

**CONSERVATION MANAGEMENT OF HISTORICAL SITES AND
BUILDINGS AT MEDAN BANDAR ALOR SETAR, KEDAH**

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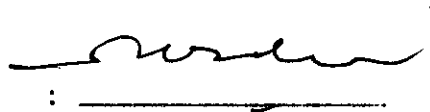
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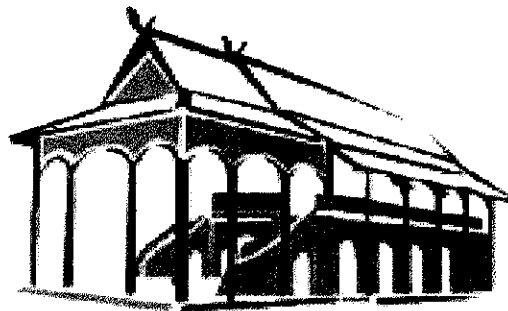
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**CONSERVATION MANAGEMENT OF HISTORICAL SITES AND
BUILDINGS AT MEDAN BANDAR ALOR SETAR, KEDAH**



A thesis submitted to the Graduate School in partial fulfillment of the
requirements for the degree Masters in Business Administration,
University Utara Malaysia

by
Marsita Binti Ahmad

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ABSTRAK

Tujuan kajian ini adalah untuk menentukan sejauh mana struktur organisasi sedia ada telah melaksanakan perancangan dan pengurusan terhadap tapak-tapak dan bangunan-bangunan bersejarah di Alor Setar. Ianya bertujuan juga untuk mengetahui sama ada pelawat-pelawat melawat tempat-tempat bersejarah yang sebegitu, terutamanya di Medan Bandar. Kajian ini juga untuk mengetahui pandangan kakitangan teknikal dan bukan teknikal mengenai kepentingan memelihara warisan tersebut oleh sebab kebanyakan bangunan-bangunan awam bersejarah adalah di bawah pengurusan mereka. Adalah diharapkan bahawa penemuan di dalam kajian ini dapat memberi cadangan dasar kepada pembentukan organisasi pengurusan konservasi yang dapat dilaksanakan oleh Kerajaan Negeri Kedah.

Kajian ini menggunakan borang kaji-selidik yang dihasilkan oleh penulis berdasarkan kaji-selidik awal, temuramah, dan menggunakan sebahagian kecil daripada borang kaji-selidik Kaufman, T.J. (1999). Sebanyak enam puluh satu borang telah diedarkan, dan sebanyak empat puluh satu borang, yang siap diisi, telah dikembalikan. Hasil penemuan tersebut dianalisa menggunakan program SPSS dan juga menggunakan data hasil dari kajian dan temubual.

Penemuan menunjukkan bahawa: perancangan dan pengurusan tapak dan bangunan bersejarah di Alor setar bergantung sepenuhnya kepada keputusan di peringkat Kerajaan Persekutuan; pelawat melawat ke bangunan-bangunan bersejarah di Medan Bandar tetapi bilangan mereka semakin berkurangan; persepsi kakitangan teknikal dan bukan teknikal adalah serupa mengenai kepentingan menjaga warisan tapak dan bangunan yang bersejarah, walaubagaimanapun, terdapat perbezaan pendapat mengenai penubuhan badan pengurusan konservasi.

ABSTRACT

The purpose of this study is to determine the extent of planning and management of historical sites and buildings in Alor Setar, under the present organisational structure. It is also to investigate if tourists visited such places, particularly at the Medan Bandar area. Since the historical public buildings are under the management of both the technical and non-technical government agencies, the paper seeks to find their perception on them. It is hoped that the findings from this study would provide the best organisational conservation management set-up that could be implemented by the State of Kedah.

This study uses a questionnaire formulated by the author based on an open-ended pilot questionnaire, interviews and a small part of the questionnaire prepared by Kaufman, T.J. (1999) in her unpublished dissertation. A total of sixty one questionnaires were sent out and forty one filled and returned. The results of the findings were analysed using the SPSS programme. The study also uses secondary data from research and interviews.

The findings revealed that the planning and management of historical sites and buildings in Alor Setar is totally dependent on the decisions at the Federal Government level. Tourists do visit the historical buildings at Medan Bandar but the numbers are on the decline. Except for the setting up of a conservation management body, there seems to be an agreement on the importance of preserving historical buildings and sites, by both the technical and non-technical people.

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CHRONOLOGICAL ORDER OF HISTORICAL SITES AND BUILDINGS IN ALOR SETAR.

Sites

1850's Pekan Cina
Pekan Melayu
Pengkalan Kapal
Limbong Kapal
Padang Court

Buildings

1735 Fort and Palace (Renamed as Muzium DiRaja since 1983).
Balai Besar (Destroyed in 1771 by the Bugis, and 1821 by the Siamese. Rebuilt once in 1840; rebuilt the second time in 1898; presently undergoing restoration works).
Masjid Zahir (Rebuilt in 1912)

1880 Istana Spacendra

1900's Police Headquarters
Wan Mat Saman Building
Mahathir Mohamed's House

1904 Balai Nobat

1908 Sultan Abdul Hamid College

1912 General Post Office
Clock Tower

1922 High Court
Pekan Rabu

1936 Maktab Mahmud

1957 State Museum

1973 Wisma Negeri

(Kota Kuala Kedah is the only site in Kedah which has been gazetted; it was gazetted on 31stAugust 1978).

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

Heritage tourism is a worldwide phenomenon both in the developed and developing countries. Comparing to the former, the latter have to overcome more problems, obstacles, and prioritisations. Basic needs such as infrastructure, accommodation, modern conveniences and funding have to be met and at the same time realising the potential on heritage tourism and the need to protect historical sites and buildings. Kedah, like any other developing State, faces some of the problems too.

Alor Setar became an administrative centre for Kedah in 1735 when the nineteenth Sultan of the State, Sultan Muhammad Jiwa Zainal Adilin Mu'adzam Shah II (1710-1778), changed the centre from Kota Bukit Pinang. It was during his reign that a close liaison with the British East India Company started because of the threats posed by the Bugis. Alor Setar, rich with its historic legacies, has become an administrative centre for the last 266 years. There are sites, forts, palace and buildings where history first started, right in the city centre. Alor Setar started in an area presently known as Medan Bandar and spread to the other parts such as Jalan Pekan Melayu, Jalan Pekan China and Jalan Pengkalan Kapal.

This paper intends to seek the extent of conservation works on historical buildings and sites in Alor Setar, particularly at Medan Bandar, on matters such as planning, funding, management, and the State's commitment towards built heritage tourism. It also attempts to strategise the potential of built heritage tourism industry in Kedah.

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