment, but it might also help the destination spread through "word-of-mouth" among visitors from abroad.

In his study, Palumbo (2011) discovered that utilising cultural heritage might prevent the supply from being manipulated as an insignificant product to the lives of the locals and instead result in it being lent by the community and its tourists so that they can give to and receive from it. Enjoying culture may also imply that the resource is to be viewed as a continuous asset that connects the population to its physical and spiritual cultural environment rather than as a separate entity.

With this knowledge, the values that have motivated heritage use would likely be regarded more politically, spiritually, and socially rather than only as aesthetic and financial considerations, according to Throsby (2002). The utilisation of resources could result in the environment's sustainability and conservation measures (Rizzo & Throsby, 2006). This protection was reasonable and justifiable on a local level because it was not dependent on extensive restoration or interferences. It would establish a choice for public engagement that covered all parts of the conservation movement rather than just services provided to the tourism industry.

2.12 The Importance Of The Non-Use Value Of The Cultural Heritage For Sustainability

The role of economic valuation in evaluating the worth of Malaysia's cultural legacy has not yet been sufficiently explored, despite an increasing acknowledgement of the broader economic value of cultural commodities by academics, policymakers, and industry actors worldwide. It has not been widely used in Malaysia's development and administration of

cultural tourism or the preservation of historic sites. The majority of research works on economic value have solely looked at ecological and environmental issues.

For instance, the projected economic worth can give decision-makers a sense of the value of all unpriced cultural heritage resources collectively. This important value could help decision-makers spot any discrepancy between what the community has actually wanted and what it is ready to pay for, as well as the degradation of the resource caused by more contemporary activities. In order to support the sustainability of the WHSs, decision-making should consider public preferences as evaluated by their WTP value for the preservation of cultural assets.

This economic assessment hasn't officially been embraced in Malaysia as a tool for managing cultural heritage, nevertheless. Therefore, a planning strategy is urgently required to utilise the heritage place's current potential for the preservation of its cultural heritage. For instance, the designation of George Town and Melaka as WHS, respectively, has assisted in the growth of the cultural tourist sector, which has benefited Malaysia as a whole as well as the local communities, businesses, and surroundings.

All stakeholders' involvement in the management of this cultural monument has been proven to be crucial. The actual stakeholders, such as the artisans and craftspeople who continue to work in the heritage region, should be aware that there may be financial advantages for them. Then, heritage and cultural tourism might be more long-term feasible and sustainable.

2.13 Willingness To Pay

Not much research has being done to show the willingness to pay for heritage site. In general, WTP plays a bigger role in order to measure the conservation and sustainability.

Based on the research done by (Jurado-Rivas & Sánchez-Rivero, 2019), extra than half of the visitors polled in this study said they would not pay more for more sustainable tourism services, indicating a lack of understanding of the negative repercussions of tourist management that deviates from sustainability principles. Besides that, in the study done by Kim, Cheng and O'Leary (2007) shows that there is also tourist that are willing to pay at least twice than the current admission price in order to visit heritage site indicating the economic value of world heritage site. The financial that being gain by charging the admission fees to the visitors could help in restore old buildings, undertake research, renovate facilities or services, interpret visitors, and promote this site (Kim, Cheng and O'Leary (2007)).

Entrance price towards heritage sites might be adopted as a manner of regulating demand depending on tourists' willingness to pay, according to Mourato, Ozdemiroglu, Hett, and Atkinson's (2004) views. In order to achieve the twin goals of earning money from tourists and boosting the welfare of the local population, the money earned can also be spent to administer and protect the cultural site. Based on the study done by (Kim et al., 2007) state that, the efforts to restore extinct buildings have been put off because of a lack of funding from the central government and a lack of user-price collection revenues. The authors also highlighted that there has also been a significant decline in service quality, including concessions and interpretation services for foreigners, maintenance of facilities and services, and a lack of publications of brochures for self-guided tours. This predicament, which was brought on by a lack of finance, is probably going to affect how satisfied visitors are after visiting this World Cultural Heritage site.

Besides that, (Langford et al., 1998) also state that the effect of educational level on willingness to pay for more sustainable tourist products and services, which was

experimentally tested in his study, was consistent with findings from earlier research. In the research done by (Kim et al., 2007), stated that users' concerns about strategic conduct are alleviated by high WTP scores. Since payment is necessary at each visit, actual users are likely to object with a larger price range. While in the study done by, state that the findings suggest that non-users of the heritage building are ready to pay a high option value. Desire to pay an additional amount (premium price) for an existing tourist attraction in order to make it "more" sustainable in other words, it's not so much a question of determining the level of sustainability of a specific tourist destination (in this case, Caceres), but rather of determining the possibility of paying more to make an existing destination that already charges a price for its products and services "more" sustainable (Beltrán & Rojas, 1996). Some studies state that willingness to pay depends on a number of sociodemographic factors (Kostakis & Sardianou, 2012; Liere & Dunlap, 1980). Economic valuation is one of the most effective techniques for society to determine the relative value of cultural material in order to preserve a long-term historic site. The public's involvement in valuing cultural heritage has a significant impact on the heritage's long-term viability (Azrin et al., 2020).

Higher user pricing might also encourage present or future users' ideas in the value of cultural heritage items, which are so multi-dimensional that they are difficult to articulate on a quantitative or qualitative scale (Kim et al., 2007). A study of Chambers et al. (1998) estimated one-time special donation for a historic site by asking respondents to pick up one of seven payment cards. Salazar and Marques (2005) assessed the value of a cultural heritage monument in Spain, the Pirate's Tower, by asking citizens to donate to a specific trust fund in exchange for rebuilding the mediaeval Arab tower. Differences in willingness to pay are also influenced by educational level (Alves & Benavente, 2014; Halkos & Matsiori, 2012; SHECHTER & ZEIDNER, 1988).

In conclusion, most previous research sought to value cultural heritage items by getting inhabitants to estimate their WTP for taxes or contributions. To determine the use value from the viewpoint of user-groups, specifically tourists, is necessary since cultural heritage assets are a crucial resource for the tourism industry (Kim et al., 2007).

2.14 Economic Valuation Analysis in Malaysia

This section's objective is to quickly describe a few earlier economic valuations of non-use values that were conducted in Malaysia. The majority of these research concentrated on water supply analysis, solar energy, recreation, and forest preservation. Only two studies, nevertheless, were focused on heritage conservation efforts.

Azhari and Mohamed (2012) carried out one study that examined popular support for heritage building preservation in Kuala Lumpur. The study concentrated on the public's use-value perceptions of Kuala Lumpur's historic structures. In addition to determining the Malaysian public's physical accessibility to such structures in Kuala Lumpur, the study's purpose was to examine their WTP worth for heritage building conservation. The physical state of the site received greater attention in their research than the entire heritage site.

A combination of face-to-face semi-structured interviews, interviews accompanied by photos, and a structured questionnaire were used in this study. Their research focused on 178 people who were chosen at random from the Kuala Lumpur population to examine both uses and non-uses of the historic buildings. However, they did not employ the CV methodology, which is what the majority of research do to determine the WTP value.

The second study was conducted in 2009 by Lilian, who looked at the conservation value of a Malaysian island's living historical site. The study's goals were to calculate the WTP value of Penang Island households for the preservation of a living legacy in George Town

and to pinpoint the factors that influence the WTP value. The study, however, focused on the living heritage that exists in the inner George Town region and used the CV approach. In this study, which involved 320 in-person interviews with residents of Penang Island, the answers were overly general.

In Penang Island, where the mean WTP value for the conservation of the inner George Town living heritage was approximately RM94.50 as a one-time contribution amount, the results demonstrated that the CV approach could be successfully employed to value a living asset. As seen above, neither study is compelling enough to be used in Malaysia's management and planning of cultural tourism and heritage site conservation.

2.15 Contingent Valuation Method (CVM) Studies

It should be recognized at the beginning that the reason why we need to value non-marketed good usually because of lack of market data. In spite of that, it's been 30 years, economists have developed an impressive way to value the non-marketed environmental assets (Boyle & Bishop, 1987). The method has been introduced by Freeman (1979) and Bishop and Anderson (1986). The method is named contingent valuation method (CVM). Contingent valuation method is used to estimate economic values for all kinds of ecosystem and environmental services by employing survey. This method has great flexibility, allowing valuation of a wider variety of non-market goods and services than is possible with any other non-market valuation technique. It can be used to estimate both use and non-use values and it is the most widely used method for estimating non-use values. It is also the most controversial of the non-market valuation methods. Applying the contingent valuation method is generally a complicated, lengthy, and expensive process. In order to collect useful data and provide meaningful results, the contingent valuation survey must be properly

designed, pre-tested, and implemented. Contingent valuation survey questions must focus on specific environmental services and a specific context that is clearly defined and understood by survey respondents. In other words, a CV survey to assess the dollar value of the results of an environmental improvement cannot be based on the environmental improvement itself, but on increases in specific environmental services that the improvement is expected to provide.

Over the years, the study of CVM has been used widely. It has been used in various kind of areas in economics such as health economics (Bayoumi, 2004), cultural economics (Chiam et al., 2011) and as well as in environmental economics (Hanemann, 1984). The purpose of this section is to provide an empirical studies of CVM technique that have been done in Malaysia and as well as in other various countries. The empirical results from a CV study provide a wealth of information about the population of interest's value of the program. It's generally generated information about the broad shape of the WTP distribution and typically information on how the distribution varies with respondent characteristics such as income, geographic location, and the nature of the use of the environmental good.

The earlier study of contingent valuation method (CVM) was published in 1947 by Ciriacy- Wantrup. The study was focused on the valuation of the economic effects preventing soil erosion. In the study, the author suggests that one way to get information about the demand for these favourable effects is through ask the individuals directly on how much they are willing to pay for the successive increments. Nonetheless, there are no empirical valuation was attempted in the early study. However, after two decades later which is in year 1963, the study of Robert Davis was the first study that has a proper design for CVM and implementations. The study was about the economic value of the recreational possibilities of the Maine Woods by exploring the survey technique. The author simulated the behaviour

situation by putting the interviewer in the “position of a seller who elicits the highest possible bid from the users of the services being offered”. After all these early beginnings, the CVM has been broadly used around the world to measure benefits of a wide range of environmental goods including wildlife, forests, recreation, scenery and also air and water quality. Furthermore, the use of CVM is also used to investigate the various methodological issues that involved in the valuation exercise, including the study of the impact of consumer’s attitudes, motivations on CVM estimates. In addition, CVM has gone through several phases throughout these decades including strong development stimulus was given by the Reagan Executive Order 12291 in 1981; the re-interpretation of CERCLA, in 1989; the Exxon Valdez damage assessment, in 1992 and lastly, the National Oceanic and Atmospheric Administration (NOAA) panel.

According to Abdul, Syamsul and Zaiton (2016), they stated that the value of habitat or area are much bigger if it enters a real market situation than the real item in the market. It is believed that, if the monetary values can be placed on the habitat or area of land, there would be a better chance for a non-market benefit real value being reflected in the decision-making process. Then, there would be a better decision can be made concerning their optimal level of provision to society.

In the previous study, there are two useful purposes for conservation in economic valuation. Firstly, Pearce (1998) saying that these economic valuations can provide more information on the conservation policies, such as payment levels for environmental services policies or entrance fees for protected areas. Secondly, the most important purposes of economic valuation, the valuation can be used in general to show that environmental conservation can provide a significant benefit to people and this value can be directly compared with other potential uses of land through cost benefit analysis or can simply serve

to raise an awareness among policy makers or the public on the importance of economic benefits for the conservation (Sattout et al., 2007).

In general, most of the studies of economic value shows that people that involved directly on the environmental activities which is considered as use values are more than willing to pay for the conservation because they are aware that all their contribution or money will be invested in the conservation and improving the quality of services (Samdin, 2008). Thus, towards the end, the result of CVM studies can be useful in contributing the proper information for decision making and policy purposes in biodiversity and protected area management (Kamri, 2013; Norasilah et al., 2016).

Globally, there is a lot of study with different interest used CV application to value the non-marketed goods. For instance, studies like by Nik Mustapha (1993) is one of the earliest studies in Malaysia that applied DC-CVM as an approach to study the environmental values for recreational area at Taman Tasik Perdana. The study implements both logit and probit models in order to analyze the data obtained from the survey. Thus, the estimated mean of WTP were found ranging from RM84 to RM106 while the median WTP were ranged from RM36 to RM109. Since the median WTP measures is firmer than mean WTP, this study concluded that RM36 is the median value WTP for the outdoor recreational resources in Tasik Perdana. From this result, this value can be used by policy makers to make decision in term of welfare measures. The author claimed that, failure to enter this value in the process of land valuation will lead these precious resources undervalue.

Another study done by Bandara and Tisdell (2003), focused on the conservation of the Asian elephant in Sri Lanka. This study aimed to measure whether urban residents WTP are sufficient enough to compensate farmers for the damage caused by an elephant. The

preliminary willingness to pay estimates reveal that the respondents in this study are willing to pay about Rs. 110.17/RM6 per month on average and Rs. 1322.04/RM80 annual for elephant conservation. Therefore, from the estimated WTP, the urban residents could compensate the farmers in affected areas and be better off than in the absence of elephants in Sri Lanka.

Kontoleon and Swanson (2003) study about the property rights for the giant panda whether these charismatic species can be an instrument for nature conservation. Panda is one of the habitats that is in endangered. It has been estimated that the rate of habitat disruption in the panda reserves has proceeded at a pace of 5% annum, over the past two decades. In China, current conservation efforts are more focusing on the captive breeding programs, not on the habitat conservation itself. However, with the current conservation efforts can be used to promote wider biodiversity conservation and create an awareness to communities. Therefore, the mean WTP for conservation of Panda was 14.86USD/RM62 whereby this value is generated from panda that is available in situ conservation. It is clearly showing that giant panda can be used as an important instrument for general nature conservation purposes.

Leong, Zakaria, Ghani and Mohd (2005) used CVM to value highland forest of Fraser's Hill which located at Peninsular Malaysia to a random sample of 226 visitors. This study used logit models to analyse the data obtained. Results from this study indicates that the estimated mean of WTP for the conservation of highland forest were found ranging from RM20 to RM27 per individual.

Moreover, a study by Radam and Mansor (2005) used DC-CVM approach to value outdoors recreational resources in Manukan Island, Sabah. This study also used both logit and probit models to analyze the data obtained through personal interview. Finding shows

that income and price variables are significant, which means that the variables are the main factors of visitors WTP for entrance fees. Visitors are estimated WTP RM5.02 for entrance fees which is more than the current fees which is at RM1 to RM2. From the results obtained, the revenue can be used as an additional support for the park management to allocate a limited fund for maintenance and conservation of the park.

Likewise, Marikan et al., (2006) applied DC-CVM approach on a case study based on Bako National Park, to estimate the individual WTP for conservation of outdoor recreational places. This study implements both logit and probit model to analyzed the data. From both of the models, the estimated mean of the WTP were found at RM7.66, while the median WTP is at RM7.76. Therefore, as the median is found to have a stronger value than mean, thus RM7.65 is the average value of WTP that visitor would be able to pay for the conservation. Towards the end, this result can be used as an information guideline for Bako National Park management to protect and preserve the nature resources and its wildlife and this information also can be used to improve and add more infrastructure and public facilities for the convenience of visitors to Bako National Park.

Study done by Samdin (2008) applied CVM to determine the appropriate pricing policy for the sustainable management of Taman Negara. The study was conducted among the visitors who visit Taman Negara. Respondents were asked how much they are willing to pay for the non-market goods that are available at Taman Negara, in other words, how much they are willing to pay for entrance fee to enter Taman Negara. The results indicate that the mean WTP for an entrance permit to Taman Negara is RM13.06. Finding shows that visitors are willing to pay more than the current entrance permit which is at RM1 per entry. It shows that, CVM can be applied as a tool for revising pricing policies in protected areas.

Likewise, after 5 years, another study had done by Samdin, Aziz, Radam and Yacob (2013) also applies DC-CVM to access the net economic values of ecotourism resources in Taman Negara. At this time, this study used both logit and probit models to measure the WTP. From the estimation results, the mean WTP for logit and probit models is at RM13.74 and RM23.36 respectively. The result shows that probit models are performed better than logit models in term of McFadden R^2 . Thus, the study has shown that mean WTP from probit models are more reliable measure. Above all, visitors are WTP RM23.36 for the entrance permit higher than the result obtained in 2008 (Samdin, 2008) which is more than the current entrance permit (RM1). The TEV of WTP for Taman Negara is RM2,024,704.64. The revenue collected from the visitors could be used as an additional support to Park management for conservation and maintenance of the park.

Yacob et al. (2009) conducted a study to measure the value for ecotourism resources in two selected marine parks which is Pulau Redang and Pulau Payar by using CVM. The study implements both logit and probit models in order to analyse the data obtained from the survey. Finding shows that in Pulau Redang, only price, income and local tourist had significant impact on WTP for conservation of marine ecotourism, which resulting both local and international are WTP for RM7.80 and RM10.60 per year for conservation respectively. The total benefits are between RM4.25 million to RM4.7 million. Meanwhile, in Pulau Payar, only price and income variables are significant. Both local and international are WTP RM7.30 and RM8 for conservation respectively, resulting in total benefits of between RM6.2 million to RM7.0 million, using a social discount rate 3%. The results obtained from this study could be useful to the park management or decision-makers in terms of welfare measures such as to implement an appropriate conservation fee in considering the

importance of our natural resources in order to meet developmental needs and other economic activities.

Pek, Tee and Ng (2010) applied the CVM to determine the economics values of household preferences for preservation and conservation of hill recreational and services values at Taman Melawati Hill. This study regressed WTP on the socio-economic variable using ordinary least square (OLS) model to reveal the mean of WTP. The results show that only variables named gender and income had significant impact towards conservation of hill recreational, which resulting an average household WTP of RM92.40 per annum. The value of TEV for hill recreation are RM51.6 million per year. From these results, it could be useful to local municipal council, state government and interest stakeholders in order to determine any imbalance between what publics wants for hill recreational services and the desire to exchange the hill with modern developments.

The research done by Afroz and Masud (2011) employed CVM to estimate the WTP of the households to improve the waste collection system in Kuala Lumpur. This study regressed WTP on the socio-economic variable using logit model. Results from this model shows that age, education, income and concern about waste management had significant impact on WTP for waste collection services which resulting on average, the household in Kuala Lumpur WTP for RM22 per month for the services. The TEV value of WTP of household in Kuala Lumpur city is RM1.1 million per year. Thus, from the result obtained, policy makers can decide to design an improved waste management project in Kuala Lumpur.

Siew, Yacob, Radam, Adamu and Alias (2015) applied DC-CVM to estimate the visitors WTP for conservation of Paya Indah Wetlands (PIW). This study used logit models to estimates visitors WTP entrance fee and the results shows that income and bid price had a

significant impact towards visitors WTP. Studies shows that visitors are WTP RM7.12 per person as an entrance fee to PIW. Thus, the expected benefits were calculated at RM630, 767.92. Every year, with an increasing of visitors to PIW, it is crucial for PIW management to require a higher amount to protect and maintain the quality of wetlands.

Obviously, CVM approach is the suitable approach for the management to determine the value that can be implement in entrances fees. From the findings, this study can assist the PIW management to impose a new entrance fee in order to obtain an extra funding for conservation and at the same time, can reduce the current financial constraint.

The study of Asmamaw, Beyene, Tessema, Kara, Goshu and Assefa (2016) employed CVM to assess the WTP by labor of beneficiaries of Lake Tana, Ethiopia for the conservation activities of labeobarbus fish species. Laboebarbus fish species came from the Cyprinidae family which has the highest diversity among all freshwater fish in Lake Tana. However, the fishing activities are causing the population of the fish decline. Therefore, this study provides strong evidence that almost all of the respondents are willing to pay for the labeobarbus conservation activities which cate 96.9% of respondents. The mean WTP was estimated to be 48.48 USD/RM201. Therefore, the factors that affect the WTP of the respondents was age, sex, economic activities, and the level of understanding about the future generation without labeobarbus fish species.

Another recent study that used CVM approach in Malaysia by Hilmi and Mojiol (2017) conducted a study on valuing the urban trees in city of Kota Kinabalu, Sabah. This study is conducted because due to increasing number of populations in Kota Kinabalu resulting higher rate of development in the city area which caused many trees is cutting down to give way for city development. This study used Ordinary Least Square (OLS) regression models

to reveal the mean of WTP. Results regressed from this model shows that race, transportation, and education had significant impact in respondents hypothetical WTP of tree number in City of Kota Kinabalu. Thus, the TEV of urban trees is calculated at RM3, 629,629.92. Consequently, CVM approach can be applied as a tool for preventing the trees from cutting down. From the result, authority can make a better policy in making an improvement in trees number in the city.

Study on the case study of Matang Mangrove Forest Reserve, Perak Malaysia by Ramli, Samdin, and Ghani (2017) were performed to determine the economic value of mangrove forest. This study employed DC-CVM in double bounded with logit models to estimate the WTP for the conservation fee among consumptive direct user (fisherman) and non-consumptive direct user (visitors) of the mangrove forest. Result shows that the factors that influence visitors and fisherman WTP was income and WTP for higher tax if the government increased the effort of mangrove conservation which resulting the mean WTP for the conservation fee is estimated at RM17.60 per person for visitors and RM8.38 per person for fisherman. This shows that visitors and fishermen are WTP more for the conservation where visitors and fisherman are WTP an additional of RM12.60 and RM3.38 per annum respectively where the current charges are at RM5 per entry. This shows that both visitors and fishermen have high values towards Matang Mangrove Forest Reserve where they are WTP for a higher rate. The TEV value for Matang Mangrove Forest Reserve by visitors and fishermen is RM843, 761.60 and RM74, 154.62 respectively.

Schutgens, Hanson, Baral & Ale (2018) used CVM to evaluate the willingness to pay of visitors to support the implementation of a snow leopard conservation action plan. Recently, snow leopards *panthera uncia* have recently been recategorized as vulnerable on the IUCN Red List. These species are facing a high risk of extinction in the wild because of the illegal

hunting, climate change, habitat degradation and wildlife crime. Therefore, in order to conserve snow leopards, visitors are willing to pay 59.09 USD/RM245. However, the amount of fees would be difficult to implement as there are likely having a detrimental impact on the local economy and visitation rates. However, the decision should be viewed in light by the authority by looking the economic, social, and political impacts.

More recent evidence that used contingent valuation approach in Malaysia by Azhar, Rahman and Arif (2018) focused on the health economics issues. This study aimed to measure the WTP for health insurance among the adult population in Sarawak. This study used logit models in order to identify the potential predictors for WTP for health insurance. From the models, it shows that marital status, income, education, and occupation variables are significant which resulting the mean of WTP around RM11 to RM20 for health insurance. However, the results obtained shows that the WTP for health insurance in Sarawak is quite low.

Table2.4: Summary of CVM Studies

Year	Author(s)	Interest	Conservation Value
1993	Nik Mustapha Abdullah	Taman Tasik Perdana	RM36
2002	Bandara & Tisdell	Asian elephant	RM62
2003	Kontoleon & Swanson	Panda	RM20- RM27
2005	Leong et al.	Protecting a highland forest (Fraser Hill)	RM5.02
2005	Radam & Mansor	Manukan Island, Sabah	RM7.76
2006	Marfish et al.	Recreational park conservation (Bako National Park)	RM13.06
2008	Samdin	Taman Negara	RM7.30- RM8
2009	Yacob et al	Marine Park: Pulau Payar and Pulau Redang	RM7.80- RM10.60

2010	Pek et al.	Conservation of hill recreation	RM92.40
2011	Afroz & Masud	Improved solid waste management facility	RM22
2013	Samdin et al.	Taman Negara	RM11.01- RM18.27
2015	Siew et al.	Wetland conservation (Paya Indah Wetland)	RM7.12
2016	Asmamaw et a	Labeobarbus fish species in lake Tana	RM201
2017	Hilmi & Mojjol	Urban trees	RM7.84
2017	Ramli et al.	Matang Mangrove Forest Reserve, Perak	Visitors: RM17.60 Fisherman: RM8.38
2018	Azhar et al.	Health Insurance	RM11- RM20
2018	Schutgens et al	Snow leopard	RM245

2.16 Research Gap

There is a limited study on the willingness to pay for conservation and sustainability of Lenggong Valley World Heritage Site. This study aims to close the research gap by measuring the willingness to pay of the stakeholders which are local communities and tourist for the conservation and sustainability of Lenggong Valley as the Cultural heritage site in Malaysia. The value estimated can provide policy makers an indication of the importance of the un-priced cultural heritage resources as a whole in monetary terms. This significant value can assist policy makers to recognize any disparity between what the community really needs and are prepared to give for and the dilapidation to the WHS because of new development. The results of this study hopefully can be used as a public's preferences to measure their WTP value for the cultural heritage conservation and should be given due consideration in order to decide how to promote sustainability of the heritage site.

CHAPTER 3

METHODOLOGY

3.1 Introduction

This research study was designed for assessing the WTP value of the cultural heritage and its management for the Lenggong Valley World Heritage Site. This study considered as the first research in Lenggong Valley on assessing the non-use value of the cultural heritage and social benefits in the heritage site conservation. While Goerge Town World Heritage Site are the first research in Malaysia that focused on the same issues. To accomplish the specific objectives of the study, the main research outlook is triangulation in nature, with three data collection techniques in use namely: the CV questionnaire survey (quantitative approach), case study and interview (qualitative approach). Based on the population of people in Lenggong Valley, Perak Four hundred questionnaires will be collected from the stakeholders through the survey. This chapter highlights the importance aspects of research methodology for the study. The estimation techniques that will be implemented is dichotomous choice-contingent valuation method (DC-CVM).

3.2 Formulation Of The Research Framework

Several statements addressing the difficulties with the design and management of heritage sites in Lenggong Valley led to the development of this research study:

- i. It is important to consider heritage conservation as a social-cultural activity, not merely an expert practice.

ii. It is vital to think about the context of the heritage conservation plan such as its social, cultural, economic, and environmental as critically as well as intensely as the site itself is reflected.

iii. Traditional ways of assessing the “significance” depend deeply on the historical and archaeological theories believed by the experts. As a matter of fact, no sole field or 115 techniques has yielded a complete or adequate valuation of the heritage value. Then, a mixture of techniques from various fields should be covered in any thorough analysis of the values of a heritage site. Understanding of the economic values is a strong force shaping heritage and conservation when it is different to the established scope of the conservation experts

iv. The test of more efficient conservation planning is in its awareness to the desires of the stakeholders, communities and the general public.

The conceptualization of this research framework, which describes the approaches that should be considered in order to achieve more sustainable management of heritage sites, and the key concept to accomplish sustainable management of the heritage site are the two main topics that are highlighted in this section. The theoretical framework of the study has now been highlighted in light of discussions in the earlier Chapters One, Two, and Three, which covered the issue in great length in the literature review.

3.3 Research Design And Method

According to Yin (2002), the primary goal of the study design should be to help prevent a situation where the answers to the main research questions could not be provided. A research design, according to Creswell (2009) and Rani (2004), is a plan or strategy for action that identifies the methods and procedures for inquiry that would cover everything

from broad hypotheses to in-depth methods of data collection and investigation, in order to achieve the goals of the study and find solutions. In sum, Yin (2002) has given thorough justifications of what can be the key issues while organizing the research endeavor. The elements of this research design would be the following, derived from his suggestions:

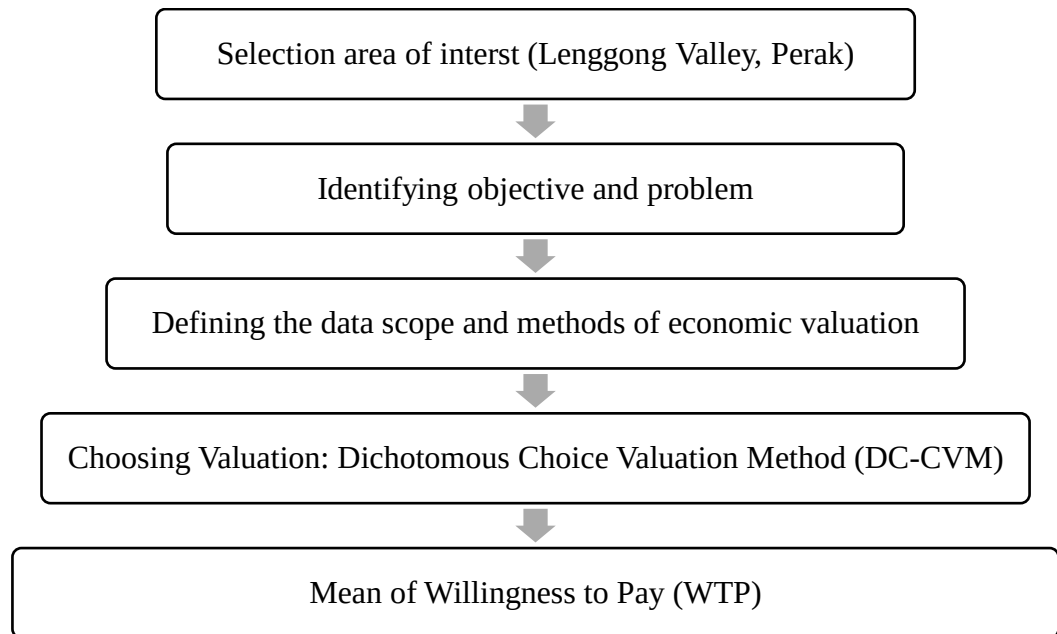


Figure 3.1: Flow Sheet of Research Design (Yin, 2002)

3.3.1 Research Problems

Identifying and defining an issue is one of the most crucial steps in undertaking research in any discipline. Research cannot progress unless a problem is specified, claims Rani (2004). A research problem might be either straightforward or very complicated, among other variations. This research study has made an effort to determine the WTP value of the cultural heritage in the Lenggong Valley in order to analyze the social benefits that would arise from a suggested strategy to protect the archaeological heritage site for a more sustainable WHS. The objective is to make the stakeholders aware of the advantages of protecting cultural

property and show how these advantages could be measured and used to support more investments in the preservation of this WHS.

Handling the contradictions between resource protection and tourist growth should be the main obstacle to more sustainable management and planning of Malaysia's cultural sites. The idea that a historical site is helpful for tourism. Most historical locations have characteristics that can draw tourists. These characteristics have grown simpler to identify as their places have been classified as World Heritage Sites by international organizations since tourism has been a part of almost all WHS's. Millions of visitors may visit some websites annually.

Malaysians' desire to protect their cultural legacy has been influenced by the present situation, economic growth, educational levels, and leisure time. In order to entice more visitors, who could subsequently strengthen the nation's economy and help the individuals who are interested in it, the government and national tourist organizations have converted these historical treasures into the nation's assets. The local society has asked that the cultural heritage be preserved for the sake of future generations.

In an effort to halt the degradation of the traditional legacy and conserve the historic built environment, the Federal and State Governments of Malaysia have adopted a number of cultural heritage development policies and processes. Although they have not been widely used, these principles and practices seem to be extremely complete. Documents state that guidelines on the value of stakeholders' input in the management and development of cultural assets have been produced. In actuality, though, implementation has remained discrete and unconnected, upholding the notion that conservation is isolated from its social context.

However, as civilizations changed, so might the burden of conservation and its capacity to influence and support them. We have been forced to consider the social plan's future viewpoint on conservation in a realistic way as a result of changes in Malaysia's social climate. As was indicated in the earlier sections of this research study, the management of cultural assets has not been sustainable until it has taken into consideration economic, environmental, and social concerns.

The assessment of a heritage's values has been proven to be crucial for any conservation endeavor since values can significantly affect the preferences that society expresses. According to Throsby (2010), the public's perception has been found to be crucial in valuing cultural heritage. The sustainability of the public's cultural legacy would be more influenced by their participation in valuing it.

The main research question of this study has been to determine how the WTP value of the cultural heritage could be recorded and used to support the societal benefits of maintaining the cultural heritage for a sustainable heritage site in order to see if this research problem will actually hold true. This research question has been divided to act as a framework for the study's execution. These are:

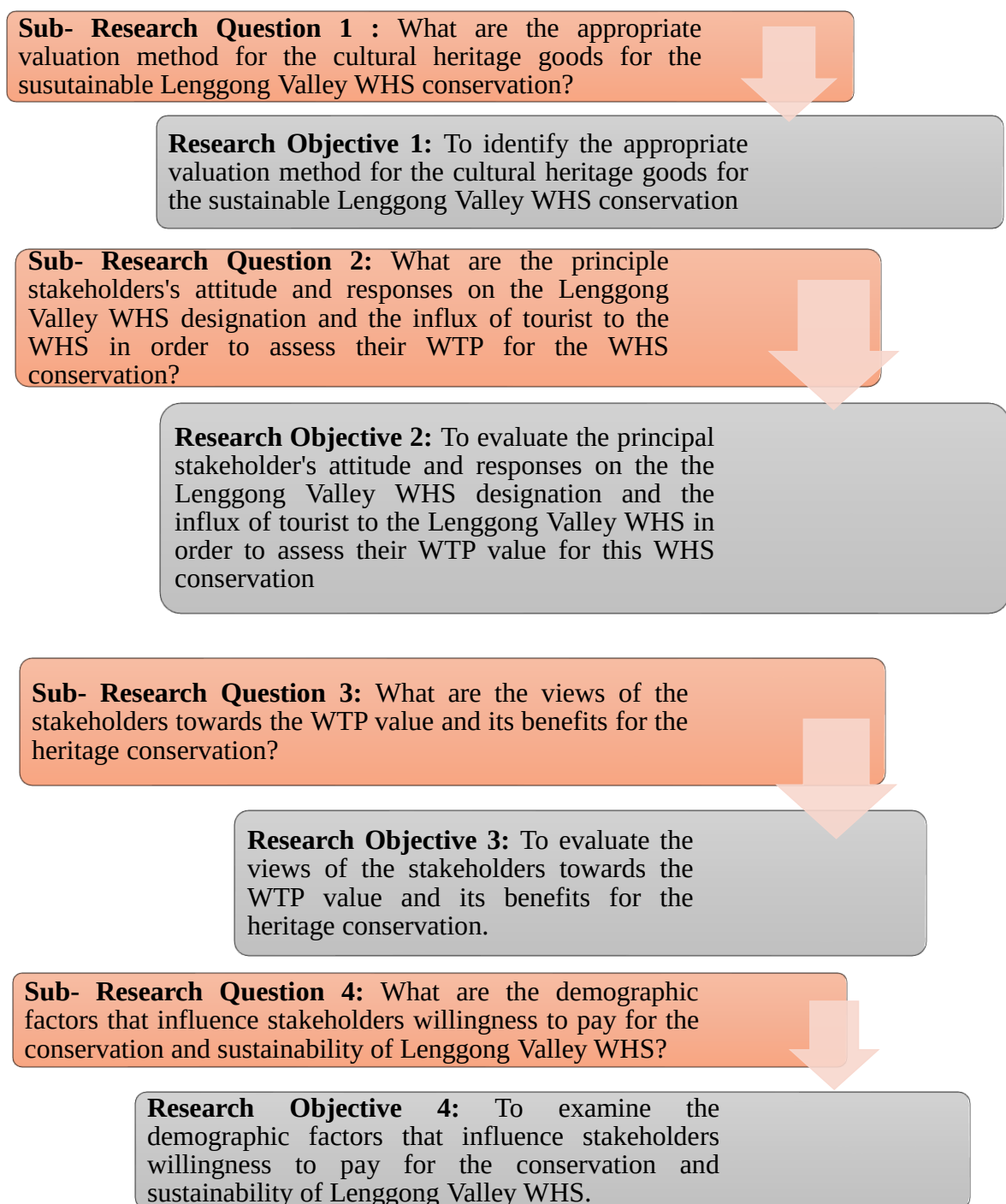


Figure 3.2: Flow Sheet of Sub- Research Objective and Research Objective

In order to address sub research questions 1, 2, and 3, which would center on the stakeholders' opinions regarding the research issue, the non-directional hypotheses were developed. For this study question, the following non-directional hypotheses have been developed:

1. Stakeholders' attitudes and responses on the Lenggong Valley WHS designation will give direct influence on the WTP value of the Lenggong Valley WHS conservation.
2. Stakeholders' perception about the cultural tourism and its benefits for conservation will give a direct influence on the WTP value of the Lenggong Valley WHS conservation.
3. Stakeholders' views on the importance of preserving the non-use value of this WHS will give a direct influence on the WTP value for the Lenggong Valley WHS conservation.
4. Stakeholders' views of the conservation management will give a direct influence on the WTP value for the Lenggong Valley WHS conservation.

As for now Lenggong Valley, the cultural heritage site has been in a poor maintenance and have left the cave walls defaced by ugly graffiti scribbled by local tourist that came here to picnic, hangout and also for date. Although, the caves have now been gated off and guarded to put an end to this. They are, however, accessible by appointment and are free of charge, but tipping the guides is appreciated. It is difficult to set a minimum price for the willingness to pay for the tourist since it never put a fee for the tourist that visit Lenggong Valley. It is crucial to choose the right valuation method to value Lenggong Valley. By using

the inferential analysis of Pearson's Correlation, the following non-directional hypotheses will be examined and addressed.

3.4 Theoretical Framework

In Malaysia, the framework for the protection and conservation of heritage assets has been created using a comprehensive approach (Ismail, 2008). This framework has established that historical conservation should be a part of development plans, general urban planning regulations, and the larger urban setting. However, there is limited information on whether the development planning and management of these heritage sites has taken the indicators for sustainable planning and management into account (Hasan & Adnan, 2001). These heritage sites are undergoing an increasing number of alterations, which proves this.

Even though these historic monuments were added to the list of global heritage sites, the situation has not changed since then. In general, it has been discovered that the sustained changes in their physical and social development have had an impact on the sustainability of the heritage site. Any development or intervention inside the heritage sites should be evaluated using sustainability principles. The use of these sustainability principles would add value and support both public and private efforts focused at maintaining and improving the standard of the cultural site. The goal of adopting this method is to foster a culture in which sustainability issues are seen as important to planning, design, policy-making, and other processes.

Environmental, social, and economic sustainability are three interconnected elements that "meet the demands of the present without sacrificing the potential of future generations to satisfy their own requirements," according to Adams' (2006) definition of sustainable management (United Nations, 1987, p 15). The relative weight of each of these elements

may fluctuate over time and under various conditions, but in the long run, each of these requirements must be met in order to attain sustainability.

3.4.1 Indirect Utility Function

The maximum utility that can be attained through income and price of commodities is defined as the indirect utility function. This function calculates the maximum utility that can be obtained by devoting a portion of the budget to consumption commodities with prices. Because consumers often analyse their preferences in terms of what they consume rather than price, this function is referred to be "indirect."

The utility maximisation problem is strongly related to the indirect utility function (UMP). UMP stands for optimal decision problem, and it relates to the dilemma that customers confront when deciding how to spend money to maximise utility. The indirect function of the utility maximisation problem is the value function, or the best potential value of the objective:

$$v(p,y) = \max u(x) \text{ for any } x^* \in x(p,y) \quad \text{Equation 3.1}$$

Whereby p stands for prices and m for income. It's worth noting that customers in the utility maximisation problem are considered to be rational, with convex preferences that maximise utility. This assumption also applies to the indirect utility function because of the function's interaction with the UMP. Other essential aspect of the indirect utility function is that it is a degree-zero homogeneous function, which means that the optimal does not change when prices (p) and income (y) are both multiplied by the same constant. This is also assumed that all money is spent, and the function follows the law of demand, which manifests itself as rising income (y) and falling prices (p). Last but not least, in terms of pricing, the indirect utility function is likewise quasi-convex.

3.4.2 Hicksian Demand Curve

This theory assumes that consumer preferences are locally unsatisfied, and it may be used to the question of "how much better or worse is the result of a price adjustment from p to p' in the direction of the consumer?" Hicks (1941) developed two welfare measuring ideas, variation and surplus, when he published his article "The Rehabilitation of Consumers' Surplus." Two types of approaches to assessing welfare can be used in both concepts: compensatory and equivalent. The use of surplus is preferable only for changes in the number of commodities. The Hicksian Compensating Variation (CV) and Equivalent Variation (EV) were the inspiration for WTP and WTA (EV). Hicks (1941) describes how these changes might be used to monitor improvements in environmental quality losses. (1) Can be used to demonstrate how to interpret a CV:

$$CV = e(p, Q_1, U_1) - e(p, Q_0, U_0) \quad \text{Equation 3.2}$$

The expenditure function is $e()$, the quality of environmental goods is Q , the utility level is U , and the superscripts 0 and 1 refer to before and after policy changes, respectively. In the case of this study, a government proposes a programme to conserve Lenggong Valley and encourages citizens to pay taxes to ensure that Lenggong valley is preserved. The general public has the option of paying or not paying taxes. If the public prefers to pay taxes in order to expand the population of Lenggong Valley, they would be willing to give up some money in exchange for this improvement, which would result in the extinction of Lenggong Valley. For such an improvement, this is referred to as the public maximum WTP.

On the other hand, if their choices are the present situation of not having to pay taxes, it will have an effect on the public of Lenggong Valley; as a result, those who are directly involved in Lenggong Valley (Workers) will require a minimum willingness to accept (WTA)

for the perceived environment protection losses. The EV could be explained using the CV's opposite circumstance. Throughout this scenario, if the government changes its policy and no longer pays conservation taxes, persons directly involved in Lenggong Valley will have to discontinue working at Lenggong Valley by themselves for a period. This will have an impact on workers earnings. As a result, workers will start to find new job to go on living. This is referred to as a minimum WTA total. The EV is explained in (2):

$$EV = e(p, Q_0, U_1) - e(p, Q_0, U_0) \quad \text{Equation 3.3}$$

The expenditure function is $e()$, the quality of environmental goods is Q , the utility level is U , and the superscripts 0 and 1 refer to before and after policy changes.

3.5 Sample Size

Lenggong Valley is situated in Mukim Kening, Lenggong, Temelong, and Durian Pipit, a unique area in Hulu Perak. The residences in Lenggong District and the tourists who visited Lenggong Valley were used as the study's unit of research. Based on the sample size calculation, a minimum sample size of 265 is required for the Local community as the population is 9,532 people with a 90% confidence level. I therefore conclude that the local community's sample size is 300. However, since 2014, there has been a decrease in the number of tourists visiting the Lenggong Valley. As of 2018, there is no recorded data on tourists. However, based on my site visit I managed to gather the information about the tourist that come to visit in lenggong valley in mean time. Based on the officer in charge, due to Covid-19 and also the renovation that being done in the Lenggong Valley area the tourist that visit lenggong valley are not more that 100 people for 6 months. Therefore, the maximum sample size for tourist is 100.

$$\text{Unlimited population: } n = \frac{z^2 \times \hat{p}(1-\hat{p})}{\epsilon^2}$$

$$\text{Finite population: } n' = \frac{n}{1 + \frac{z^2 \times \hat{p}(1-\hat{p})}{\epsilon^2 N}}$$

where

z is the z score

ε is the margin of error

N is the population size

p̂ is the population proportion

Equation 3.4

3.6 Methodological Considerations

Many places that are relevant to issues of heritage conservation have adopted a wide variety of strategies. For guidance on what to keep, the conservation field has traditionally relied on expert evaluations of artworks, buildings, and other things by art historians, architects, and archaeologists. And to assess the physical state of the legacy and determine how to protect it, the region has traditionally relied on technical, record-keeping, or documentary procedures (Xiang, 2009).

This research study combined qualitative and quantitative methodologies using a mixed-methods approach. It has incorporated the use of mixed approaches, qualitative and quantitative methodologies, and logical hypotheses. As a result, it involves more than merely acquiring and analyzing both forms of information; it also involves using both methodologies simultaneously, making the overall effectiveness of a study greater than either the qualitative or quantitative study alone (Creswell, 2009).

Comparatively speaking, qualitative or quantitative methods are more prominent than mixed methodologies. Creswell (2009) believed that despite the limitations of all approaches, the biases built into any given methodology might override or cancel out the biases of other ways. However, according to Yin (2002), using evidence from numerous sources would be

completely superior to other approaches. Triangulation data sources techniques are frequently employed to gather precise and reliable data, particularly in social research.

A method to extract and evaluate heritage values should be based on triangulation, which calls for the employment of diverse methodologies in complementing traditions (Mason, 2002). The argument for employing this strategy, according to Denzin and Lincoln (1994), is that by combining several methods, researchers can benefit from the best aspects of each while addressing the weaknesses of each method individually.

3.6.1 Data Collection Method

Data can be gathered for every research project using a variety of methods, in a variety of settings, and from a variety of sources. Sekaran (2000) noted that face-to-face, telephone, computer-assisted, and hand-managed questionnaires, as well as mailing or emailing questionnaires, might all be used as data gathering methodologies. Data sources might be primary or secondary, according to Ayob (2005), Rani (2004), and Sekaran (2000). The strategies listed below have all shown to be effective in gathering information for this research project.

3.6.1.1 Secondary Data Collection

Initially, it was thought that material for the secondary data would be available through books, pertinent journals, and newspapers. At this point, the review of the literature and pertinent documents for this research study was restricted to looking at the historical contexts of both heritage and tourism pertinent to the site of choice for the research, other supporting government documents and statistics, and pertinent sources and information in terms of the national newspapers and Internet information. Obtaining a sufficient collection of pertinent papers for evaluation in developing nations, where planning and evaluation were found to be less completely developed

and accessible to the public than in developed countries, was found to be especially challenging (Timothy, 1996). A review of the supporting Malaysian government documents and pertinent statistics would help to improve understanding of the current situation and the specific social and political structures that this research study should be placed in, even though a study of the documents could have assisted in providing answers to the research questions.

3.6.1.2 Primary Data Collection

The researcher has made respondents for the research available for the primary data, including persons, organizations, and groups of respondents whose opinions may be needed on particular focuses. The three main methods for gathering data in a survey study are interviews, questionnaires, and observation of people and events. As was noted in Chapter One, this research study used questionnaire-based surveys and interviews as its primary data collection methodologies.

i. Observation

The researcher has also collected useful data through observations. The activities included:

- a) Chatting with the local stakeholders and observing their interactions with visitors
- b) Talking to tourists and asking them to complete the questionnaires of the survey when and where convenient
- c) Roaming the area to observe the people, activities, facilities and the surroundings concerning the heritage resource

The data obtained from these observations have been complementary to the data collected via other methods such as face-to-face interviews, questionnaires, etc.

ii. Contingent Valuation Questionnaire Survey

Surveys are useful for social scientists who want to collect first-hand information on a community that is too large to investigate all at once, and a precise specimen provides a group of respondents whose characteristics may be used to predict those of the larger population (Babbie, 1990). They have been shown to be an effective method for measuring attitudes and impressions (Jackson, 1999). By looking at a sample of a population, survey research can provide a quantifiable or numerical explanation of trends, attitudes, or views of a population. According to Babbie (1990), in order to make the transition from a sample to a population more straightforward, this survey questionnaire considers cross-sectional and longitudinal research using enquiry form or structured interviews for data collection.

This quantitative technique of research by the questionnaire-based survey has been considered the second level of the primary data collection for this research. In this research, the questionnaires were designed and administered among the two key stakeholders in the field: local community and tourists.

The CV methodology was used to design the questionnaires. According to Mitchell and Carson (1989), one of the stated preference procedures typically used to elicit the highest WTP value for unmarketed goods is the CV methodology. In a hypothetical market, CV might elicit the respondent's maximum WTP value in order to either buy development or prevent the destruction of the facilities and assets (Khee, Hoong & Ying, 2009).

The goal of using the CV questionnaires is to determine how much a responder is willing to spend in total to manage the conservation of a cultural heritage asset. Due to its adaptability, the CV method has been extensively used to evaluate the

WTP value. It may even assign value to products and services that exhibit no outward signs of behaviour but are nonetheless understood and acknowledged by the population (Khee et al., 2009). Furthermore, according to Mourato and Mazzanti (2002), this approach was more practical for determining the worth of cultural heritage.

Despite CV's widespread use in economic valuation, some have questioned its ability to estimate the WTP value accurately and appropriately for any environmental goods or services (Diamond & Hausmann, 1994). However, the CV results might be reliable if the National Oceanic and Atmospheric Administration (NOAA) Board's recommendations have been strictly implemented. By having respondents who are knowledgeable about the issues and who are being interviewed by professional interviewers, the validity and correctness of CVs could be enhanced even more (Yoo & Kwak, 2009). In order to verify the consistency of the responses, our research investigation closely adhered to those conditions.

A number of phases were planned for a valid CV study and distribution of outcomes, and these phases which were adapted from Wedgwood and Sansom (2003) are presented in Table 3.1.

Table 3.1: Contingent Valuation Process used for this Research Study (Adapted from Wedgwood & Sansom, 2003)

PHASE 1- PREPARATION	PHASE 2- IMPLEMENTATION
STEP 1- Select Interview Technique (Face-to-face interview)	STEP 7- Enumerator training and pilot testing (Enumerator selection, role playing, sampling in the field and pilot testing)

STEP 2- Develop Sampling Strategy (Agreeing the sample size and how to achieve a random and representative sample)	STEP 8 - Implement Survey (Consider translation and the field manager role)
STEP 3- – Develop the Scenario (Defining the proposal options and deciding how the option will be offered to respondents)	PHASE 3- DATA ANALYSIS AND POLICY IMPLICATION
STEP 4- Decide which elicitation method to use (Defining the methods and deciding how the method will be offered to respondents)	STEP 9 - Data entry and analysis (Checking the validity of the data and considering how to present the results)
STEP 5- Cost the options (Range of costs that could be realistically charged for each option)	STEP 10 - Using the results to develop policy (Consider translation and the field manager role)
STEP 6- STEP 6 – Write questionnaire (Section A; Section B; Section C; and Section D)	STEP 11 - Ensuring that WTP studies inform policy (Consider translation and the field manager role)

The CV surveys hold certain distinctive qualities that would need specific thought.

This is mostly due to three explanations:

1. CV surveys need respondents to reflect how a possible change in a good or service that is normally not exchanged in markets might influence them
2. The category of public as well as varied goods and services frequently considered could be difficult and new to respondents; and
3. Respondents have been requested to generate a monetary assessment of the difference of awareness.

In this research study, the questionnaire was divided into 5 main part, generally covering the following areas: the purpose of the study, socio-economic characteristics, attitude and behaviour toward Lenggong Valley, Funding and willingness to pay for the conservation and sustainability of Lenggong Valley. The structure of the CV questionnaire was adopted from the Pearce and Ozdemiroglu (2002) as well as Tuan and Navrud (2008) studies. These five parts are described in more details below:

a. Cover Letter: Purpose of the Research Study

The CV questionnaire for this research study would begin with a cover letter which stated the objective of the research study, justification why the research is essential, and how the information will be used, contact person for enquiry and affiliation of that person, confidentiality, return of the survey serves as consent, period of time it will take to complete survey and appreciation for participation. This cover letter has been attached to the questionnaire survey form.

b. Part A: Demographic Information

The second part of the assessment gathered related socio-economic information, for example sex, age, educational achievement, employment status and income level. This socio- economic data was important:

- i. To verify whether the study sample is representative of the population,
- ii. To study the comparison of the two groups who obtained different versions of the questionnaire; and,
- iii. To examine how the WTP value for the conservation of the cultural heritage of Lenggong Valley differs according to the respondents' socio-economic characteristics.

Details of the questionnaires are presented in Appendix.

c. Part B: Attitude and Behavior toward Conservation and sustainability of Lenggong

The questionnaire survey opened with questions about the perceptions of the WHS status, cultural tourism and its benefits for the heritage site conservation, the non-use value of the cultural heritage and conservation management. The rationale of this part was to:

- i. Assist respondents examine their own opinions and attitudes towards the WHS and cultural heritage related issues
- ii. Reveal important basic reasons influencing respondents' support, or otherwise, for the cultural heritage conservation scheme, which could be found to be useful, incorporated in the analysis of the valuation responses.
- iii. Identify respondent's level of the WHS conservation responsibility

A range of question formats in this study have adopted the 5-point Lickert's Scale. The Likert's Scale is a type of composite measure used in an attempt to improve the levels of measurement in social research (Md Nor, 2009). The Scale in this research study has used the standard response categories such as 'strongly disagree', 'disagree', 'partially agree', 'agree' and 'strongly agree' to determine the relative intensity of each item.

d. Part C: Funding

This part collected information on the opinions of the stakeholders on the establishment of the Lenggong Valley Heritage Conservation Fund and which organization should manage the fund best.

e. Part D: Willingness to Pay

The purpose of this part was to explore the stakeholder's opinion with the amount of the contribution for the Lenggong Valley WHS conservation. The questions for this part were designed based on the responses of the stakeholders (local community and tourists) on their WTP value for the Lenggong Valley WHS conservation questionnaire. A payment ladder is a type of "payment card" that lists a range of WTP values in ascending order from little too large. The respondents were asked to check the amounts they were sure they would pay and cross out the amounts they knew they would not. The respondents were instructed to start with the smallest sums and, after analysing each sum individually, to place a tick next to the sums for which they had a strong feeling that they would represent the WTP value. The respondents were then instructed to select the numbers at the top of the ladder and check the amounts that they were nearly certain would not be WTP values. The payment ladder technique can illustrate the respondents' level of support for expressing their WTP value in addition to providing information on the greatest amount they would be certain to pay and the lowest amounts they would unquestionably not pay.

3.6.2 Double Bounded Dichotomous Choice (DBDC)

The second elicitation method applied in this study inquiry consists of the referendum question and double-bounded dichotomous choice (DBDC) approach. A referendum question was presented at the beginning of the second elicitation practice, asking the respondents explicitly if they would assign any WTP value to the recommended method (yes or no). Following their "no" vote to the referendum question, respondents were prompted to give a justification for why they did not consider the WTP to be important for the preservation of the cultural assets of the Lenggong Valley.

In this study inquiry, the referendum question and double-bounded dichotomous choice (DBDC) methodology are used as the second elicitation method. At the start of the second elicitation practice, a referendum question was given, directly asking the respondents if they would attribute any WTP value (yes or no) to the suggested approach. Following their "no" response to the referendum question, respondents were asked to explain why they did not think the WTP was crucial for protecting the Lenggong Valley's cultural values.

The fact that large samples were required to obtain statistically significant results is a disadvantage of the DC questions (Hanemann et al., 1991). By using the DBDC technique, this need has been partially met (Bann, 1999). The follow-up question from the DBDC method has been added to the initial DC question. For example, the respondent was asked whether they would be ready to pay RM20 initially. Depending on the answer to the first WTP question, the second was subsequently posed. When the first question was answered "yes," the respondent was asked what the maximum price was that they would accept. If the response was "no," however, the respondent was questioned about his or her willingness to pay a lower sum.

According to Bann (1999), the payment ladder elicitation practice has performed greatly in previous CV research in Malaysia. Because the CV research in Malaysia so far have employed the payment ladder approach, this was done to identify whether different elicitation methods could make any major difference in the WTP answers.

In the section of Part C of the valuation enquiries, respondents were asked a last set of attitudinal questions seeking to establish why they were willing, or not willing, to pay to preserve the cultural heritage.

3.7 Sampling Strategy

Sampling is the process of selecting a sufficient number of constituents from the population so that by analyzing the sample and identifying the sample's strengths and qualities, generalizations about the traits and features of the population's constituents may be produced (Marshall & Rossman, 2006). For this research project, the sampling strategy for the CV questionnaire survey (local respondents and tourists) was simple random sampling as described by Yates, Moore, and Starnes (2008).

The simplest kind of probability sample is the simple random sample. A simple random sample in statistics is a selection of people (a sample) from a large group (a population) (Yates et al., 2008). Every person is chosen entirely at random, according to probability, with the result that every group of people has an equal chance of being chosen for the sample at any point throughout the sampling process. Moreover, Purposive sampling, according to Md. Nor (2009), is the researcher's assessment of who can supply the most information to achieve the research's objectives. If you need to quickly collect a selected sample, then purposeful sampling can be quite useful (Md Nor, 2009).

This research study has identified and selected the stakeholder's who in the opinion of the researcher were likely to have the required information, knowledge, and willingness to

participate in this study. For this research study, the stakeholders should play an important role in the value assessment. Hajjalikhani (2008) has said that stakeholders could be divided into several categories which depended on their levels of responsibility, authority, and influence on a project. For the heritage conservation and management, stakeholders have been identified as persons, groups and organizations with awareness in universal heritage management crisis and problem as well as were immediately impacted or influenced by the activities or non-actions engaged by others to solve the crisis or problem (Gary, 1989; Hall and Mc Arthur, 1993). Many stakeholders with varying interests have been identified in cultural tourism and heritage site management (Hajjalikhani, 2008). However, the most commonly cited stakeholders should include the local community, tourists, government/public sector, and the industry/private sector.

In the context of this research, two key stakeholder groups (i.e., those who could influence policies, decisions, and actions) were identified as part of the study. These include: the local community residents and the tourists/visitors.

3.7.1 Local Community/Residents

The local community has often been recognized as the main stakeholder in heritage tourism, heritage value assessment and cultural heritage management (Nicholas, et al., 2009). Orbasli (2000) believed that the residential community is not just simply a recipient. They must be recognized as key players in shaping the future of a place. In 2002, in UNESCO's celebration of the 30th anniversary of the World Heritage Convention, the Budapest Declaration on World Heritage has stated their importance, "we should seek to ensure the active involvement of our local communities at all levels in the identification, protection and management of our World Heritage properties" (UNESCO,

2002, p 7). This declaration has indicated the tendency and the necessity of involving the local stakeholders in the whole context.

The First category of respondents of this study was chosen from the residents at Kota Tampan and Pekan Lenggong. The respondents who at least 21 years old and stayed at Kota Tampan were randomly selected. Every person has had an equivalent chance of being chosen from the population, certifying that the sample would be representative of the population (Keppel, 1999).

3.7.2 Tourist/Visitors

The second category of stakeholders in this study was the tourists (domestic and foreign) who have paid a visit to Lenggong Valley. The United Nations World Tourism Organization (UNWTO) has defined the tourist as someone who travels at least fifty (50) miles from home and reside in places out of their common location for over twenty-four hours and not over one repeated year for vacation, trade and other reasons not connected to the use of an activity rewarded from within the place stayed. For this research study, the tourist respondents were randomly selected at Lenggong Valley area.

3.8 Survey Questionnaire Implementation

The questionnaire were distributed to the local respondents and the tourist at Kota Tampan and also at Pekan Lenggong. A face-to-face interviewing technique using the structured CV questionnaire aided by photo images was applied in this survey in order to get answers directly from the respondents. All survey questions were examined in detail, along with the possible difficulties that might be encountered throughout the investigation process. The fieldwork consisted of three main stages which were the pre-pilot, the pilot study, and the main survey.

3.8.1 Pre-Pilot

In the pre-pilot stage, the draft questionnaire was developed, improved and test on some colleagues at Taylor University, Selangor. Both a site visit and a review of the most recent literature were used to acquire background information on the research area. The survey was meant to be based on the most recent site data, according to recently completed targeted evaluations of the area (such as cultural heritage conservation and cultural tourism; Noramaly, 1998). All of the economic and cultural heritage concepts that were utilized in the survey were written with great care in an effort to make them easy for the local respondents to follow and comprehend. The photo of Lenggong Valley Archeological site was added to support the main purpose of the text and were presented in the appendix. These questionnaires were also translated into the Malay language for the convenience of the local respondents who could not understand the English language well.

3.8.2 Pilot Survey

According to Teijlingen and Hundley (2001), a reliable research exercise should begin with a pilot study earlier than the main study could be conducted. This was done in order to discover any inconsistency in the questionnaire designs. However, Liaw and Goh (2003) have expressed that a pilot study was not compulsory in research design, but it was a common exercise before the main study. Usually, the main purposes of the pilot study are:

- i. To analyse the constancy of the internal data
- ii. To test the consistency of the measurement scales for the variables used
- iii. To ensure whether the respondents could comprehend the enquiry set in the questionnaire; and

- iv. To avoid misinterpretation

Two versions of the questionnaire (English and Malay Language) were tested on the 60 local residents and 40 tourists. The pilot survey was undertaken over 3 days in October 2022. Face-to-face interviews with individuals who were not less than 21 years old and who were considered decision-makers in the households were conducted in Kota Tampan, Lenggong. For the pilot study, the payment ladder elicitation processes were used for the whole sample in order to get a fair picture of the WTP value. Due to incomplete questionnaire responses, the number of valid surveyed questionnaire received totalled 81 samples.

The pilot survey as well discovered some problems in the wordings of the questionnaire, the format used, and the option of the payment vehicle. The following items were the key points as a result of the pilot survey that assisted in the design of the main survey tool to include:

- i. The local respondents were found to have difficulty in understanding the questionnaire. Derived from the socio-economic characteristics, 62% of the respondents have had low educational background and this factor has revealed that they found it difficult to understand some of the questions in the questionnaire.
- ii. Higher rejection rates were noticed amongst the Chinese as compared to the other respondents.
- iii. The pilot survey of the WTP value responses were used to define the choice of the payment vehicle to be employed in the main survey.
- iv. The selected WTP values from the pilot survey were utilized to define a DBDC of the WTP value in the main survey

Even though (62%) of the respondents have had low educational background and they found difficult to understand the questionnaire. But the response rate (81%) received from the pilot survey was adequate to generalize the view of the respondents.

Table 3.2: Summary of Pilot Survey Responses

No	Stakeholders	No. of questionnaire distributed	No. of responses	Percentage (%)
1.	Local Community	60	10 (17%)	50 (83%)
2.	Tourist	40	9 (23%)	31(77%)
Total		100	19 (19%)	81(81%)

3.8.3 Main Survey

The main survey was conducted over a period of more than fourteen (14) days in November 2022. For local people questionnaire , a total of 300 household were visited. With the guidance of the researcher, the local community able to complete the questionnaire. Therefore, the number of completed questionnaire was 300. While for the tourist questionnaire, a total of 100 tourist were surveyed. Due to lack of facilities and infrastructure of Lenggong Valley, there is not much visitors that come to visit Lenggong Valley. Some of them are not interested in taking part in the survey. Therefore, there were only 100 of tourist that participate in this questionnaire.

Table 3.3: Summary of Main Survey Responses

No	Stakeholders	No. of questionnaire distributed	No. of responses	Percentage (%)
1.	Local Community	300	300	100%
2.	Tourist	100	100	100%
Total		400	400	100%

3.9 Factor Analysis

The initial estimation in this study is a factor analysis. The goal of factor analysis is to find the underlying variables or factors that explain the pattern of correlations within a set of Likert-scale variables. It's most commonly utilised to find a limited number of factors that can be used to express relationships between groups of connected variables (George & Mallery, 2010). Factor analysis can also be used to create causal mechanism hypotheses or screen variables for further investigation (Factor Analysis in SPSS, n.d.). According to George and Mallery (2010), conducting a factor analysis entails four steps.

1. Calculate a correlation matrix of all variables to be used in the analysis;
2. Extract factors;
3. Rotate factors to create a more understandable factor structure;
4. Interpret results.

3.10 Dichotomous Choice Contingent Valuation Method (DC-CVM)

3.10.1 Estimation Method for CVM

This is a closed-ended question in which respondents are given a bid price and asked if they are willing to spend for a visit to the Lenggong Valley. A single-bounded DC method formulation was used in this work. This is a one-time payment method in which respondents are asked to respond "Yes" if they agree and "No" if they disagree. The "Yes" response indicates the respondents' maximum WTP. The single bound approach, on the other hand, is easier to apply than the double bound, particularly in data collecting and estimate (Calia & Strazzera, 2016). Individuals are asked to express their monetary preferences for a hypothetical change in the environment that will be brought about by a policy change.

Individuals are given a hypothetical circumstance in which a prospective change, such as in environmental quality or quantity, is described along with a recommended policy action in a DC format. The individuals will then be asked their WTP for the adjustments, which will be followed by a range of defined pricing. Because the researcher does not know the individual's WTP, the researcher will use the individual's 'Yes' or 'No' response to elicit as an indicator of the range of WTP values. As a result of the data gathered here, the researcher can calculate the sample mean or median WTP. Three assumptions are made in the CVM survey: I the individual understands the proposed change in environmental resources; (ii) the individual is capable of evaluating the impact of this change on his or her utility; and (iii) the individual analyses the recommended bid level. It is evident that the CVM is linked to normal microeconomic theory, and how information on individual reactions might be used in a direct and efficient way to trace

out welfare changes in various parts of the world, allowing for monetary estimation of a welfare-improving strategy.

When dichotomous choice questions are used, the researcher can only infer that the respondent's WTP is greater than the bid value (if the respondent votes in favour of the programme) or less than the bid value (if the respondent votes against the plan) and form broad intervals around the respondent's WTP. To estimate the usual welfare statistics, it is necessary to fit binary data models. The simplest such models assume that an individual's response to the WTP question is motivated by an underlying, and unobserved, WTP amount, which is normally (logistically) distributed. Formally, let WTP_i^* be the unobserved WTP:

$$WTP_i^* = \mu + \varepsilon_i \quad \text{Equation 3.5}$$

Where μ is both mean and median WTP, ε is a zero-mean normal (logistic) error with mean zero. The model is completed by specifying the mapping from the latent variable to the observables:

$$WTP_i = 1 \text{ if } WTP_i^* > B \text{ and } WTP_i = 0 \text{ if } WTP_i^* \leq B \quad \text{Equation 3.6}$$

Where B is the bid that was assigned to respondent i , $WTP = 1$ means that the response is a "YES," and $WTP = 0$ means that the response to the payment question is a "NO."

3.10.2 Logit Model

The purpose of a logit model analysis is to look at the relationships between two or more variables in order to find the interaction between the proportion of cases and the stimulus strength that indicates a certain reaction to the stimulus. The mean and median WTP of local communities to visit Lenggong Valley will be estimated using a logit model

in this study. A logit model deals with a dichotomous dependent variable. Thus, binary logistic regression is suitable to analyse the data. Hanemann (1984) added that logistic regression technique was applied to estimate WTP. The probability of saying “YES” to a bid at different level of the independent variable is estimated as;

$$Z = b_0 + b_1x_1 + b_2x_2 + \dots b_kx_k + u_i \quad \text{Equation 3.7}$$

Where, Z is a log which represent probability of yes response/probability of no response, $b_0 \dots b_k$ is the estimated coefficient parameters, x_1 is a BID where the Ringgit Malaysia amount posed to respondents in the WTP question. $x_2 \dots x_k$ are independent variables hypothesized to influence WTP and u_i is a random disturbance term. Predicted probabilities of YES/NO responses were calculated by;

$$p = \frac{1}{(1+e^{-Z})} \quad \text{Equation 3.8}$$

Where, p is probability of yes/no responses while Z is logit prediction of yes/no responses. Hence, the WTP for an improvement in visit Lenggong Valley can be expressed in a linear function such as;

$$WTP = \beta_0 + BID \beta_1 + INC \beta_2 + GEN \beta_3 + AGE \beta_4 + EDU \beta_5 + e \quad \text{Equation 3.8}$$

Where, WTP is willingness to pay, β_0 until β_5 is estimated coefficient parameters, Bid is bidding, INC, GEN, AGE and EDU is independent variables hypothesized to influenced WTP and e is random disturbance error. Mean WTP estimates were derived based on a methodology proposed by Cameron (1988) using the following equation:

$$\text{Mean WTP} = \beta_0 + \frac{(\sum \beta_2 x_2, \dots, \beta_K x_K)}{-\beta_1} \quad \text{Equation 3.9}$$

Where, β_0 is estimated constant, β_K is estimated parameters of the coefficients, X_K is the mean values of explanatory variables and β_1 estimated coefficient on the BID.

3.11 Vehicle Payment

Based on the National Heritage Act 2005, it states that there shall appointed an officer known as the commissioner of the heritage by the Minister. In the same act under chapter 4 subsection 44(2) state that the commissioner has contributed toward the expenses of conservation and preservation of heritage site, the commissioner may impose a levy of entrance fees received by the owner of the heritage site and any levy paid by such owner shall be paid into the fund. Section 20 (3b) under the National Heritage Site also states that all money received by the way of donation, gift or grant shall be controlled, maintained and operate by the commissioners. Therefore, in order to managed the money that being received from the entrance fees shall be handle or controlled by the commissioners that being appointed by the Minister.

3.12 Chapter Summary

Overall, the strategy utilized in this research has been explored in greater depth in this chapter. This chapter contains extensive techniques for implementing the dichotomous choice contingent valuation method (DC-CVM) approach. The design of the questionnaire, as well as the choice of sample design and sample size, were also discussed.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Introduction

The empirical findings of this study's statistical analysis are presented in this chapter. The primary data collection tool was the survey questionnaire. For the research to continue for additional statistical analyses in this chapter, the first portion is crucial. Data screening is the process of determining whether the acquired data is applicable, trustworthy, and valid for statistical studies. The second section deals with the factor analyses for the stakeholder questionnaire for the WTP value for the preservation of the Lenggong Valley WHS. The discussion of estimating respondents' willingness to pay (WTP) using the dichotomous choice contingent valuation technique (DC-CVM) and logit regression models is presented in the section that follows. This chapter's final section summaries the descriptive analyses, which comprise a profile, paying characteristics, and attitudinal analysis. The profile includes the respondent's socioeconomic traits. The progression of the research analyses used in this study is depicted in Figure 4.1.

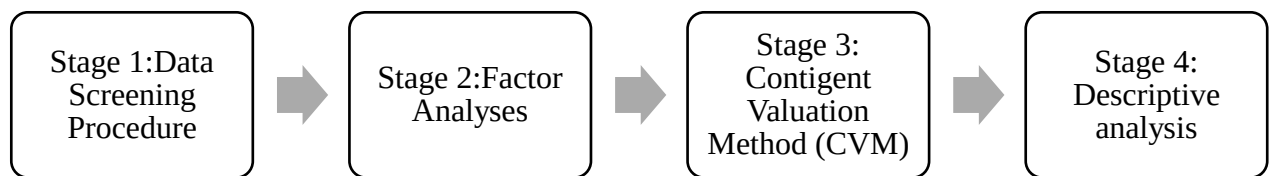


Figure 4.1: Flow of Research Method

The quantitative analysis approach described in the following sections was used to organize and analyze the data using IBM Statistical Package for Social Studies (SPSS) Statistics Version 17. Utilizing SPSS was mostly done to perform statistical analysis on the data. To achieve the goal of this research study, two forms of statistics, descriptive statistics and inferential statistics were used.

4.2 Data Screening

In order to proceed to data analyses, it is important for the data to undergo data screening process first. This stage is required as it is important to detect any missing data or outliers in the data set. The data screening process involved a total of 400 questionnaires. This was based on the number of initial questionnaires that have been distributed in this study. The interviews were conducted in Lenggong Valley, Perak which only focus on the local community and the tourist that visit Lenggong valley WHS.

There are two types of data screening which include case and variables screening were conducted before responses could be back preceded the factor analyses. The first step in the case screening is to check for the missing data and it applies to all of the questionnaire. As a result, there are zero missing data where a total of 400 questionnaire were identified to be fully completed, with no missing data at all.

The next step in case data screening is to identify unengaged responses and outliers. Unengaged responses happen if the respondents answer the same exact value for every single question especially for Section B as this section involves Thirty- three statement with a Likert scale format. This could be detected by estimating standard deviation. A value less than 0.4 for the standard deviation is considered meaningless and there is no variance in the responses. As a result, there are zero responses that show the standard deviation less than 0.4

value. This part is of question will be tested in the CVM analyses, so it is important to check the unengaged data to avoid biases.

The analysis of the outliers was done with all of the questions that involves of the attitudinal and background information. Its shows that there is no outliers that are detected in background information for race, income, education and occupation. Lastly, the final step is skewness and normality test are explored in order to test the data normality. Responses that do not fall into a normal distribution are said to be skewed. From Table 4.1, it shows that all the Thirty-three item do not have any skewness issues. Next, a Kurtosis test was conducted in order to check whether data collected have kurtosis issues. Kurtosis test was conducted in order to check whether data collected have kurtosis issues. Items that display kurtosis value of less than -2 or more than 2 are said to extremely have kurtosis issues. From Table 4.1, it could be seen that there are nine item that have kurtosis issues. Based on the table it shows that item 'A1, A2, A3, A7, A10, B12, C21, C22 and D27' had kurtosis issues where higher values of the kurtosis show that responses to these items were quite similar and there wasn't much variation on these items. However, there was nothing much that could be done to these nine items except to take note of them in the factor analyses if they cause any problems such as they might have low communality values or do not load on any single factor.

Table 4.1: Descriptive Statistics for Lenggong Valley WHS Attitude and Behavior

	Item	Mean	Standard Deviation	Skewness	Kurtosis
A1	The UNESCO World Heritage Site status has shown that our cultural heritage has been recognized as having international importance	4.65	0.689	-2.507	7.886
A2	The UNESCO World Heritage Site status has inspired positive changes in the local people's life.	4.55	0.720	-2.077	5.764
A3	The UNESCO World Heritage Site status has played an important role in protecting the identity of our cultural heritage for future generations.	4.54	0.728	-1.923	4.879
A4	The UNESCO World Heritage Site status has increased the community spirit and local pride towards your place and culture.	4.38	0.690	-1.163	2.425
A5	The UNESCO World Heritage Site status has played an important role in attracting more visitors to Lenggong Valley	4.28	0.699	-1.071	2.675
A6	The UNESCO World Heritage Site status has given positive impact to the business sector in Lenggong Valley	4.35	0.836	-1.095	0.686
A7	The UNESCO World Heritage Site status has limited the economic development of the local people in Lenggong Valley	4.46	0.714	-1.463	3.144
A8	The UNESCO World Heritage Site status has limited the physical development in Lenggong Valley	4.21	0.757	-0.824	1.107
A9	The UNESCO World Heritage Site status has appealed to the World Community to play a part in the Lenggong Valley heritage site's conservation.	4.24	0.686	-0.808	1.703
A10	The UNESCO World Heritage Site status has increased your awareness and knowledge of the significance of Lenggong Valley as a UNESCO World Heritage Site.	4.53	0.704	-1.612	3.055
B11	The cultural tourism has led to more investments.	4.18	0.762	-1.126	2.253
B12	The cultural tourism has created more job opportunities.	4.20	0.699	-1.306	3.927
B13	The standard of living has improved considerably by this cultural tourism.	4.28	0.851	-1.106	1.153
B14	Meeting tourists is a valuable experience.	4.15	0.858	-0.954	0.790
B15	The cultural tourism has encouraged a variety of cultural activities by the local people.	4.18	0.790	-1.189	2.129
B16	The cultural tourism has an undesirable effect on your way of life.	3.89	1.293	-0.750	-0.957
B17	The cultural tourism has disturbed our daily privacy in this World Heritage Site.	3.76	1.219	-0.623	-0.987
B18	The cultural tourism development has improved the appearance of Lenggong Valley	4.16	0.916	-0.918	0.257

C19	It is important to do conservation of the Lenggong Valley World Heritage Site so that me or my family can continuously benefit in the future.	4.34	0.675	-0.878	1.272
C20	It is important to do conservation of the Lenggong Valley World Heritage Site so that outsider can assess and appreciate the values and significance of our cultural heritage in the future.	4.48	0.637	-1.115	1.824
C21	It is important to do conservation of the Lenggong Valley World Heritage Site so as to conserve the uniqueness of our cultural heritage.	4.60	0.668	-1.765	3.303
C22	It is important to do conservation of the Lenggong Valley World Heritage Site as it would strengthen the identity of this historic town.	4.64	0.669	-2.242	6.469
C23	It is important to do conservation of the Lenggong Valley World Heritage Site as it would contribute to the cultural and historic significance of the place.	4.21	0.647	-0.671	1.620
C24	It is important to do conservation of the Lenggong Valley World Heritage Site as it would give us the opportunity to conserve our legacy for the future generations.	4.48	0.739	-1.223	0.800
D25	We should wisely make use of the cultural heritage asset now, so that our grandchildren may benefit from it.	3.94	0.850	0.066	-1.507
D26	Do you believe that the heritage assets could be sustained with the current management practices?	4.30	0.561	-0.052	-0.507
D27	We have more important things to think about than the loss of the cultural heritage site.	4.61	0.660	-1.788	3.187
D28	There is a formal channel of communication for discussing the local cultural heritage management activities.	4.51	0.715	-1.093	-0.218
D29	There is a programme introduced by the managing bodies in generating income for the cultural heritage conservation?	4.40	0.794	-0.889	-0.642
D30	Do these programmes benefit you in preserving your cultural heritage?	4.49	0.660	-0.925	-0.284
D31	Do you agree that the local people should be informed and consulted on matters relating to the development and future of Lenggong Valley?	4.13	0.696	-0.181	-0.930
D32	Do you agree that the local people should be consulted on matters relating to the use and management of the cultural tourism activities?	4.38	0.763	-0.771	-0.874
D33	Do you agree that limited funding has bothered stakeholders' collaboration in the cultural heritage conservation?	4.37	0.812	-0.992	0.061

4.3 Factor Analysis

Data reduction techniques such as factor analysis can be used to examine the dimensionality of a set of variables. Additionally, the correlation of the variables in a data collection is investigated. Exploratory factor analyses (EFA) were performed in this section. The replies from the questionnaire's Section B were examined for these factor analyses for this study. Section B collected data on stakeholders' attitudes and actions regarding cultural tourism and its advantages for protecting the Lenggong Valley World Heritage Site. The second and third particular objectives of this research are addressed by this question.

4.3.1 Exploratory Factor Analyses (EFA)

All thirty – three items of measurement scale were subjected to principal component analysis and reliability test. The EFA were conducted by utilizing SPSS version 17 for a sample of 400 respondents.

EFA were conducted to assess the factor structure of respondent's attitude and behavior toward Willingness to pay regarding cultural tourism and its advantages for protecting the Lenggong Valley World Heritage Site. The EFA utilized principal component extraction with Varimax rotation to assess the dimensionality of the data. In the initial EFA, the extraction is done without specifying the number of factors to be retained. All the 33 items were being analysed and being extracted. As a results, eight factors were retained. As suggested by Hair, Black, Babin and Anderson (2010), items with low factor loadings or high cross-loadings were removed in the iterative process. This is to ensure a more meaningful and interpretable solution, leaving only the items that meet the entire acceptable criterion. Therefore, sixteen items (Item A3, A4, A5, A8, B17, C19, C20,C21,

C22, C23, C24, D26, D27, D28, D29 and D31) are deleted after the preliminary purification examination.

Then the data were reanalysed. EFA with the remaining 17 items was conducted and resulting in a three- factor structure. Table 4.2 Present the results for Kaiser Meyer – Olkin (KMO) measure of sampling adequacy and Barlett’s test of sphericity. The KMO expectation scale of sampling adequacy measure was 0.841 and well above the recommendation threshold of 0.6 (Kaiser, 1974). Indicating that present data were suitable for principal component analysis (Meyers, Gamst & Guarino, 2016; Hair et al., 2010). The Barlett’s test of sphericity was 2887.778 and significant ($p=0.000$). This shows that there are sufficient inter-item correlations with the data for performing factor analysis (Sharma, 1996).

Table 4.2: KMO and Barlett’s Test

Kaiser- Meyer-Olkin Measure of Sampling Adequacy		0.841
Barlett’s Test of	Approx. Chi-Square	2887.778
Sphericity	df	136
	Sig	0.000

Table 4.3 presents the factor analysis results for the respondent’s attitude and behavior toward Willingness to pay regarding cultural tourism and its advantages for protecting the Lenggong Valley World Heritage Site. The results show that the three factor were extracted explaining 58.47% of the variance. This was decided based on eigenvalues greater than 1 and cumulative variance as well as from the inspection of the scree plot.

The rule of Kaiser's eigenvalue greater than 1 criterion (Fabrigar, Wegener, MacCallum & Strahan, 1999) states that all factors greater than 1 should be retained for interpretation. By combining this result, coupled with the eigenvalue analysis and scree plot examination supports for a three -factor solution. Factors were obliquely rotated using Varimax rotation and the interpretation of the three-factors means that there is a three-dimensional theory of respondents' respondent's attitude and behavior toward Willingness to pay regarding cultural tourism and its advantages for protecting the Lenggong Valley World Heritage Site. The Cronbach's coefficient alphas (α) are a measure of internal consistency and used to see how free the scale is from random error (Hogan, Dolan & Donnelly, 2009). For this study, there are three-factors had eigenvalues equal or greater than 1. The rotated matrix loaded seven items in Factor1, six item in Factor 2 and 3 item in Factor 3. All factors in this study can be used for further analysis because of the high reliability value where the Cronbach alpha value is more than 0.7 which is a good measure of internal consistency of the variables and acceptable values (Nunnally & Bernstein, 1967).

Table 4.3: Factor Analysis of WTP for cultural tourism and its advantages for protecting the Lenggong Valley World Heritage Site.

	Item	F1	F2	F3
A1	The UNESCO World Heritage Site status has shown that our cultural heritage has been recognized as having international importance		0.687	
A2	The UNESCO World Heritage Site status has inspired positive changes in the local people's life.		0.683	
A6	The UNESCO World Heritage Site status has given positive impact to the business sector in Lenggong Valley		0.779	
A7	The UNESCO World Heritage Site status has limited the economic development of the local people in Lenggong Valley		0.760	
A9	The UNESCO World Heritage Site status has appealed to the World Community to play a part in the Lenggong Valley heritage site's conservation.		0.630	
A10	The UNESCO World Heritage Site status has increased your awareness and knowledge of the		0.735	

	significance of Lenggong Valley as a UNESCO World Heritage Site.			
B11	The cultural tourism has led to more investments.	0.818		
B12	The cultural tourism has created more job opportunities.	0.811		
B13	The standard of living has improved considerably by this cultural tourism.	0.778		
B14	Meeting tourists is a valuable experience.	0.836		
B15	The cultural tourism has encouraged a variety of cultural activities by the local people.	0.821		

B16	The cultural tourism has an undesirable effect on your way of life.	0.709		
B18	The cultural tourism development has improved the appearance of Lenggong Valley	0.822		
D30	Do these programmes benefit you in preserving your cultural heritage?			0.771
D32	Do you agree that the local people should be consulted on matters relating to the use and management of the cultural tourism activities?			0.847
D33	Do you agree that limited funding has bothered stakeholders' collaboration in the cultural heritage conservation?			0.877
EIGENVALUE		4.586	3.143	2.211
% of Variance		26.979	18.486	13.005
Cumulative % of Variance		26.979	45.465	58.470
Reliability (Cronbach's coefficient alpha)		0.894	0.809	0.806

Table 4.4: Description of Factors

Factors	Description
Factor 1	Higher scoring on this factor indicates that the stakeholders are more concerned in the attitude towards Cultural Tourism and its benefits for the Conservation of Lenggong Valley World Heritage Site. This factor is labelled as “benefits” because by developing the conservation of Lenggong Valley it could bring benefits to the local community and as well as tourism industry.
Factor 2	This Factor is labelled as “attitude” because the behavior of the stakeholders can help in conservation and sustainability of Lenggong Valley WHS.

Factor 3	This factor shows that the views on conservation management of the Lenggong valley UNESCO WHS. High score on this factor indicates that that the respondents are concerned with the conservation in order for the sustainability of Lenggong Valley.
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A summary for the latent factor construct is described in Table 4.5.

Table 4.5: Latent Factor Constructs

Factors	Statement	Motivation
Factor 1	Item B11, B12, B13,B14,B15,B16,B18	Benefits
Factor 2	Item A1, A2, A6, A7, A9, A10	Attitude
Factor 3	Item D30, D32, D33	Economy

4.4 The Findings Of The Questionnaires Of The Involved Stakeholders

Table 4.1 shows the response rates for the questionnaire involving stakeholders. The response rates that being achieved in the field survey can be considered very high as the overall rates have reached 100%. The distribution of the questionnaires was personally undertaken by the researcher who had also approached and interviewed the respective stakeholders during the case study investigation. Based on figure 4.2 its shows that out of 400 questionnaires that are being distribute 75% of the respondents are from the local community and 25% are from the tourist that come visit Lenggong Valley, Perak.

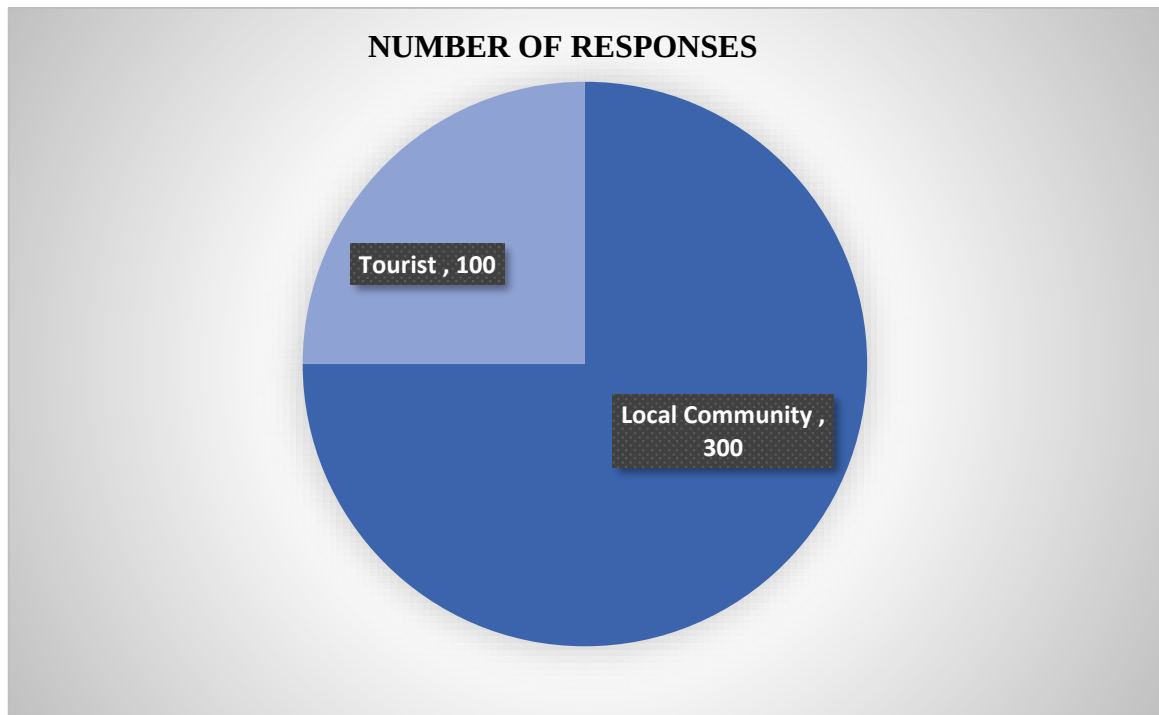


Figure 4.2 : The Number of Response for The Questionnaire of The Involve Stakeholders

4.4.1 Profile Of The Respondents

4.4.1.1 Local Community

The socio-demographic background of both local and tourist respondents is shown in part A of the questionnaire presented below. This information is important in order to determine whether the survey sample is representative of this study population. For local community respondents, results in Figure 4.3 indicated the majority of the decision-makers in the household of Lenggong Valley were male. The distribution shows there were more males who participated in the survey than females. There were 135 female respondents or 45.0%, where there were 55.0% males (165) in the sample size.

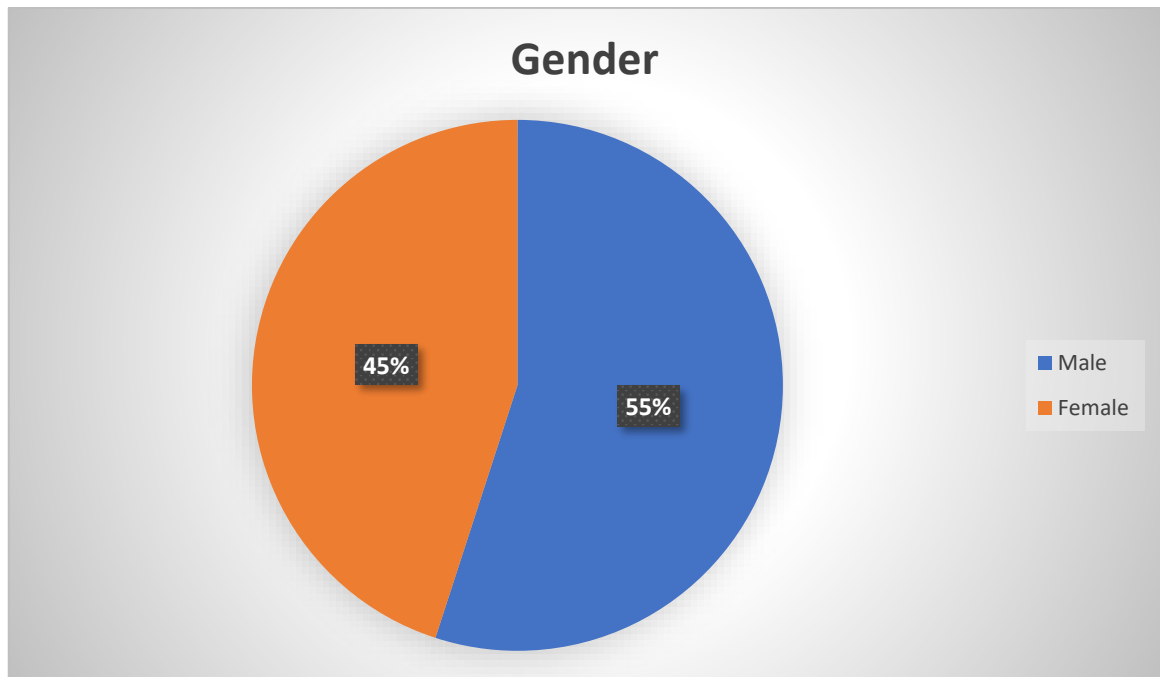


Figure 4.3: Genders of Local Community Involve

Based on Figure 4.4, this research also found that the age category of the local respondents as a whole ranged from 21 to 40 years. The majority of the respondents' age (51.0%) was between 31 to 40, followed by 31.0% who were between 21 to 30 whereas 10.0% were between 41 to 50.

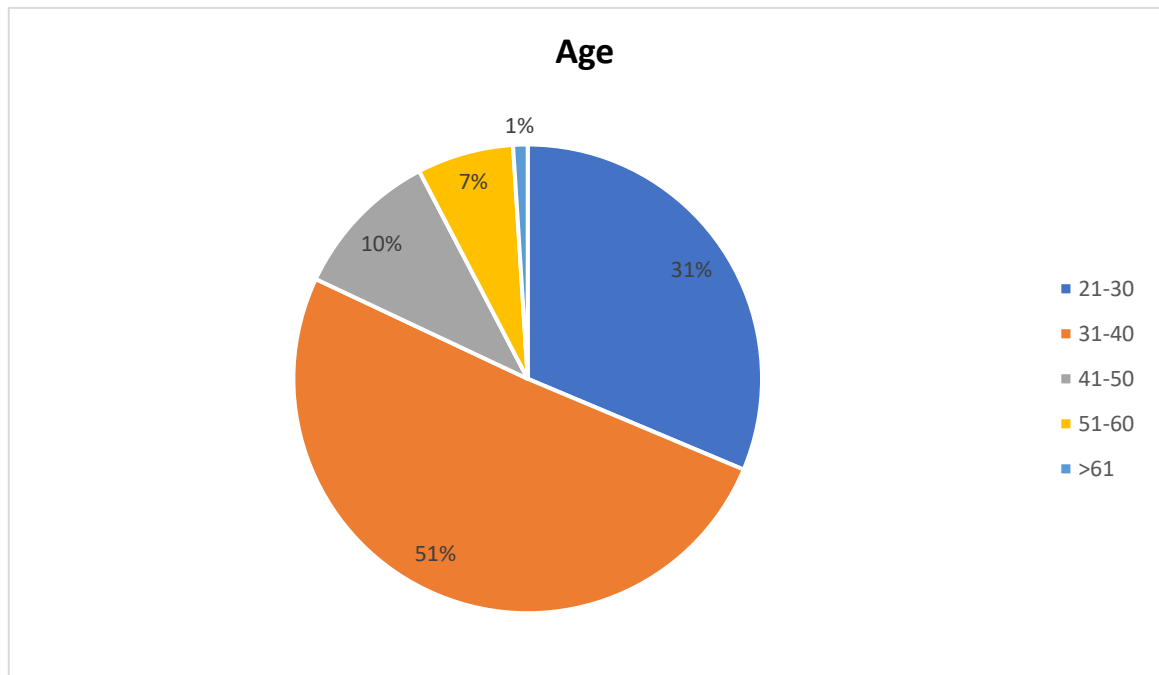


Figure 4.4: Age of Stakeholders Involve

Table 4.6: Age for Local Communities

Age	Frequency(N)	Percentage (%)
21-30	94	31.0
31-40	152	50.0
41-50	31	10.0
51-60	20	7.0
>61	3	1.0
Total	300	100.0

Generally, the population of Lenggong Valley was estimated to be 2.51 million in 2022 by the Department of statistics Malaysia. In this research study most of the local respondents in Lenggong valley who participated in this research survey were Malay (61%), followed by Indian (23%) and only 13.0% Chinese with 3.0% from other respondents in the sample size. The Malay and Indian respondents were more visible

in this research study because most of them were residing or working within the research area.

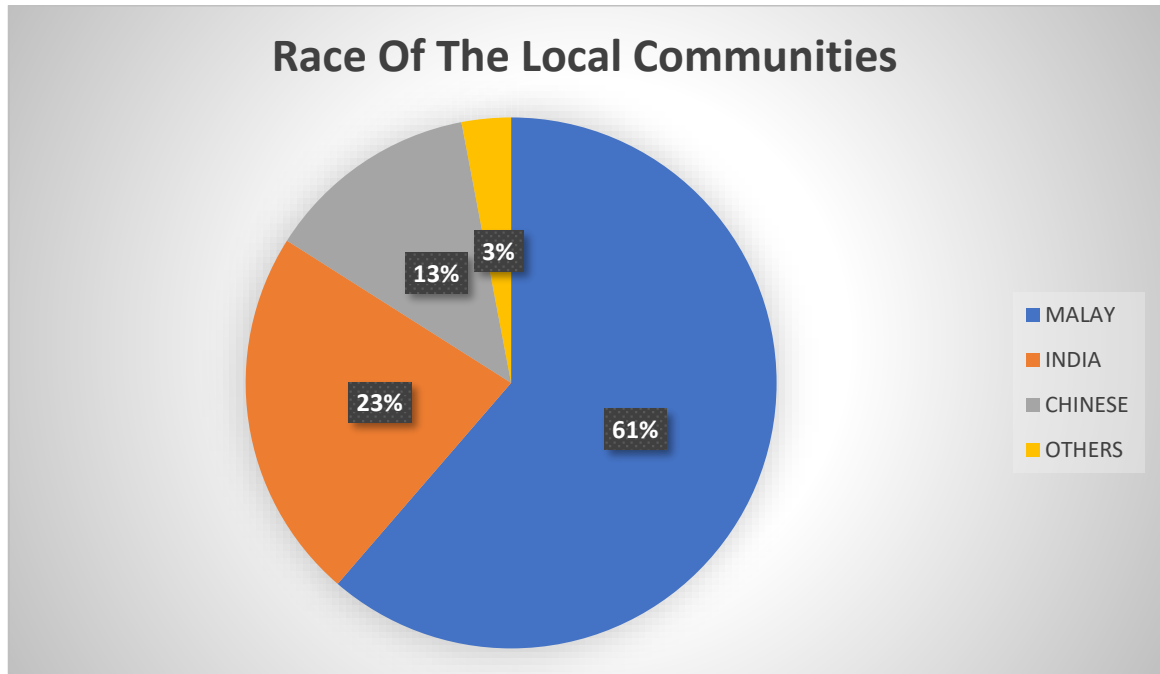


Figure 4.5: Race of the Local Communities that involve.

Through this research study found that 61% of local respondents had only intermediate low education level and thus 94.7% has low monthly income. Majority earning below RM3500 per month. Many local respondents (52.0%) were SPM holders and 28.3% of them are diploma holder. While, for bachelor's degree and master's degree or Higher there are a total of 11.0% of them and the rest of them which are 9.0% had obtained an education lower than SPM.

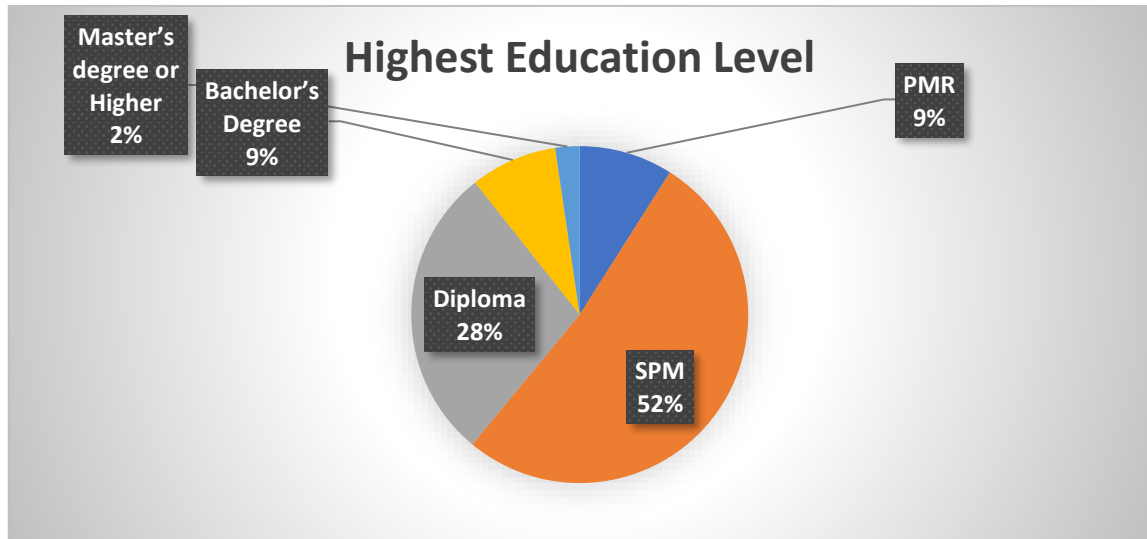


Figure 4.6: Education Level of the Stakeholders Involve in the Questionnaire

In general, results from the survey have revealed that the mean income of the local respondents was between RM2501 to RM3500. 54.3% of respondents were from higher income group earning RM1501 to RM2500 per month. The majority of the respondents 54.3% had an average income of RM1501 to RM2500, followed by the RM501-RM1500 group with (18.7%). 5.7% of the family's income were earning below RM500. This shows that this income group were found to be the poorer income group. While 21.4% respondents were earning higher from RM2501 to RM6500.

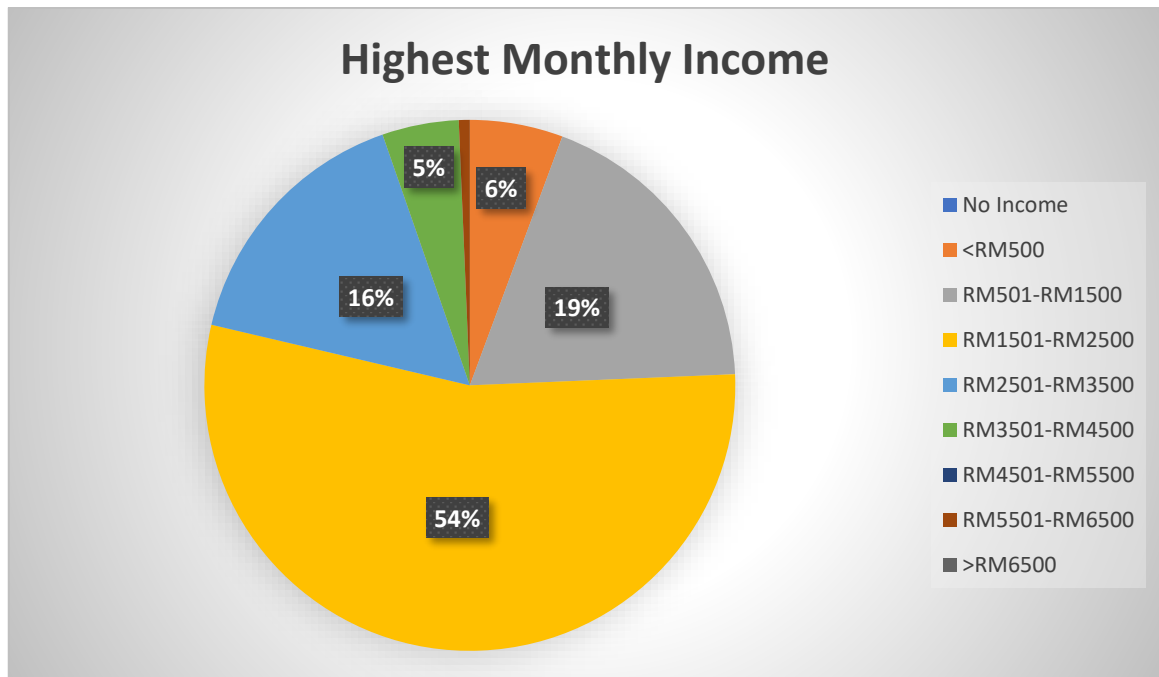


Figure 4.7: Highest Monthly Income of the Local Communities

Table 4.7: Highest Monthly Income of the Local Communities

Highest Monthly Income	Frequency (N)	%
No Income	0	0.0
<RM500	17	6.0
RM501-RM1500	56	19.0
RM1501-RM2500	163	54.0
RM2501-RM3500	48	16.0
RM3501-RM4500	14	5.0
RM4501-RM5500	0	0
RM5501-RM6500	2	0.7
>RM6500	0	0
Total	300	100.0

Based on Figure 4.8 found there was a high percentage (70.0%) of the local respondents who were non-governmental employees and 8.0% were Business employee. However, when a cross- tabulation analysis was done with the type of goods,

the study found that most of them were doing business. Types of business categories were mostly related to food such as Cendol, Pau, Soya, Cake, Sugarcane water and others. While 6.0% of them are among students and also civil servant. There is only 3.0% of the local communities that involve in this questionnaire are retired.

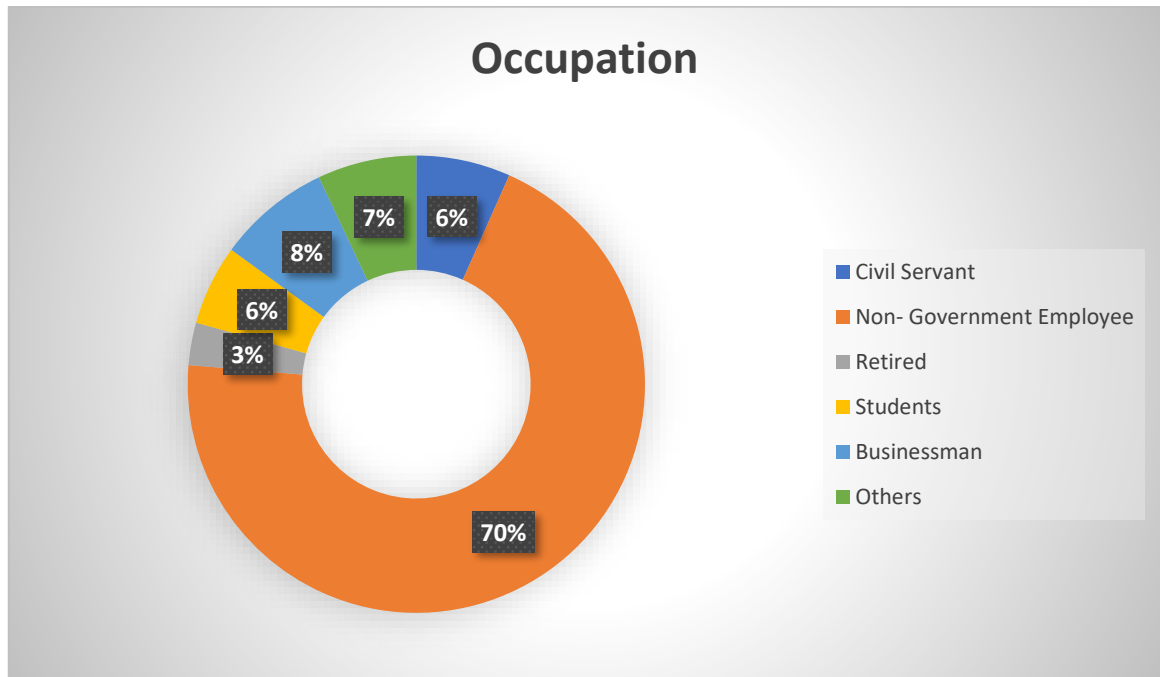


Figure 4.8: The Occupation of the Local Communities

Table 4.8: The Occupation of the Local Communities

Occupation	Frequency (N0)	(%)
Civil Servant	20	6.0
Non- Government Employee	209	70.0
Retired	9	3.0
Students	17	6.0
Businessman	24	8.0
Others	21	7.0
Total	300	100.0

4.4.1.2 Tourist

Out of 400 questionnaire that were distributed, 25% of it were from local tourist who detoured to Lenggong Valley WHS. As shown in Table 4.9 for the tourist respondents, the study found that there were equal male and female respondents who participated in this study. Results in Table 4.8 indicate that there were 50 male and 50 female in this study.

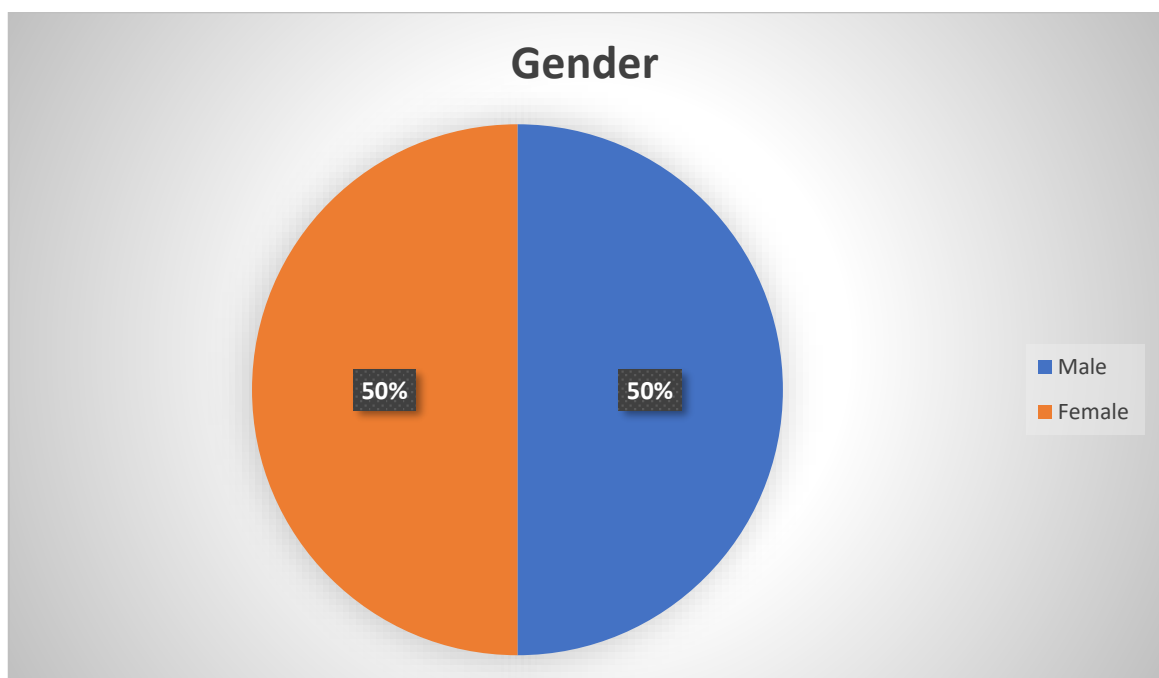


Figure 4.9: Gender of Tourist Respondents

In Table 4.9 it shows that this research study found that the mean age of 2.0% of the tourist respondents as a whole ranged from 41 to 50 years old. But the majority of them (59.0%) were between 21-30 years old followed by the age from 31-40 years old (39.0%).

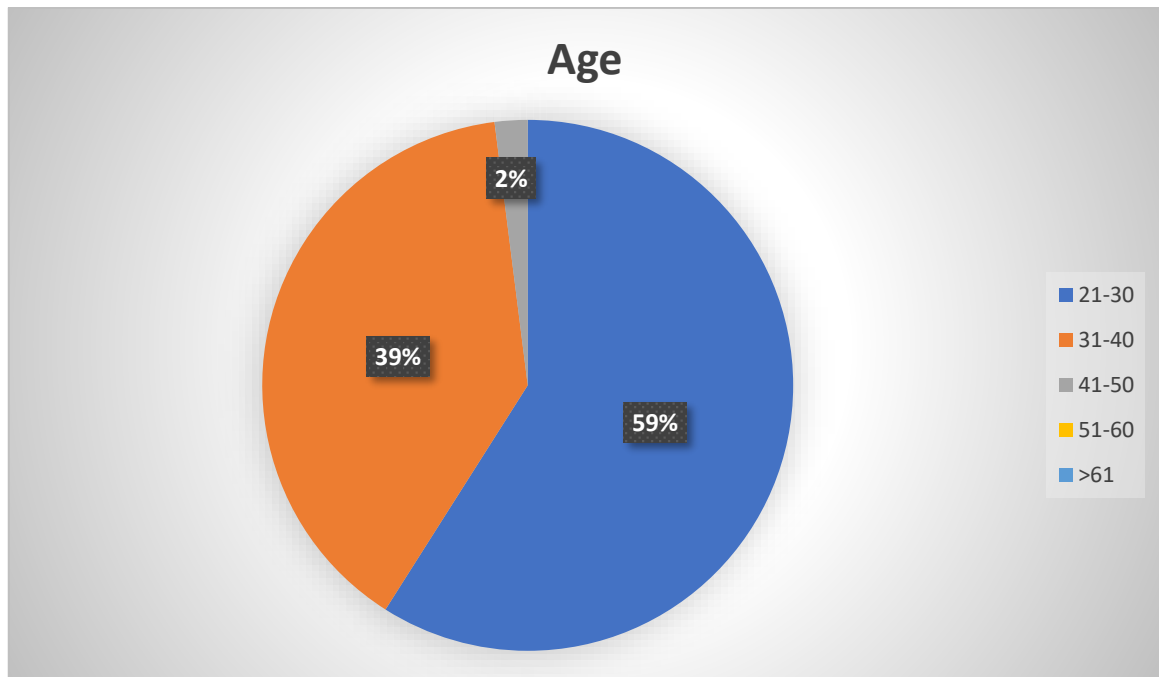


Figure 4.10: Age of the Tourist respondents that involve.

Table 4.9: Age of the Tourist respondents that involve.

Age	Frequency (N)	(%)
21-30	59	59.0
31-40	39	39.0
41-50	2	2.0
51-60	0	0.0
>61	0	0.0
Total	100	100.0

The tourist respondents shows that majority of the respondents (52%) were SPM level of education holder. While 28.0% or 28 respondents were PMR holder. 20% of the respondents shows that they received diploma and higher level of education.

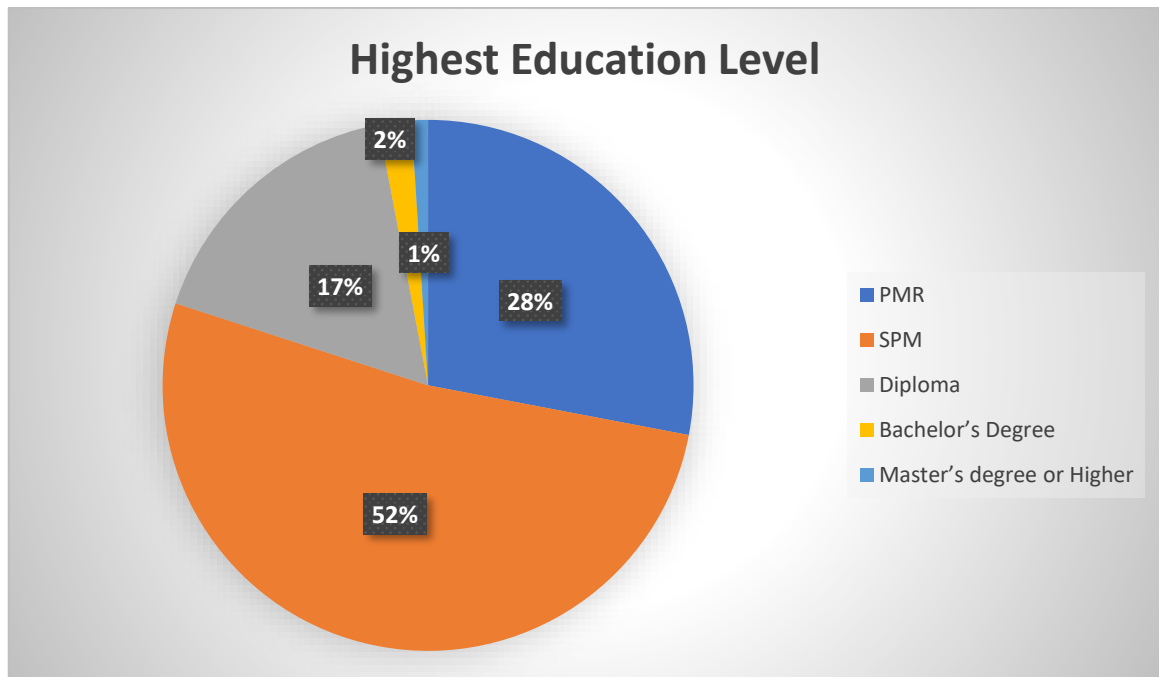


Figure 4.11: Highest education level of tourist

Table 4.10: Highest education level of tourist

Highest Education Level	Frequency (N)	(%)
PMR	28	28.0
SPM	52	52.0
Diploma	17	17.0
Bachelor's Degree	2	2.0
Master's degree or Higher	1	1.0
Total	100	100.0

In general, results from the survey revealed that the mean income of the tourist respondents were RM2501 to RM3500 per month. 33 respondents (33.0%) were from RM2501 to RM3500 per month bracket as well as another 22.0% were from the no income bracket. There were also 29.0% of them whose income was from RM501 to

RM2500. While 14% of the respondents shows that they received high monthly income which is from RM3501 and above.

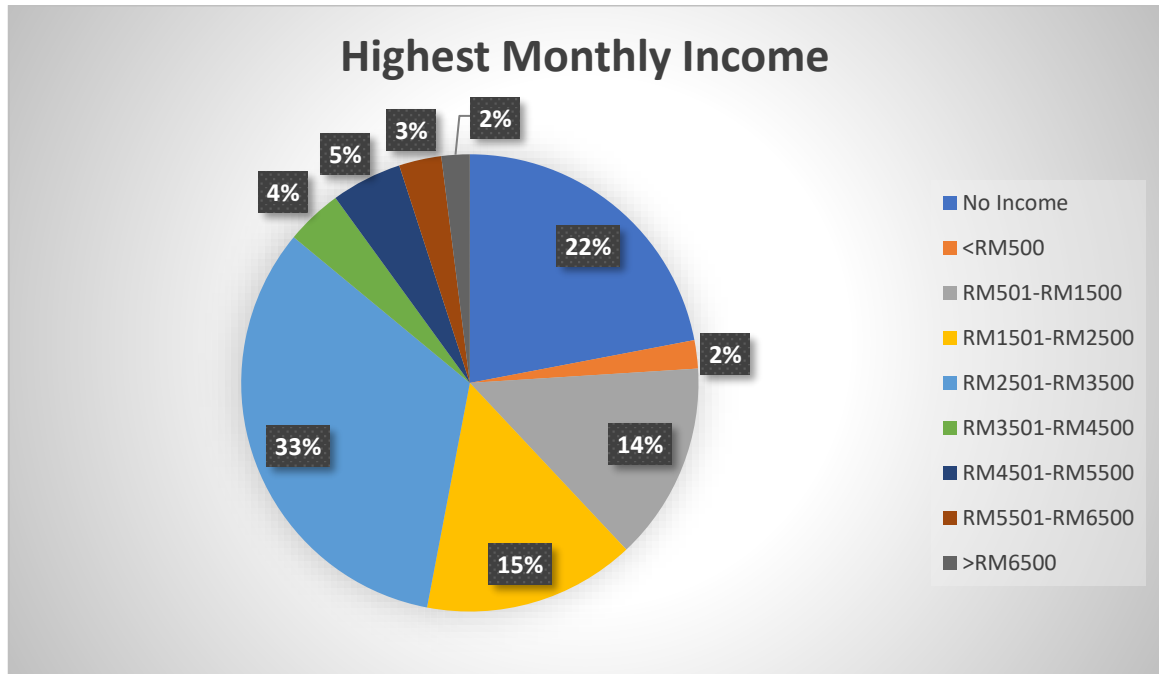


Figure 4.12: Highest Monthly income of tourist respondents

Table 4.11: Highest Monthly income of tourist respondents

Highest Monthly Income	Frequency (N)	(%)
No Income	22	22.0
<RM500	2	2.0
RM501-RM1500	14	14.0
RM1501-RM2500	15	15.0
RM2501-RM3500	33	33.0
RM3501-RM4500	4	4.0
RM4501-RM5500	5	5.0
RM5501-RM6500	3	3.0
>RM6500	2	2.0
Total	100	100.0

Most of the tourist respondents in this research were non- government employee (47.0%), others (41.0%), (5.0%) for both civil servant and businessman and (2.0%) were retired. 41 tourist respondents that choose others as occupation were majority housewife.

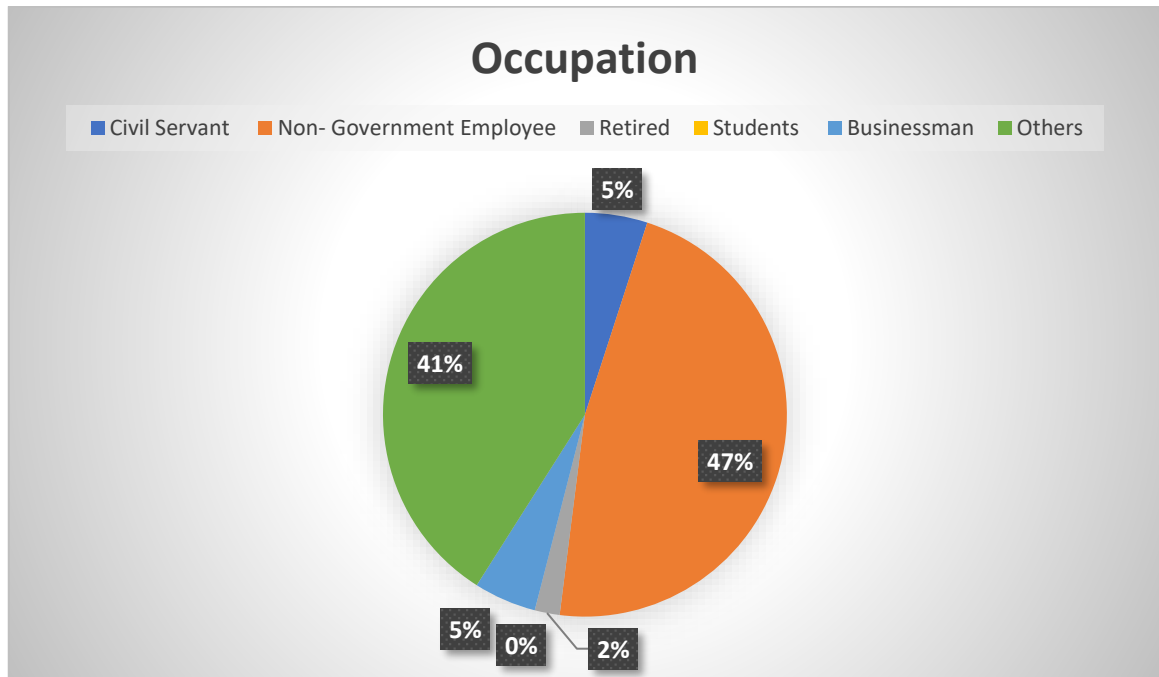


Figure 4.13: The Occupation of tourist respondents

Table 4.12: The Occupation of tourist respondents

Occupation	Frequency (N)	(%)
Civil Servant	5	5.0
Non- Government Employee	47	47.0
Retired	2	2.0
Students	0	0
Businessman	5	5.0
Others	41	41.0
Total	100	100.0

4.5 Knowledge and Attitude

A variety of factors referring to the awareness and attitude of the local and visitor respondents were assessed. The opening variable was the respondents' attitude towards the UNESCO WHS status. The next variable was the respondents' attitude towards cultural tourism. Then the subsequent variable was the respondents' opinion regarding the importance of preserving the non-use value of the cultural heritage in Lenggong Valley, Perak. And the last variable was the respondents' views of the cultural heritage conservation management in Lenggong Valley.

All these variables were assessed using a five-point Likert's Scale. For frequency analysis, the scale was re-coded into two sets of attitudes which were 'agree' and 'disagree'. Meanwhile, for the descriptive analysis, the scale was adjusted on the same wavelength in order to set the levels of the attitude as follows:

Table 4.13: Level of Attitude

Rate	Level
1.00-2.99	Low
3.00-3.99	Moderate
4.00-5.00	High

4.5.1 Attitude Towards the UNESCO WHS Status

4.5.1.1 Local Community

The level of attitude towards the UNESCO WHS status of both (the local residents and the tourists) respondents was found to be at a high level. However, there was a significant difference ($p\text{-value} < 0.05$) between the mean of the local

and the tourist respondents towards the UNESCO WHS status. The mean value of attitude towards the UNESCO WHS status was 4.395 for the local respondents whereas 4.51 for the tourists. However, the overall attitude of the tourist was found to be higher than the local community towards the UNESCO WHS.

Tables 4.14 and 4.15 show the descriptive statistics of the local and tourist respondents on the attitude towards the UNESCO WHS status. The highest attitude of the local respondents towards the UNESCO WHS was indicated by the mean value of 4.69 which indicate that the UNESCO WHS status shown that our cultural heritage has been recognized as having international importance. The status was found to importance because the WHS attract many visitors to visit Lenggong Valley. With the mean value 4.52, the status has inspired positive changes in the local people's life.

Other than that, with 92.0% of the local respondents were found to have agreed that the UNESCO World Heritage Site status has increased the community spirit and local pride towards your place and culture. The local believed that the UNESCO WHS Site status has played an important role in protecting the identity of our cultural heritage for future generations. Besides that, the local residents also agreed that the UNESCO World Heritage Site status has increased your awareness and knowledge of the significance of Lenggong Valley as a UNESCO World Heritage Site (90.7%).

Table 4.14: Descriptive Statistics on the Attitude of the Local Respondents towards the UNESCO WHS status of Lenggong Valley (Total Mean 4.39) (n = 300 respondents)

Variables	Local		
	Mean	SD	%
The UNESCO WHS status has shown that our cultural heritage has been recognized as having international importance.	4.69	0.630	93.3%
The UNESCO WHS status has inspired positive changes in the local people's life	4.52	0.682	93.0%
The UNESCO World Heritage Site status has played an important role in protecting the identity of our cultural heritage for future generations.	4.51	0.687	91.3%
The UNESCO World Heritage Site status has increased the community spirit and local pride towards your place and culture.	4.42	0.647	92.0%
The UNESCO World Heritage Site status has played an important role in attracting more visitors to Lenggong Valley	4.30	0.662	90.3%

Table 4.14 Continued

The UNESCO World Heritage Site status has given positive impact to the business sector in Lenggong Valley	4.25	0.832	76.6%
The UNESCO World Heritage Site status has limited the economic development of the local people in Lenggong Valley	4.38	0.651	90.6%
The UNESCO World Heritage Site status has limited the physical development in Lenggong Valley	4.18	0.738	80.3%
The UNESCO World Heritage Site status has appealed to the World Community to play a part in the Lenggong Valley heritage site's conservation.	4.22	0.657	87.0%
The UNESCO World Heritage Site status has increased your awareness and knowledge of the significance of Lenggong Valley as a UNESCO World Heritage Site.	4.48	0.662	90.7%

As shown in Table 4.14, the study also found that 90.6% of the local residents agreed that the UNESCO World Heritage Site status has limited the economic development of the local people in Lenggong Valley. The local residents also agreed

that the UNESCO World Heritage Site status has played an important role in attracting more visitors to Lenggong Valley (90.3%). It has triggered their interest in the volunteer programmes for the heritage conservation in Lenggong Valley. 87.0% of the local respondents agreed that the UNESCO WHS status had brought about the opportunity for the world community to take part in the Lenggong Valley site's conservation. For those who have gained economic profit from their business activities, they were found to strongly disagree with the statement that the UNESCO WHS status has had limited economic and physical development of this heritage site. To them, this WHS status could significantly contribute to the development of their business activities.

4.5.1.2 Tourist

However, as shown in Table 4.15, it was also found that the UNESCO WHS status has increased your awareness and knowledge of the significance of Lenggong Valley as a UNESCO WHS. They also recognized that the UNESCO WHS status has triggered your interest in the volunteer programmes of heritage site conservation in Lenggong Valley. The study found the mean value of 4.68 and 4.64 respectively for these two variables. For the tourists 94.0% also agreed that the WHS status was also important for continuing the tradition of the local cultural heritage for future generations.

The study found with the mean 4.65 that the UNESCO WHS status has played an important role in protecting the identity of our cultural heritage for future generations. Moreover, 94.1% of tourist respondents agreed that the UNESCO WHS status has shown that our cultural heritage has been recognized as having

international importance. This study also indicates that, the UNESCO WHS status was the key reason why the tourists came to visit Lenggong Valley. The survey showed that the tourist respondents indicated a high attitude by the mean value of 4.23 towards the statement that the UNESCO WHS status has improved cultural exchanges between the local community and tourists.

Table 4.15: Descriptive Statistics on the Attitude of the Tourists towards the UNESCO WHS status of Lenggong Valley (Total Mean 4.51) (n = 100 respondents)

Variables	Tourist		
	Mean	SD	%
The UNESCO WHS status has shown that our cultural heritage has been recognized as having international importance.	4.53	0.834	94.1%
The UNESCO WHS status is important to continue the tradition of this community	4.65	0.821	94.0%
The UNESCO World Heritage Site status has played an important role in protecting the identity of our cultural heritage for future generations.	4.62	0.838	93.1%
The UNESCO World Heritage Site status has played an important role in attracting more visitors to Lenggong Valley	4.24	0.793	91.1%
The UNESCO WHS status has improved cultural exchanges between the local community and tourists.	4.23	0.802	90.1%
The UNESCO WHS status has triggered your interest in the volunteer programmes of heritage site conservation in Lenggong Valley	4.64	0.785	94.1%
The UNESCO WHS status has increased your awareness and knowledge of the significance of Lenggong Valley as a UNESCO WHS.	4.68	0.839	92.1%

4.5.2 Attitude Towards the Cultural Tourism and its Benefits for the Heritage Site Conservation

Overall, the attitude of the local residents was found to be higher than the tourist towards the cultural tourism and its benefits for the heritage site conservation. There was a significant difference (p-value < 0.05) between the local respondents and the tourists.

The total mean value of the attitude towards the cultural tourism and its benefits for the heritage site conservation was 4.28 for the locals and 3.97 for the tourists. The level of attitude towards the cultural tourism and its benefits for the heritage site conservation of local communities were found to be at the high level while the tourist respondents were found to be at the moderated level.

A number of variables were found to have obtained high levels of the tourist respondent's attitude towards the cultural tourism and its benefit for conservation. Such as, 95.1% of the tourist agreed that the cultural tourism industry can play an important role in building a sustainable economy for Lenggong Valley and also the cost for the trip to the WHS is expensive. Besides that, 93.1% of tourist also agreed that the WHS status has encouraged them to spend more money to recognize the value of the cultural heritage in Lenggong Valley and they were happy and proud to see what the local community has had to offer. However, the local residents (mean 4.37) found that the standard of living has improved considerably by this cultural tourism and the cultural tourism development has improved the appearance of Lenggong Valley (mean 4.32).

In addition, the tourist also agreed that the arrival of tourists has granted economic benefits to the local community in preserving the value of the cultural heritage in Lenggong Valley (95.0%). Moreover, 91.1% of the tourist agreed that the economic values of the cultural heritage in Lenggong Valley are increased because of this cultural tourism and also the The cultural tourism has encouraged a variety of cultural activities by the local community (90.1%).

According to the local communities the cultural tourism has led to more investment. Therefore, the cultural tourism has encouraged a variety of cultural activities by the local

people. Both of these variables show mean of 4.29 and 4.28. This being followed by the statement that the cultural tourism has an undesirable effect on your way of life (4.28) and also has created more job opportunities (4.27). while 87.8% of the local communities agreed that by meeting the tourist it could create a valuable experience. Its slightly higher than the tourist 78.2% of the tourist agreed that meeting with the local community is a valuable experience for them.

Besides that, 83.1% of the local people and 61.4% of tourist agreed that the cultural tourism has disturbed our daily privacy in this World Heritage Site. The tourist agreed that cultural tourism development has improved the appearance of Lenggong Valley (74.2%) and also has helped to preserve the cultural identity of the local community (70.3%). 51.5% of the tourist that took place in this survey agreed that they have experienced the authenticity of the cultural heritage here in this WHS.

With the least numbers of tourist agreed, showed by the statement that the cultural tourism has provided an incentive for the local cultural heritage restoration programme (27.7%) and also the tourism development has resulted in crowded public places, traffic congestion, air and noise pollution (28.7%).

Table 4.16: Descriptive Statistics on the Attitude of the Local Respondents towards Cultural Tourism and Its Benefits for Heritage Site Conservation (Total Mean 4.28)
(n = 300 respondents)

Variables	Local		
	Mean	SD	%
The cultural tourism has led to more investments.	4.29	0.759	90.7%
The cultural tourism has created more job opportunities.	4.27	0.721	93.0%
The standard of living has improved considerably by this cultural tourism.	4.37	0.811	88.0%
Meeting tourists is a valuable experience.	4.25	0.829	87.8%

The cultural tourism has encouraged a variety of cultural activities by the local people.	4.28	0.775	92.0%
The cultural tourism has an undesirable effect on your way of life.	4.28	1.037	84.4%
The cultural tourism has disturbed our daily privacy in this World Heritage Site.	4.14	1.004	83.1%
The cultural tourism development has improved the appearance of Lenggong Valley	4.32	0.846	86.4%

Table 4.17: Descriptive Statistics on the Attitude of the Tourists towards Cultural Tourism and Its Benefits for Heritage Site Conservation (Total Mean 3.97) (n = 100 respondents)

Variables	Tourist		
	Mean	SD	%
The economic values of the cultural heritage in Lenggong Valley are increased because of this cultural tourism	4.24	0.802	91.1%
The arrival of tourists has granted economic benefits to the local community in preserving the value of the cultural heritage in Lenggong Valley	4.64	0.782	95.0%
The WHS status has encouraged me to spend more money to recognize the value of the cultural heritage in Lenggong Valley	4.68	0.836	93.1%
The cultural tourism industry can play an important role in building a sustainable economy for Lenggong Valley	4.30	0.807	95.1%
The cost of my trip to this WHS is expensive/high.	4.30	0.769	95.1%
I am happy and proud to see what the local community has to offer	4.68	0.799	93.1%
Meeting the local community is a valuable experience for me	3.84	0.674	78.2%
The cultural tourism has encouraged a variety of cultural activities by the local community	3.98	0.583	90.1%
The cultural tourism has helped to preserve the cultural identity of the local community	4.02	0.905	70.3%
The cultural tourism has disturbed our daily privacy in this WHS	3.84	0.869	61.4%
The cultural tourism development has improved the appearance of Lenggong Valley.	3.88	0.765	74.2%
The cultural tourism has provided an incentive for the local cultural heritage restoration programme	2.74	1.286	27.7%

The tourism development has resulted in crowded public places, traffic congestion, air and noise pollution.	2.67	1.132	28.7%
Do you feel that you have experienced the authenticity of the cultural heritage here in this WHS?	3.71	0.963	51.5%

4.5.3 Views on the Importance of Preserving the Non-use Value of the Cultural Heritage

Views of the local and the tourist respondents on the importance of preserving the non-use value were found to be not significantly different. The total mean for both local and tourist on the importance of preserving the non-use values were 4.39. All the respondents indicated that the importance of preserving the non-use value was highly pertinent. All items in this variable were found to be high. Table 4.18 shows the descriptive statistics of the respondents on the views towards the importance of preserving the non-use value of the cultural heritage.

Table 4.18: Descriptive Statistics on the Views of Respondents towards the Importance of Preserving the Non-Use Value of the Cultural Heritage
(Total Mean for local and tourist: 4.39) (n = 400 respondennts)

Variables	Locals			Tourist		
	Me an	SD	%	Me an	SD	%
It is important to do conservation of the Lenggong Valley World Heritage Site so that me or my family can continuously benefit in the future.	4.2 7	0.6 97	8 9%	4.5 5	0.5 57	96. 0%
It is important to do conservation of the Lenggong Valley World Heritage Site so that outsider can assess and appreciate the values and significance of our cultural heritage in the future.	4.3 9	0.6 67	9 1.7 %	4.7 5	0.4 35	99. 0%

It is important to do conservation of the Lenggong Valley World Heritage Site so as to conserve the uniqueness of our cultural heritage.	4.5 5	0.7 14	9 0.3 %	4.7 6	0.4 74	97. 0%
It is important to do conservation of the Lenggong Valley World Heritage Site as it would strengthen the identity of this historic town.	4.5 9	0.7 19	9 1.7 %	4.7 8	0.4 62	97. 0%
It is important to do conservation of the Lenggong Valley World Heritage Site as it would contribute to the cultural and historic significance of the place.	4.1 5	0.6 67	8 7.7 %	4.3 6	0.5 60	97. 0%
It is important to do conservation of the Lenggong Valley World Heritage Site as it would give us the opportunity to conserve our legacy for the future generations.	4.3 8	0.7 94	8 2.4 %	4.7 9	0.4 09	99. 0%
Total	300			100		

For the locals, the importance of the non- use benefits when preserving the non- use value could strengthen the identity of the historic town. While for the tourist, the most important benefits when preserving the non- use value could get a chance to conserve the legacy for the future generation.

4.5.4 Views on the Lenggong Valley WHS Conservation Management

The study found that the overall mean on the views of the local respondents towards the Lenggong Valley WHS Conservation management were at a high level with a mean value of 4.35. Amongst the statements obtained, the study found the highest ranking in the conservation management in Lenggong Valley with mean 4.65 were “We have more

important things to think about than the loss of the cultural heritage site”. This show that, most of the local people don’t bother with the loss of lenggong as the cultural heritage site.

The study found that 96.0% of the local people agreed that the heritage assets could be sustained with the current management practice. Meanwhile, 90.7% of local respondents agreed that they do find benefits in preserving cultural heritage. Most of the respondents (89.7%) agreed that there was already a formal channel of communication to discuss the local cultural heritage management activities. Moreover, 4.42 mean of the local respondents strongly agreed that the project introduced by the managing bodies has had generated income for the cultural heritage conservation and has given benefits to them individually in preserving their cultural heritage.

Table 4.19: Descriptive Statistics on the Views of Local Respondents on Lenggong Valley WHS Conservation Management (Total Mean: 4.35) (n = 300 respondents)

Variable	Local		
	Mean	SD	%
We should wisely make use of the cultural heritage asset now, so that our grandchildren may benefit from it.	3.88	0.852	58.4%
Do you believe that the heritage assets could be sustained with the current management practices?	4.32	0.539	96.0%
We have more important things to think about than the loss of the cultural heritage site.	4.65	0.573	95.3%
There is a formal channel of communication for discussing the local cultural heritage management activities.	4.58	0.667	89.7%
There is a programme introduced by the managing bodies in generating income for the cultural heritage conservation?	4.42	0.782	82.7%

Table 4.19 Continued

Do these programmes benefit you in preserving your cultural heritage?	4.51	0.657	90.7%
Do you agree that the local people should be informed and consulted on matters relating to the development and future of Lenggong Valley?	4.09	0.692	80.1%
Do you agree that the local people should be consulted on matters relating to the use and management of the cultural tourism activities?	4.38	0.769	82.1%
Do you agree that limited funding has bothered stakeholders' collaboration in the cultural heritage conservation?	4.40	0.768	83.7%

The study also found that 83.7% of the local respondents agreed that limited funding could hamper stakeholders' collaboration in the cultural heritage conservation. Majority of the locals (82.1%) agreed that the local residents were received with regards to the matter relating to the use and management of the cultural tourism activities. With a slightly different, 80.1% of the local residents agreed that they should be informed and consulted on matters relating to the development and future of Lenggong Valley. However, with a moderated mean 3.88 the local residents stated that they should wisely use the cultural heritage asset now so that their grandchildren could benefit from it.

4.6 Contingent Valuation Method (CVM) Analysis

4.6.1 Local Community

This section covers for dichotomous choice contingent valuation method (DC-CVM) that have been designed to elicit the respondent's willingness to pay in this research. In a CVM analysis, the amount of the bid value is considered as one

important variable in explaining the response to the bid question. The response to the bid levels acts as the basis of the analysis under this section. The CVM data were analysed using the logit analysis to examine the responses given to the bid questions put to respondents. Hosmer and Lemeshow (1998) pointed out that the logit analysis is appropriate in situations where the dependent variable is dichotomous. Macmillan, Hanley and Buckland (1996) added that logit analysis is a ‘natural way’ to deal with dichotomous variable. The respondents were offered a ‘Yes’ and ‘No’ answer, which are coded as ‘Yes=1’ and ‘No=0’ in the discrete choice CVM. A total of 300 questionnaires were distributed to the stakeholders in Lenggong Valley.

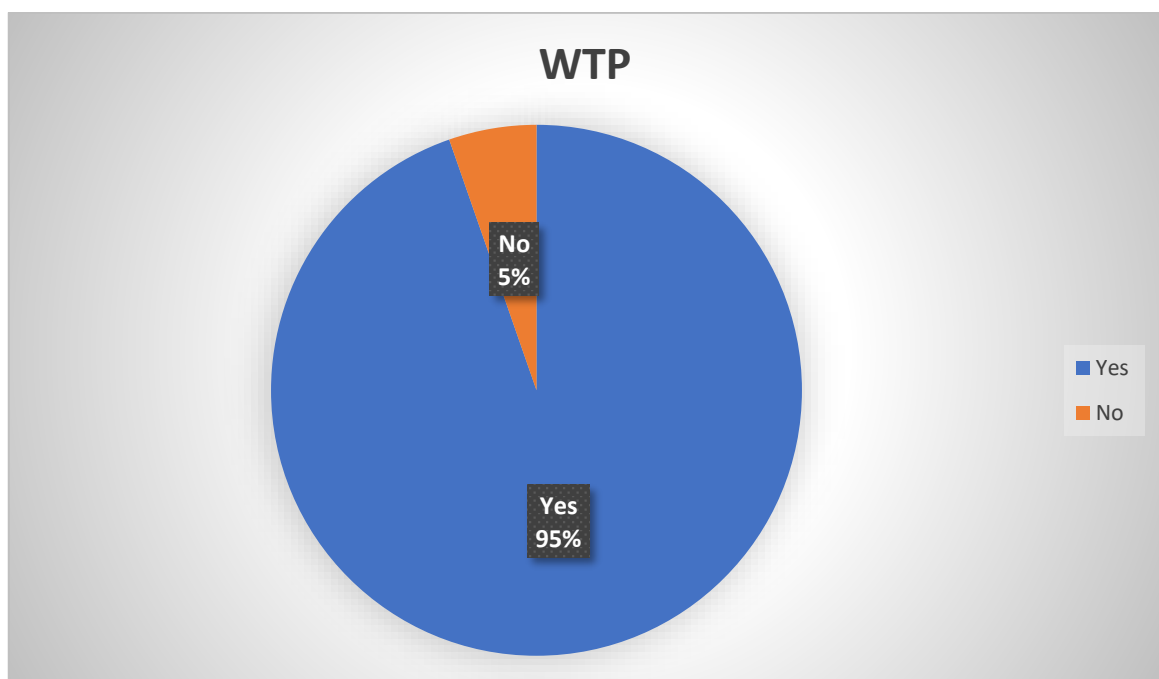


Figure 4.14: Local Community Response on Probability of WTP (n = 300 respondents)

Figure 4.14 illustrates the respondent’s probability of WTP towards conservation and sustainability of Lenggong Valley as WHS. About 96% of the respondents stated a ‘Yes’ answer, which specifies that they are willing to pay and agree for paying sum of the money for the conservation of Lenggong Valley. On the other hand, about 4%

of respondents are not willing to pay for the conservation and rejected the idea of conservation for Lenggong Valley.

In developing the CVM model, respondents were asked whether they are willing to pay for the conservation at a different level or prices. In this study, the respondents were given 5 different sets of bidding prices. Figure 4.15 shows the respondents responses to the five groups of bidding price used in this study. The bidding prices were set up based on the pilot test that have been conducted where the price is not too low nor too high.

Figure 4.16 shows that the response of saying YES (96.0%) is high as compared to response saying NO (4.0%). However, the probability of answering 'YES' will be reduced if the bid amount increased while the probability of answering 'NO' will increase if the bid amount increased. In this study, respondents were given five different prices of bid: RM5; RM10; RM15; RM20; RM25. Most of the respondents (180) agreed to pay the lowest bid which is RM5. On the other hand, only 2 of respondents are willing to pay when the price reached RM25. From Table 4.20, most of the respondents (37.0%) wanted to pay because for the future generation. So that it will be a bequest value. Among the other reason for willingness to pay are for their own benefits (24.0%). This is because, through their contribution Lenggong Valley could increase their visitors again and the local community could gain many benefits from that.

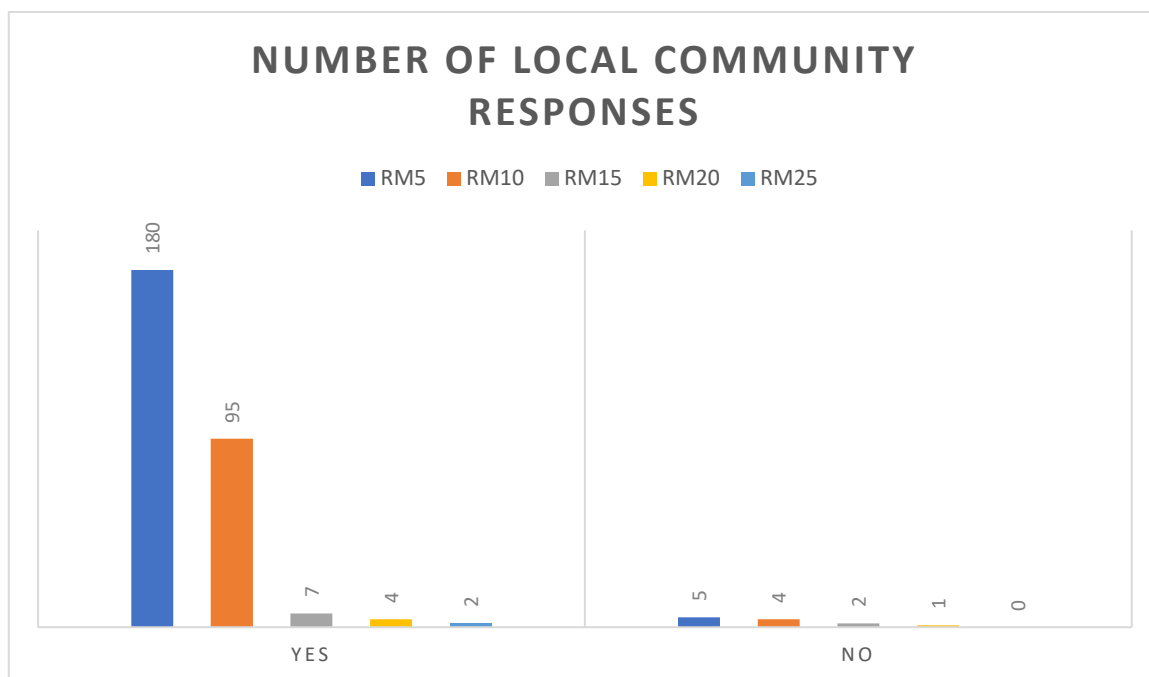


Figure 4.15: Number of local community's responses to the Bid

Table 4.20: Main Reason for Willingness to pay for local community.

Reason	Response (%)
For my own benefit.	24.0
For society as a whole - the local people's life, identity, community spirit and local pride.	20.2
For my future generations – bequest value.	37.0
For the pride of our nation – remembering historic events of our nation, image and recognition of the site	4.0
As one of the proposed plans for a sustainable historic landscape.	14.8

(n = 300 respondent)

From table 4.21, shows that 5% of the local community respondent are not willing to pay because they think it is the government's responsibility (55%). Besides that, other reason for not willing to pay because have no spare income to contribute. (20.0%).

Table 4.21: Main Reason for Non- Willingness to Pay for Local community

Reason	Response (%)
I have no spare income, otherwise I would contribute.	20.0
I feel the restoration of this historic heritage place is unimportant.	5.0
I do not believe paying will solve the problem	11.0
I think it is the government's responsibility.	55.0
I would rather tolerate the current situation than pay.	3.0
I feel that the users should pay.	3.0
I believe that improvement will take place even without my contribution.	3.0

(n = 300 respondent)

4.6.2 Tourist

Figure 4.15 shows that the tourist response of saying YES (97%) is high as compared to response saying NO (3.0%). Most of the tourist (40) agreed to pay RM10 which is higher than the local communities respond. While 30 of the tourists agreed to pay the lowest bid which is RM5. Besides that, only seven tourist that respond to pay the highest bid amount which is RM25.

From Table 4.22, it shows that tourist is willing to pay for society as a whole (35.0%). The next highest is for remembering historic events of nation (25%). On other hand, the main reason for not willing to pay is because they fell like it is the government's responsibility (40.0%). Besides that, they also believe that improvement will take place even without their contribution (28%).

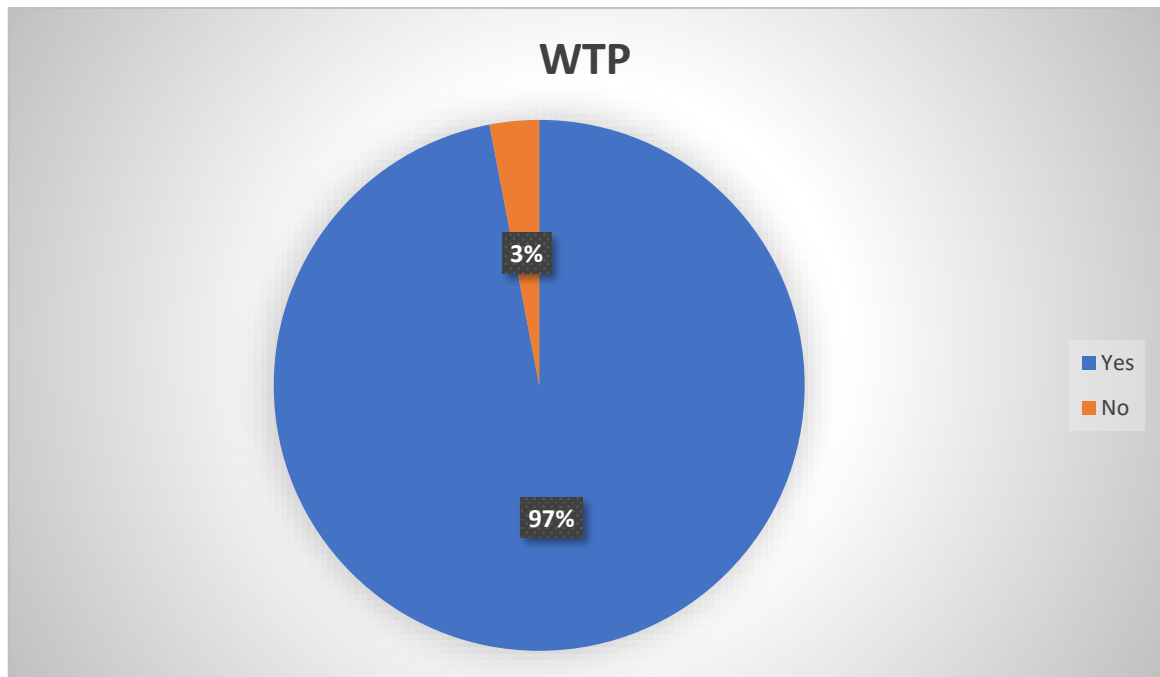


Figure 4.16: Tourist respond to the Willingness to pay (n = 100 respondent)

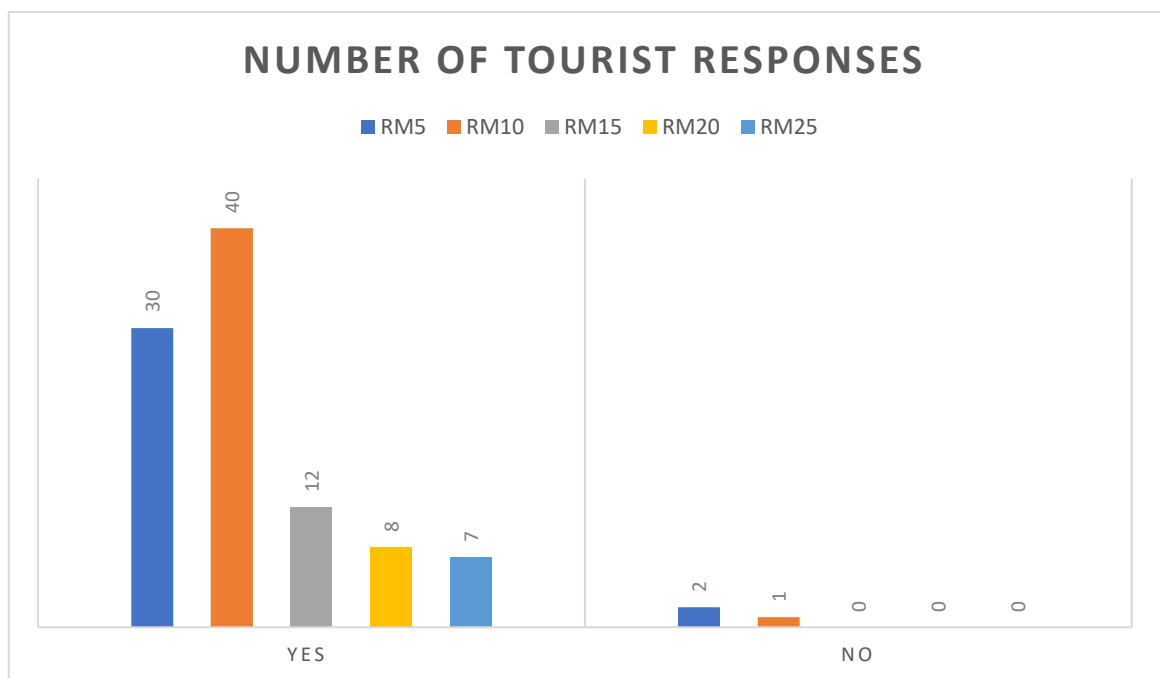


Figure 4.17: Number of tourist responses to the Bid

Table 4.22: Main Reason for Willingness to pay for Tourist

Reason	Response (%)
For my own benefit.	5.0
For society as a whole	35.0
For my future generations – bequest value.	0
For remembering historic events of nation,	25.0
As one of the proposed plans for a sustainable historic landscape.	15.0
As a contribution to manage a sustainable Archaeological site	20.0

(n =100 respondent)

Table 4.23: Main Reason for Non-Willingness to Pay for Tourist

Reason	Response (%)
I have no spare income, otherwise I would contribute.	17.0
I feel the restoration of this historic heritage place is unimportant.	3.0
I do not believe paying will solve the problem	5.0
I think it is the government's responsibility.	40.0
I would rather tolerate the current situation than pay.	3.0
I feel that the users should pay.	4.0
I believe that improvement will take place even without my contribution.	28.0

(n =100 respondent)

4.6.3 Empirical Results of Logit Model

The empirical results in this section were gained by using logit models. Data collected was analysed by utilizing SPSS version 17. In logit analysis of CV data, each of variables in the regression models was evaluated for their statistical significance. Initially, preliminary regression is applied before the data could be used in the final regression logit models. Preliminary regression models help to identify the inclusion of each exploratory variable in the final regression models. Socioeconomics such as income, gender, age and education level, as well as the factor extracted from the previous factor analyses were included in preliminary regression. Value of 1 is given if respondents who accepted the

characteristics of interest in regression. For example, 1 is used to code the answer ‘Yes’ to the question:

“By considering your current income and expenses,

Would you willing to pay RM x in the future to visit Lenggong Valley?”

Then the value of 0 is for a ‘No’ answer if they rejected the offer. In order to obtain the best possible final regression model, only variables that were statistically significant in the preliminary regression models were included in the final regression models. Insignificant variables were dropped in the final regression models. The results of preliminary and final regression models are reported in Table 4.24. These results answering the last objective of determine factors that influence stakeholders’ willingness to pay for the conservation and sustainability of Lenggong Valley WHS.

The preliminary regression model incorporates socioeconomic variable as well as the factors gained from the previous factor analyses and acts as the explanatory variables. Socioeconomics variables included were such as income, gender, age, races, and education. In order to obtain the best logit model, only statistically significant variables were included in the final regression model. In the preliminary stage, the estimation of the models regressed against all the explanatory variables reveals that there are insignificant estimates in the preliminary stage. For this study, the insignificant variables that do not have impacts on WTP are gender, age, education, occupation and Factor 3 (Economy). Therefore, these insignificant variables were dropped in the final logit regression model.

Table 4.24: Preliminary Regression for Logit Models

Variables	Preliminary	
	Coefficient	P-Value
Constant	0.673	0.739
Bid Price	-0.077	0.010***
Income	0.000155	0.000067**
Gender	0.212	0.145
Age	-0.009	0.007
Education	-0.076	0.362
Malay	-0.978	0.305***
Occupation	0.389	0.388
Factor 1(Benefits)	0.061	0.023**
Factor 2(Attitude)	0.062	0.028**
Factor 3(Economy)	0.04	0.030
Log Likelihood		1215.419
Chi squared		151.12
Nagelkerke R Square		0.174
Percentage Correct		0.756

*, ** and *** denotes significant at 10%, 5% and 1% level respectively

Table 4.25: Final Regression for Logit Models

Variables	Preliminary	
	Coefficient	P-Value
Constant	1.6	0.572
Bid Price	-0.077	0.010***
Income	0.000184	0.000061***
Gender	-	-
Age	-0.12	0.006*
Education	-	-
Malay	e: 0.327	0.173***
Occupation	-	-
Factor 1(Benefits)	0.065	0.022***
Factor 2(Attitude)	0.065	0.027**
Factor 3(Economy)	-	-
Log Likelihood		1223.328
Chi squared		142.211
Nagelkerke R Square		0.164
Percentage Correct		0.756

*, ** and *** denotes significant at 10%, 5% and 1% level respectively

Therefore, to generate the optimal logit models, only statistical variables are kept in the final logit models. Explanatory variable estimates had a special statistically meaningful contribution. Socioeconomic factors like income, age, race, Factor 1 (Benefits), and Factor 2 (Attitude) were determined to be significant in the WTP calculations based on the results of the estimates.

The "Bid Price" variable was evidently significant at the 1% level. The sign was negative as anticipated, indicating that the bid price was extremely considerable and had a negative impact on respondents' likelihood of saying "Yes" to contributing to the preservation and sustainability of Lenggong Valley. It demonstrates that in a hypothetical market, when suggested bid prices rise, respondents are less likely to answer "Yes." Respondents reject the given price as it rises, which is consistent with the law of demand, which states that as a good's price rises, fewer people want it.

A positive sign and 1% level of significance were established for the income variable. This indicates that, in comparison to those with lower incomes, they were ready to pay more for conservation as their income increased.

Age was determined to be unimportant at the preliminary stage but relevant at the final stage with a 10% level of significance and a negative coefficient. This indicates that respondents who are younger in age are more likely to pay more for conservation than those who are older in age. This indicates that today's youth are more conscious of the loss of the Archaeological site of Lenggong Valley.

Malay variables are discovered to be significant at the 1% level for races employing a dummy variable, with an exponent value of 3.27. It demonstrates that Malay are 3.27 times more willing to pay than other races (Chinese, India). Benefits (Factor 1) and

Attitude (Factor 2) were both statistically significant at the 1% and 5% levels, respectively, with a positive coefficient indicating that respondents were more willing to pay for conservation than respondents who responded less favourably to the factors.

Regression was used to determine respondents' WTP for Lenggong Valley WHS preservation and sustainability. It's crucial to assess the model's overall fit while calculating regression models. The model's chi-squared value in this study is 142.211, and its statistical significance level is $p = 0.001$. The model explains around 16% of the variation in the outcome, according to the Nagelkerke R-square value of 0.164. Finally, in 75.6% of the situations, the logit models now properly predict the outcome.

4.6.4 Willingness to Pay (WTP) Estimation for CVM

The theoretical framework created by Hanemann (1984) and Cameron (1988) was applied to get the welfare estimates of willingness to pay, as previously discussed in the methods chapter. The major goal of this study is to explore the economic values that stakeholders are prepared to pay for the conservation and sustainability of Lenggong Valley. The results of the regression in this part provide a response to that question. Following Cameron (1988) and Loomis (1990) it is assumed that there is a linear relationship between an individual's WTP and independent variables. The mean willingness to pay of local communities and tourist was derived from the following equations:

$$WTP = (\beta_0 + \beta_{INC} * INC + \beta_{AGE} * AGE + \beta_{MALAY} * MALAY + \beta_{F1} * F1 + \beta_{F2} * F2) / \beta_{BID} \quad \text{Equation 4.1}$$

Where, β_0 , β_{INC} , β_{AGE} , β_{MALAY} , β_{F1} , β_{F2} , and β_{BID} are estimated parameters for constant term, income, age, Malay, benefits Attitude, and bid price. Based on the

estimation from the local community WTP values, the calculate mean of WTP is RM39.04, Where it indicates that the respondents are willing to pay average of RM39.04 yearly for the sustainable of Lenggong Valley WHS. RM741,760 is the value of Lenggong Valley that local communities are willing to pay yearly for the conservation. Table 4.25 shows the detailed summary of the exact values in Ringgit Malaysia. While for the tourist mean WTP values was RM28.05 per annum. With the minimum of zero and maximum of RM500.00.

Table 4.25: Values of Willingness To Pay of Local Communities

Mean	RM39.04		
Maximum	RM500		
Minimum	RM0		
Population in Lenggong, Perak	19,000	((Lenggong District Council,2022).	
Value of Willingness to Pay (VWTP)	RM741,760		

4.7 Chapter Summary

Overall, there were 4 major sections in this chapter. The data screening process is presented in Part 4.1, and the factor analyses that involved explanatory factor analysis (EFA) are covered in Section 4.2. This section will be put to the test in the section that follows. The output of DC-CVM models was studied and discussed in Section 4.3. The results of the regression analysis provide important information on how respondents' attitudes and perceptions affect their willingness to pay for conservation, as well as information on sociodemographic profiles. The significant variables were included in the final regression model, and the insignificant variables were removed. The bid price, income, age, races, Factor 1 (Benefits), and Factor 2 were the most significant explanatory variables and factors in calculating the value for Lenggong Valley (Attitude).

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Introduction

This Chapter outlines the work accomplished in accordance with the research study's objectives and highlights its findings based on the surveys that have been conducted. Based on the research methods used (case study; qualitative and quantitative surveys), this study was able to conduct surveys, gather the necessary data, and provide management for the Lenggong Valley WHS conservation of the cultural heritage. This knowledge has been determined to be extremely relevant and crucial since it is one of the best methods for getting the general people to understand, evaluate, and decide on the relative worth of various items.

Therefore, many academics have found that it is crucial to look at how this heritage resource is distributed, managed, structured, and supplied for as these factors have an impact on people's interests, ideas, and contributions to the preservation of their cultural heritage. Since values have been discovered to have a considerable impact on how society makes decisions, assessing the values ascribed to the heritage has been found to be an important step in any conservation attempt.

The overall overview of the research study (conclusion), major findings, suggestions, and any noteworthy contributions to knowledge, research limits, and ideas for future work are all covered in this chapter.

5.2 Summary of The Research Study

Generally, the findings shows that the stakeholders show a support in for the sustainability and conservation of Lenggong Valley WHS. Local communities and tourist are aware of the

importance of protecting the Archaeological Site. Thus, they support in maintaining and sustaining the Cultural Heritage site in Lenggong, Perak.

The first objective of this study was to find and appropriate valuation method for the cultural heritage site for sustainable and conservation of Lenggong Valley WHS. This study has shown that historic site management in Malaysia often falls short when it comes to using sustainable approaches to determine the value of cultural heritage items. A new strategy for heritage site design and management in Malaysia has been discovered: heritage protection from an economic perspective. As was covered in the previous Chapters, one of the best ways for society to recognise, evaluate, and determine the relative value of cultural heritage for the preservation of heritage sites is through economic valuation. Without a better understanding of the non-technical complexities of cultural heritage preservation, the role it plays in contemporary society, and the social, economic, political, and cultural mechanisms through which conservation works, cultural heritage will be in danger, and conservation will subsequently be found not to be sustainable within the social agenda.

Examining the allocation, management, organisation, and care of this heritage property is crucial because these factors have an impact on how people feel about themselves, how they view cultural heritage conservation, and how they participate in it. Given how powerfully values affect the choices that society makes, assessing the values ascribed to heritage has been proven to be a crucial activity in any conservation effort. Every act of conservation is influenced by the value placed on a particular thing or location, as well as by its social context, resources, and other factors. The public's participation in appreciating their cultural heritage will be more important for its sustainability.

This study employed stated preference method namely contingent valuation method (CVM). It is noted that CVM is one of the most widely used of stated preference method as it has well proven to elicit hypothetical prices and are able to produce estimate people's WTP for changed or improvement of studies area. In this study, CVM had been used to estimate respondents WTP for maintain and sustain the maintain of Lenggong Valley WHS.

In this study, respondents were asked to rate their willingness to pay (WTP) for the advantages they would receive or their willingness to accept (WTA) compensation for their loss using the contingent valuation (CV) method, which is a direct stated preference methodology. The CV is theoretically based on welfare economics and assumes that the respondents' underlying preferences are related to the provided WTP quantities. However, the Choice Experiment (CE) method is additionally referred to as Choice Modelling (CM). As an alternative to the more popular CV approach, the CE has been devised.

With the earlier approach, the stakeholders were given a constrained set of options rather than being directly asked for their WTP value. The CV Method's drawbacks were addressed, and the CE Method was created to increase the valuation models' behavioural congruency. The CE Method is based on the characteristic theory of value, which proposes that a good can be thought of as a collection of individual qualities and the degrees to which they exist. The study utilized the logit model in analysing the data gathered for survey. The estimated WTP derived from analyses display in general total respondent of local community that are willing to pay an average of RM39.04, where it is indicates that the respondents are willing to pay an average of MYR39.04 per annum for the conservation and sustainability of LVWHS which make the value of Willingness to pay (VWTP) for Local community are MYR741,760 per yer. While the tourist state that they are willing to pay MYR28.05 per annum which make the value of Willingness to pay for tourist are MYR532,950 per year.

This part has answered the first objective of the study which is to identify the WTP for conservation of LV method for the cultural heritage for the sustainable WHS conservation as world heritage site in Malaysia.

Next Objective if this study are the principle stakeholders' attitude and responses on Lenggong valley WHS designation and the influx of tourist to the Lenggong valley WHS in order to assess their WTP value for this WHS conservation. The study's data analysis revealed a substantial difference between local and tourist stakeholders on the WTP value, attitude toward the designation as a UNESCO WHS, and benefits of cultural tourism for the preservation of the Lenggong Valley WHS. The importance of keeping the non-use value was not significantly different between the locals and the tourists, it was discovered.

The study also discovered that the stakeholders were crucial to the WTP value, their perception of the UNESCO WHS status, the benefits of cultural tourism for conservation, and the management of conservation in the Lenggong Valley WHS. In terms of WTP value, it was discovered that local respondents were more eager to pay more than tourists for the preservation of cultural assets. However, it was shown that tourists had a more positive attitude toward the UNESCO WHS title than residents did. Additionally, it was discovered that tourists had a more positive view toward the advantages of cultural tourism for conservation than did locals.

From the research study findings, it has revealed that the principal stakeholders' attitude and responses on the WHS designation and its cultural tourism in order to assess their WTP value for Lenggong Valley WHS Conservation in Malaysia are as follows:

- In general, the level of the principal stakeholders' attitude (the local residents and the tourists) towards the Lenggong Valley WHS designation was found to be at

high level. It shows that the p-value for local community is 4.395 while the tourist state p-value of 4.57. However, the overall attitude of the tourists was found to be much higher than the local residents towards the WHS designation. From the survey, both respondents have indicated that the status has recognized the cultural heritage as having international importance and it has also played an important role in protecting the identity of the local cultural heritage for future generations. The status has triggered the respondents' interest in the volunteer programmes for the heritage site conservation. However, both respondents could only give a moderate impact to their awareness and knowledge of the significance of Lenggong Valley as a WHS.

- This study has found that the local respondents had shown a moderate level of attitude towards the statement that the WHS status has effected positive changes in their lifestyle and has given positive impacts to their tourism business in Lenggong Valley. Moreover, the local respondents agreed that the status has increased their community spirit and local pride towards their place and culture. They believed that the status has increased the value of the cultural heritage site in Lenggong Valley. The WHS status also has not limited the local physical development and the economic development in Lenggong Valley. However, the attitude of the local respondents was found to be greatly varied in these issues. But for those who have gained economic profit from their business activities, they were found to not agree strongly with the statement that the WHS status has had limited economic and physical development for this heritage site. To them, this WHS status could significantly contribute to the development of their business activities. Majority agreed that the status had brought about the opportunity for the world community to

take part in the Lenggong Valley WHS conservation as well as attracting more visitors to Lenggong, Perak.

- For the tourists, the Lenggong Valley WHS status was also important for continuing the tradition of the local cultural heritage for future generations. They partially agreed that the WHS status has improved cultural exchanges between the local community and the visitors. The survey showed that the tourist respondents have indicated a moderate attitude towards the statement that the WHS status could have triggered their interest to visit Lenggong Valley. However, the study found that the WHS status was not the key reason why the tourists came to visit Lenggong, Perak.

- Overall, the level of attitude towards the cultural tourism and its benefits for the heritage site conservation of both the local and the tourist respondents were found to be at a moderate level. However, the attitude of the tourists towards the cultural tourism and its benefits for the heritage site conservation was found to be higher than the locals. Both respondents were found to have stated that the cultural tourism had encouraged the locals to foster a variety of cultural activities. Together with the locals, the tourists agreed that the cultural tourism development has improved the appearance of Lenggong Valley. They moderately agreed that the cultural tourism has had provided an incentive for the local cultural heritage restoration programmes. Even though cultural tourism was found to bring lots of benefits to the locals, they have also stated that the cultural tourism activities have affected many changes in building use. The local and tourist respondents were found to have a low perception when they stated that tourism had affected the privacy of the daily livelihood of the local community.

- The study found that the local respondents believed that the cultural tourism has led to more investments and as a result had created more job opportunities for the locals. This was confirmed by most of the local respondents who had also strongly agreed that their standard of living has had improved considerably due to this cultural tourism. In addition, the local respondents have found that meeting the tourists was a valuable experience for them and they did not think that the cultural tourism had an undesirable effect on the way of life of the local community.

- The tourists have stated that the economic values of the cultural heritage of Lenggong Valley were found to have increased because of this cultural tourism. The tourists agreed that their arrivals have granted economic benefits to the local communities by preserving the value of the cultural heritage in Lenggong Valley. The WHS status has encouraged them to spend more money in order to recognize the value of the cultural heritage in Lenggong Valley. They believed that the cultural tourism industry should be able to play an important role in building a sustainable economy for Lenggong Valley. The tourists declared that the cost of their visit to the Perak WHS of Lenggong Valley was not expensive when compared to visiting other historical sites outside Malaysia. The tourists strongly agreed that meeting the locals was a valuable experience and they were happy and proud to see what the local community has had to offer when they have had experienced the authenticity of the cultural heritage in this WHS.

The last objective of this study is to examine the demographic factors that influence stakeholders' willingness to pay for the conservation and sustainability of Lenggong Valley WHS. Through the logit model, it shows that factors like income, age, race, benefits, and attitude were determined to be significant in the WTP calculations based on the results of

the estimates. Age was determined to be unimportant at the preliminary stage but relevant at the final stage with 10% level of significance and a negative coefficient. This shows that the younger respondent is more likely to pay more for the conservation than those who are older in age. Besides that, the Malay were found to be more willing to pay than other races this is because the Malay variable shows to be significant at level 1% for races employing a dummy variable with an exponent value of 3.27. Meanwhile, benefits and attitude were both statistically significant at the 1% and 5% level, respectively, with a positive coefficient indicating that respondents were more willing to pay for conservation than respondents who responded less favourably to the factors. By using the logit model in analysing the data and gathered for survey it shows that the estimation WTP value for local communities are RM 39.04 and RM RM28.05 for the tourist per visit.

5.3 Significant Contribution to Existing Knowledge

Some significant contributions of this research study to the existing knowledge (literature) are explained in the following paragraphs:

- i. This study has shown that one of the best ways for society to recognise, evaluate, and determine the relative value of cultural heritage for the preservation of heritage sites is through economic valuation. The sustainability of the public's cultural legacy would be more influenced by their participation in valuing it.
- ii. This study has discovered that building a sustainable management and conservation of the Lenggong Valley WHS depends on the stakeholders' attitudes about the WHS status and cultural tourism as a local resource. This might provide a realistic picture of how different interest groups feel about the preservation and

advancement of culture, as well as the general level of cultural awareness and knowledge among the general public.

iii. This study's findings indicate that the locals have a favourable attitude toward cultural development and heritage. This optimistic outlook may help foster a sense of shared responsibility for a location and strengthen ties between the general population and its culture.

iv. In order to make sure that conservation interventions were found to be attentive and sensitive to the economic, social, and physical conditions, this research study has found that conserving the values of cultural heritage should be recognised as part of any conservation development process and should be revisited, as situations could change. It may be possible to support the sustainability of the conservation efforts of the Lenggong Valley WHS by analysing the values through a participatory process that has included the various interest groups with a stake in a location or object.

v. According to the research, the most effective technique for achieving successful sustainable conservation plans is funding and incentives for the conservation of heritage sites. Although there were opportunities, it was discovered that they were not long-term, and that regular funding was needed for the Lenggong Valley WHS to sustain its heritage values. Cultural tourism, which has been defined as tourism with a cultural focus that aims to lessen environmental impacts and support local communities' economic development, has shown potential and has been instrumental in successfully funding the conservation and Sustainable Development (SD) programmes of the Lenggong Valley WHS.

vi. This study's findings suggest that for conservation to succeed over the long term, a huge range of local and community interests must actively and enthusiastically

support it. Some of the potential conflicts may be avoided by including the local community and other stakeholders in the planning phase. It was discovered that the development of a fair distribution of the advantages of that resource for the Lenggong Valley WHS depended on the ability of all stakeholders to help in the management of the cultural resource.

5.4 Limitations of Study

Despite the fact that the research study was completed satisfactorily, the researcher encountered a few issues that were out of her control. The researcher truly hopes that these issues will be considered while conducting such research investigations in the future. Due to time and cost restrictions, this research project was only able to examine one case study, the Lenggong Valley WHS in Perak, with returned and completed questionnaires from 300 locals and 100 visitors. The distribution of the questionnaire to both locals and tourists was one of the most difficult and time-consuming aspects of the field research project. Because of their hectic schedules and the limited time available to them, many of them are neglecting to participate in surveys. As a result, it took around two months to complete the field study survey alone. However, given the volume of comments and commitments received, it is more than sufficient to generalise the findings; as a result, the findings emphasised in this research study should be deemed reliable as representing the Lenggong Valley WHS's populace.

5.5 Suggestion for Future Research

In conclusion, a more thorough analysis is required for a more thorough sustainable management of a heritage monument. As a result, the following ideas for additional research on this subject are provided:

- An in-depth evaluation of current practices of heritage site management for the heritage sites in Malaysia should be carried out by researchers. Indeed, this research study was based on one case study in one state in Malaysia only. In order to enhance research findings, a more thorough study needs to be carried out in every state in Malaysia where there are heritage sites. This will prove whether the problems of the heritage site management are similar or unique only to Lenggong Valley based on the findings from the other states.
- Although the recommendation aspect of the questionnaire was highlighted, the results indicated that it could be "implementable," but the specifics of the implementation aspects were not discussed because this recommendation would need to be thoroughly studied on the suitability and challenges of implementation in actual practise.

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APPENDIX

1) QUESTIONNAIRE



Willingness to Pay for Conservation and Sustainability of Lenggong Valley as World Heritage Site

Questionnaire

This questionnaire being done by University Malaysia Sarawak (UNIMAS). The main objective of the research are to research examine the economic values that local people are willing to pay to visit Lenggong Valley, Perak. Your participation and feedback on this survey are be appreciate. Rest assured that your identity will remain private and confidential, and the research results will only be used strictly for academic purpose only. This survey consists of few section which all section required to be completed within 5 minutes. Kindly fill in all the sections as genuine as possible. The participation in this survey is voluntary which you have the rights to withdraw at any time or refuse to participate entirely without any penalty. Thank you for your cooperation.

Researcher

Shariffah Nor Fazlin Binti Syed Mustapha

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Section A: Demographic Information

In this section, it will let tell about yourself briefly. Please answer every question below.

1. Gender

☐ Male ☐ Female

2. Age

☐	21- 30	☐	31- 40	☐	41-50
☐	51- 60	☐	≥ 61		

3. Race

☐ Malay ☐ Chinese
☐ Indian ☐ Others:_____

4. Highest Education Level

☐ PMR ☐ Bachelor's Degree
☐ SPM ☐ Master's Degree or Higher
☐ Diploma/Advance Diploma/STPM

5. Total household monthly income

☐	No income	☐	RM1001 – RM1500	☐	RM3001 – RM4000
☐	< RM500	☐	RM1501 – RM2000	☐	RM4001 – RM5000
☐	RM501 – RM1000	☐	RM2001 – RM3000	☐	RM5001 – RM6000
☐	≥ RM6001				

6. Occupation

☐	Civil Servant	☐	Non - government employee	☐	Retired
☐	Students	☐	Businessman	☐	Others :

Section B: General Attitude and Behaviour

☐ 1 Strongly Disagree ☐ 2 Disagree ☐ 3 Partially Agree ☐ 4 Agree ☐ 5 Strongly Agree

Part A: Attitude towards the UNESCO World Heritage Site Status in Lenggong Valley, Perak

1	The UNESCO World Heritage Site status has shown that our cultural heritage has been recognized as having international importance	1	2	3	4	5
2	The UNESCO World Heritage Site status has inspired positive changes in the local people's life.	1	2	3	4	5
3	The UNESCO World Heritage Site status has played an important role in protecting the identity of our cultural heritage for future generations.	1	2	3	4	5
4	The UNESCO World Heritage Site status has increased the community spirit and local pride towards your place and culture.	1	2	3	4	5
5	The UNESCO World Heritage Site status has played an important role in attracting more visitors to Lenggong Valley	1	2	3	4	5
6	The UNESCO World Heritage Site status has given positive impact to the business sector in Lenggong Valley	1	2	3	4	5
7	The UNESCO World Heritage Site status has limited the economic development of the local people in Lenggong Valley	1	2	3	4	5
8	The UNESCO World Heritage Site status has limited the physical development in Lenggong Valley	1	2	3	4	5
9	The UNESCO World Heritage Site status has appealed to the World Community to play a part in the Lenggong Valley heritage site's conservation.	1	2	3	4	5
10	The UNESCO World Heritage Site status has increased your awareness and knowledge of the significance of Lenggong Valley as a UNESCO World Heritage Site.	1	2	3	4	5

Part B: Attitude towards Cultural Tourism and it's benefits for the Conservation of Lenggong Valley World Heritage Site

11	The cultural tourism has led to more investments.	1	2	3	4	5
12	The cultural tourism has created more job opportunities.	1	2	3	4	5
13	The standard of living has improved considerably by this cultural tourism.	1	2	3	4	5
14	Meeting tourists is a valuable experience.	1	2	3	4	5
15	The cultural tourism has encouraged a variety of cultural activities by the local people.	1	2	3	4	5
16	The cultural tourism has an undesirable effect on your way of life.	1	2	3	4	5
17	The cultural tourism has disturbed our daily privacy in this World Heritage Site.	1	2	3	4	5

18	The cultural tourism development has improved the appearance of Lenggong Valley	1	2	3	4	5
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Part C: Views on the Importance of Preserving the Non-Use Value of the Cultural Heritage in Lenggong Valley

19	It is important to do conservation of the Lenggong Valley World Heritage Site so that me or my family can continuously benefit in the future.	1	2	3	4	5
20	It is important to do conservation of the Lenggong Valley World Heritage Site so that outsider can assess and appreciate the values and significance of our cultural heritage in the future.	1	2	3	4	5
21	It is important to do conservation of the Lenggong Valley World Heritage Site so as to conserve the uniqueness of our cultural heritage.	1	2	3	4	5
22	It is important to do conservation of the Lenggong Valley World Heritage Site as it would strengthen the identity of this historic town.	1	2	3	4	5
23	It is important to do conservation of the Lenggong Valley World Heritage Site as it would contribute to the cultural and historic significance of the place.	1	2	3	4	5
24	It is important to do conservation of the Lenggong Valley World Heritage Site as it would give us the opportunity to conserve our legacy for the future generations.	1	2	3	4	5

Part D: Views on the Conservation Management of the Lenggong Valley UNESCO WHS

25	We should wisely make use of the cultural heritage asset now, so that our grandchildren may benefit from it.	1	2	3	4	5
26	Do you believe that the heritage assets could be sustained with the current management practices?	1	2	3	4	5
27	We have more important things to think about than the loss of the cultural heritage site.	1	2	3	4	5
28	There is a formal channel of communication for discussing the local cultural heritage management activities.	1	2	3	4	5
29	There is a programme introduced by the managing bodies in generating income for the cultural heritage conservation?	1	2	3	4	5
30	Do these programmes benefit you in preserving your cultural heritage?	1	2	3	4	5
31	Do you agree that the local people should be informed and consulted on matters relating to the development and future of Lenggong Valley?	1	2	3	4	5
32	Do you agree that the local people should be consulted on matters relating to the use and management of the cultural tourism activities?	1	2	3	4	5
33	Do you agree that limited funding has bothered stakeholders' collaboration in the cultural heritage conservation?	1	2	3	4	5

Section C: Funding

Part E: Establishment of The Lenggong Valley Heritage Conservation Fund

34	Do you agree with the setting up of the LENGGONG VALLEY HERITAGE CONSERVATION FUND for the management and protection of the Lenggong Valley cultural heritage?	1	Yes
		0	No
35	If 'YES', who do you think should manage the Fund? Choose ONE option.	1	A non-profit organization or local community committee
		2	A private organization
		3	Co-operation between the Government and the private sector – World Heritage Office
36	If 'NO', Please state your reason		

Section D: Willingness To Pay (WTP)

Part F: The Willingness-to-pay Value For The Lenggong Valley WHS Conservation

37	As a visitors, Are you willing to pay for visit to Lenggong Valley ?	Yes	
		No	
38	How much are you willing to pay for the management and conservation of Lenggong Valley World Heritage Site?	RM5	
		RM10	
		RM15	
		RM20	
		RM25	
39	What would be the highest amount you are willing to pay for the management and conservation of the Lenggong Valley World Heritage Site? The HIGHEST amount is..... /year	Ringgit Malaysia RM...../year	

Part G: Reasons To Pay (Choose FOUR (4) answers in ranking order).

40			For my own benefit.
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	Reasons for Respondents' Willingness-to-pay.		For society as a whole - the local people's life, identity, community spirit and local pride.
	(Question 40 to be answered only if the respondent stated POSITIVE Willingness-to-pay)		For my future generations – bequest value.
			For the pride of our nation – remembering historic events of our nation, image and recognition of the site
			As one of the proposed plans for a sustainable historic landscape.
41	Reasons for Respondents' Non-willingness-to-pay.		I have no spare income, otherwise I would contribute.
	(Question 41 to be answered only if the respondent stated ZERO Willingness-to-pay)		I feel the restoration of this historic heritage place is unimportant.
			I do not believe paying will solve the problem
			I think it is the government's responsibility.
			I would rather tolerate the current situation than pay.
			I feel that the users should pay.
			I believe that improvement will take place even without my contribution.
			I believe that we cannot place a monetary value on cultural heritage.

42. Suppose that the Malaysian Government is going to invest money to help with one of the problems listed below. Which of these problems do you consider to be the most important one to solve in the Lenggong Valle Conservation Zone? And which of the problems do you consider the second most important to solve? Please circle one answer for the most important and another for second most important.

Problems	Most Important	Second Most Important
Managing the use of land and buildings	1	1
Protecting the built cultural heritage	2	2
Managing circulation and access	3	3
Improving urban infrastructure	4	4
Other, please specify:	5	5

43. What problem concerning the heritage conservation are you most worried about? Please circle one answer for the most important and another for second most important

Problems	Most Important	Second Most Important
Inappropriate management process	1	1
Migration and demographic trends	2	2
Lack of funding resources	3	3
Excessive tourism and development pressure	4	4
Lack of public awareness and support	5	5
Environmental and building degradation	6	6
Other, please specify:	7	7

44. In the context of the heritage site conservation, do you agree that we have a duty to protect the cultural heritage from development regardless of the cost?

☐

Yes

☐

No

45. Do you think that Lenggong Valley as a World Heritage Site has sufficient funding support for its heritage site conservation and management?

☐

Yes

☐

No

46. Please tick ONE of the best methods of collection to be implemented for a household to contribute for the Lenggong Valley Heritage Conservation Fund?

☐	Added to income tax
☐	Added to state quit rent
☐	Added to assessment fee
☐	Added to the water or electricity bill
☐	Deducted from a bank account
☐	Annually collected by the management of the Lenggong Valley Heritage Conservation Fund
☐	Others, please specify:

47. Which of the method is THE BEST implemented mechanism for Lenggong Valley ?

☐	Conservation Zone Entry Ticket
☐	Heritage archaeological Admission Fee
☐	Hotel service tax

Others, please specify:

END OF INTERVIEW

THANK YOU FOR YOUR COOPERATION IN THIS RESEARCH

2) PICTURE OF LENGGONG VALLEY



Figure 4.18: Kota Tampan (Lenggong, Perak)



Figure 4.19: Visiting Lenggong Valley Archaeological Gallery