

Branding and Commercialization of Heritage Products and Services Eco-system Framework

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Abstract

Heritage product or service which is a branch of the invention or tourism package oriented has been identified as significant revenue generation in economy sector in Malaysia. The disappearance of heritage products and traditional services has become increasingly obvious in the tourism industry. This is due to several factors including incapability of connecting and engaging with others lifestyle heritage, cultural and tourism activities, unwillingness of generation to continue intricate craft skills, lack of innovation, creativity and technical skills, lack of compliance in standards or international entry requirements and lack of financial support. Therefore, this paper suggested an ecosystem framework involving thirteen components which reflecting the entrepreneur needs, the government intervention and marketplace platform for sales and marketing. As part of framework development, qualitative and quantitative methods were conducted to examine the components of ecosystem. The collaboration between the academia, the government agencies, cottage entrepreneurs and the industry are essential which would be beneficial for all parties to bring the products and services into sustainable tourism industry.

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I. INTRODUCTION

Building a necessary ecosystem is essential for cultural heritage preservation and conservation, quality of life improvement, community development and ultimately elevating socio-economic status of communities. Heritage means inherited of history or traditions from one's ancestors over generations in which considered an essential feature [1]. It has several different categories including cultural heritage, natural heritage, tradition and virtual heritage. Heritage product or service is a branch of the invention or package oriented towards the cultural legacy of

the location where tourism is taking place. Culture implies to the patterns of human activities and the symbolic structures bring advantages centres[1].

There are two types of heritage; first is tangible and second is intangible. Tangible heritage refers to something that is permanently touchable and being seen [2] such as the historical site, monument, buildings, nature cave, forest, mountain, river, flora and fauna. On the other hand, intangible cultural heritage as defined by the Malaysia National Heritage Act 2005 is referred as "a phrase, language, pronunciation of the tongue, saying the song is produced by the music, notes, audible lyrics,