The Importance Of The Intangible Heritage As Brand Image Of Unesco: A Case Study From Heritage Sites (Penang, Malaysia)

Intan Maizura Abd Rashid, Nur Syuhadah Kamaruddin, Sallahuddin Hassan, Irza Hanie Abu Samah, Wan Norsyafawati W. Muhamad Radzi

Abstract: The study purposes to investigate tourists’ perception on intangible heritage as brand image of UNESCO awarded of heritage sites as an activity for holiday that will help tourism development growth. It is generally true that the Intangible Heritage as a factor of developing national and cultural identity and promoting, is the consideration of the UNESCO specifying in the promotion of culture and tourism, thereby creating tourism demand. The tourist offer of Penang, Malaysia includes intangible cultural heritage which is differently and incompetently presented and interpreted. The recognized branding theory and behavior theory was used as the main theoretical framework to explore tourists’ perceptions toward identify intangible heritage as brand image that will contribute to tourism industry. Its aim is to highlight the importance of intangible heritage as a factor involved in creating the serious mass of the contemporarily understood cultural tourism products which can significantly enrich the desirability of the tourist offer of Malaysia. Questionnaire surveys used as main data collection methods included with 1,000 respondents participated in this research. Results indicate that visitors were interested differently when determining to visit heritage sites and contribute to tourism growth. Lastly, overall brand attitudes as intangible heritage were identified as key brand image associations toward heritage destinations and contributes to tourism growth of Penang, Malaysia.

Index Terms: Intangible heritage, brand image, brand image theory, behavior theory, UNESCO, Penang, Malaysia.

1 INTRODUCTION

The brand image theory is the influence of a brand lies in the minds of customers that a very significant marketing strategy for one companies to be successful [3]. The World Heritage Sites that awarded by UNESCO is a worldwide familiar phrase and although considered as a top brand by many tourist, recent studies have curved away from this awareness. UNESCO [9] used strong significant meaning like irreplaceable, unique and having an outstanding worldwide value to indication a high level of excellence accredited to this locations. Consequently, it is an essential to extend the branding to intangible facilities such as heritage. Although numerous branding studies have been conducted, most of the studies focused on tangible products and less focused on heritage sites. This paper is to observe the intangible heritage as brand image in Penang world heritage spots. Penang has the proficiency to become a heritage spots for Malaysia tourism sector. Penang remained as top tourist spots when receiving 6.3 million tourists in 2008 and awarded World Heritage City by UNESCO [4-7]. Tourist travel to different place of destination by diversity of factors and the main motivational factors is to visit the heritage sites. The cultural heritage tourism will brings opportunities to the host countries to create revenue to the tourism industry. Different types of heritage values can be categorized in two groups of intangible heritage and tangible. The intangible values show a vital part in how people interact with their cultural environments and social. Intangible heritage comprises all racial characteristics of a civic which fold customs, social values and tradition, cultural habits, family values, cuisine, and etc. that differentiates the culture from others culture. These relations then practice the basis of what consumers perceive the brand image of a product or service to be. This brand image aids to generate consciousness of services or products, which connects a brand’s importance through a set of associations [2-12]. Brand image associations can be well-designed as tangible structures as intangible features attributes. Thus, brand identity show a crucial role in creating the positioning image of a brand of service or product that can be used to distinguish against competitors. Based on the brand image theory, tourists’ behavior or attitudes toward heritage tourist destinations can be seen as favourable or unfavourable motives tourists have toward a specific heritage terminus[3]. Therefore, in this study, the term brand image will investigate attitudinal beliefs based on brand image association to intangible heritage as mentioned. Lastly, UNESCO encourages the World Heritage belongings to manage properly as having great opportunities for economic growth development. It is real to some degree that describing on the World Heritage sites can result in an increased amount of tourists [11-17].

Research Objectives:
The focal points of the study is to examine the factors that contributing to the Tourism Growth among the tourist in heritage sites namely Penang, Malaysia. From the study there are some specifies objective in this research, those objectives are the following as below:

i. To determine the relationship between the service quality and tourism growth in Penang.
ii. To examine the relationship between customer satisfaction and tourism growth in Penang.
iii. To determine the relationship between brand image as intangible heritage and tourism growth in Penang.
iv. To identify whether price perception have positively effect on tourism growth in Penang.
v. To investigate whether physical environment have significant effect on tourism growth in Penang.

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2 METHODOLOGY

The number items of each variable and Cronbach Alpha is showing in Table I. From the Table I, it shows that Cronbach Alpha values from ranged 0.747 to 0.814. The highest Cronbach Alpha value is the Intangible Heritage. While 0.814 is the lowest Cronbach Alpha value is the quality of service, 0.747. The Reliability analysis was used to ensure that all items which used in the survey are free from error and providing more accurate results. The Cronbach Alpha values for all factors showing above which from 0.747-0.814 indicated that good inter-item consistency for each factor. High alpha is caused by high variance. High variance mean this study will have a wide spread of score and enable others people easier to differentiate it [5-8].

Table I: Descriptive Analysis

<table>
<thead>
<tr>
<th>Factors</th>
<th>Mean</th>
<th>Standard deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism Growth</td>
<td>3.9640</td>
<td>0.3058</td>
</tr>
<tr>
<td>Service Quality</td>
<td>3.7420</td>
<td>0.61450</td>
</tr>
<tr>
<td>Intangible Heritage</td>
<td>3.6080</td>
<td>0.68783</td>
</tr>
<tr>
<td>Customer Satisfaction</td>
<td>3.5660</td>
<td>0.69576</td>
</tr>
<tr>
<td>Physical Environment</td>
<td>3.7400</td>
<td>0.70811</td>
</tr>
<tr>
<td>Price Perception</td>
<td>3.7620</td>
<td>0.68384</td>
</tr>
</tbody>
</table>

Table II is showing the mean and standard deviations for all the study variables. On the table II showing the mean for all variables ranges between 3.5660-3.9640. Mean is the most widely used measure of central tendency because of its mathematical qualities. It also named as average and sensitive to extremely large or small value. It also represents the expected value if the distribution of measurement were random. For standard deviation, it is the square root of the variance. It will measure the spread of a set of observation. The largest the standard deviation is, the more spread out the observations. In the Table II, the highest mean is the Tourism Growth which showing 3.9640 and it standard deviation is 0.53058 and followed by the mean and standard deviation of 3.7620, 0.68384, the service quality 3.7420, 0.61450, the physical environment 3.7400, 0.70811, the Intangible Heritage 3.6080, 0.68783 and lastly which is customer satisfaction 3.5660, 0.69576.

Table 2: Results of regression analysis

<table>
<thead>
<tr>
<th>Variables</th>
<th>Beta</th>
<th>t-Ratio</th>
<th>Sig. t</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Service Quality</td>
<td>0.128</td>
<td>2.122</td>
<td>0.036</td>
</tr>
<tr>
<td>The Intangible Heritage</td>
<td>0.197</td>
<td>4.099</td>
<td>0.000</td>
</tr>
<tr>
<td>The Customer Satisfaction</td>
<td>0.375</td>
<td>5.971</td>
<td>0.000</td>
</tr>
<tr>
<td>The Physical Environment</td>
<td>0.204</td>
<td>3.105</td>
<td>0.003</td>
</tr>
<tr>
<td>The Price Perception</td>
<td>0.328</td>
<td>4.535</td>
<td>0.000</td>
</tr>
</tbody>
</table>

According to the regression analysis showed on Table III, the service quality has the most weak significant effect Sig t = 0.036 with the Tourism Growth in Penang. This showed that service quality was a factor that will influence the Tourism Growth in Penang. Therefore, we can conclude that hypothesis 1 is accepted as a factor that influencing Tourism Growth in Penang since the significant level of P-value is less than 0.05. According to the regression analysis above, Intangible Heritage was significantly affected Tourism Growth in Penang as indicate by the Sig t value which is 0.000. Thus, the hypothesis 2 stated that the Intangible Heritage has a significant effect to the Tourism Growth in Penang is accepted at the significant level of P-value is less than 0.05. The regression analysis indicates that customer satisfaction has significant effect whereby the Sig t value is 0.000 with the Tourism Growth in Penang. Therefore, the hypothesis 3 stated the customer satisfaction has significant effect on Tourism Growth in Penang also accepted at the significant value of P-value is less than 0.05. Furthermore, from the table above the regression analysis showed that physical environment has significant effect whereby the Sig t value is 0.003 with the Tourism Growth in Penang. Therefore, the hypothesis 4 stated physical environment has significant effect on Tourism Growth in Penang also accepted at the significant value of P-value is less than 0.05. For this research, the significant F=0.000 means that the model as a whole is significant. The lower the number is, the better the fit. Typically, if sig-F is below 0.01 means that 99% confidence in the ability of the model to explain the dependent variable[21-23]. R-square is a method to measure the proportion of the variation in the dependent variable that was explained by variations in the dependent variables [18-24]. In this analysis, the “R-Square" indicated that 78.7% of the variation was explained. Typically, values of “R-Square" below that 0.2 or 20% are considered weak, between 0.2-0.4 or 20%-40% moderate and above 0.4 or 40% strong[23]. Thus, the R-Square that equal to 0.787 was moderate. Durbin-Watson value was 1.821, which fell within the acceptable range of 1.5 to 2.5 for a test to be relevant. Therefore, there was no auto correlation problem with the data.
4 CONCLUSION
This section will conclude the results of the hypothesis testing. All results that analyze using the statistic data in this chapter will be show in the Table IV.

<table>
<thead>
<tr>
<th>No of Hypothesis</th>
<th>Statement of Hypothesis</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Service quality has a positive impact on the Tourism Growth in Penang.</td>
<td>Accepted</td>
</tr>
<tr>
<td>H2</td>
<td>Customer Satisfaction has a positive impact on the Tourism Growth in Penang.</td>
<td>Accepted</td>
</tr>
<tr>
<td>H3</td>
<td>Intangible Heritage has a positive impact on the Tourism Growth in Penang.</td>
<td>Accepted</td>
</tr>
<tr>
<td>H4</td>
<td>Physical Environment has a positive impact on the Tourism Growth in Penang.</td>
<td>Accepted</td>
</tr>
<tr>
<td>H5</td>
<td>Price perception has a positive impact on the Tourism Growth in Penang.</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

Table IV showed that the analysis that was carried out, hypothesis 1, hypothesis 2, hypothesis 3, hypothesis 4 and hypothesis 5 from this research are accepted. Although, field of the World Heritages is receiving minor attention from the researchers, most studies being conducted on the heritages outside Europe and only recently have acknowledged the weak brand equity of UNESCO World Heritage brand. There exists a gap between the brand identity created by UNESCO and the brand image perceived by the customers, which brings the sites out of touch with their customers in the field of tourism. World Heritages in Penang are very independent on the national governments, which incites them look for alternatives in gaining funding on tourism. For the above-mentioned reasons, the sites organize themselves into national and even international World Heritage networks, in which they share best practices, marketing strategies and join forces in promotion and united become stronger when interacting with external organizations and governments.

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6 REFERENCES