# NATIONAL REPRESENTATION OF MALAYSIAN MYTHS IN TOURISM PROMOTIONAL BROCHURES: A LONGITUDINAL PERSPECTIVE

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A thesis submitted for the degree of

Doctor of Philosophy

at the University of Otago, Dunedin,

New Zealand

July 2012

**Abstract**

It is claimed that myths and legends have been incorporated in tourism promotions as they have the power to enhance the appeal of tourist destinations. The inclusion of mythological aspects can contribute to the imagination of places as Oriental or Otherness destinations, a reputable approach to attracting tourists. Despite the importance of the role played by myths and legends in destination marketing, thus far there have been very few studies which have delved into this area, especially from longitudinal and self-representation perspectives. Therefore, the aim of this thesis was to explore the national representation of manifest myths in tourism marketing, focusing on a longitudinal lens. In the analysis of this representation, myths included in tourism brochures published by the Malaysian national promotional bodies from 1962 to 2007 were assessed.

Both quantitative and qualitative approaches were used to analyse the brochures in order to obtain a comprehensive understanding of the representation of myths. Past brochures from the Tourism Malaysia Resource Centre in Kuala Lumpur were examined. Contemporary brochures were collected from three locations and two international airports in Malaysia: the Tourism Malaysia offices in Kuala Lumpur, Penang and Langkawi Island, and Kuala Lumpur and Penang International Airports.

The quantitative analysis shows that myths have been well represented in the Malaysian tourism promotional brochures, with almost one third including myths. However, the extent of the representation of the majority of myths is quite brief, most brochures allocating only a small number and percentage of words to the myths and their description. The assessment of the trend of the portrayal of myths reveals that the incorporation of myths declined steadily over the period of five decades.

Qualitative analysis identified that stories depicting religious and spiritual beliefs are fundamental in Malaysian myths. The myths include a variety of themes projecting Orientalism, Otherness, modernisation, Westernisation and globalisation. Over time, changes in portraying modernisation and Westernisation have been identifiable in selected myths. The longitudinal assessment revealed that nine myths exhibit some alteration in their components. Among traditional core values ingrained in Malay myths are the significance of conveying crucial messages in a delicate way, indirect communication is a symbol of politeness; and,

along with human relationships, maintaining harmony with the natural environment and supernatural worlds and beings.

In the context of tourism, this research demonstrates that a significant number of myths have been utilised in the promotion of natural resources and to complement the descriptions of tangible attractions, particularly places of worship and cultural heritage sites. It is also shown that some unusual and peculiar myths have been exploited to lure tourists and used in destination marketing to highlight the uniqueness of a particular ethnicity and a place's identity.

The findings of this research shed light on the knowledge of tourism representation from longitudinal and national perspectives, by revealing over a period of five decades the trends and alterations in the projection of mythological stories and how they have been employed in the promotional brochures published by an Oriental country. They also contribute to the understanding on how myths have been utilised in promotional material and exploited to attract tourists.

# Acknowledgements

First and foremost, I would like to express my gratitude to my supervisors, Associate Professors Dr Neil Carr and Dr Richard Mitchell, for their valuable insights and support throughout my PhD study. Their expertise and skills have added considerably to the quality of my thesis and graduate experience. Very special thanks go to the staff at the Tourism Malaysia Resource Centre at the PWTC in Kuala Lumpur, who assisted me during the data collection and analysis stage. Their kindness and understanding during my long stay at the centre are greatly appreciated. My thanks also go to the Public Service Department of Malaysia and UUM who funded my PhD study at the University of Otago.

I am also grateful to my loving family especially my mother, late father, brothers and a sister who never failed to support me from the start until the end of my PhD. I would like to thank my friends and fellow postgraduate students, especially Jenny, Lisa, Neren, Misuk, PD, Eddy, Johan and Yatt for their friendship and for sharing the highs and lows and making my stay in Dunedin memorable. Finally, I would like to express my gratitude to the staff at the Department of Tourism, University of Otago, who assisted me during my study.

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## Introduction

### 1.1 Introduction

As the objective of this introductory chapter is to present an overview of the thesis and research topic, it begins with a background to myths and their general significance. After this, the aims and the significance of this thesis are laid down. There then follow details of the importance of myths in tourism, definitions of the term 'myth' and the approach to 'myth' adopted in this thesis. Additionally, some background information about Malaysia, its socio-cultural aspects, tourism development and marketing as well as a current scenario of myths and legends, are presented. This background information is vital for an understanding of the discussions within the analysis chapters. This introductory chapter also provides an overview of the methods used in the study, the data collection process and analysis techniques. The final part details the structure of the thesis.

### 1.2 General Background to Myths and their Significance

From tales of gods and goddesses to legendary warriors and mysterious creatures, myths and legends are known to have inspired many great works of art, novels, music, films, advertising and tourism promotional materials. Aside from tourism, the importance of myths has also been acknowledged in various disciplines such as religion, psychology, history, sociology and anthropology. Myths are a significant aspect of human life and have been recognised as such by numerous scholars (e.g. Malinowski 1926; Danesi 2004; Laing and Crouch 2009). Well known thinkers including Eliade, Jung and Campbell argue that "mythical consciousness and mythmaking" are vital to human beings at the personal and communal levels (Leeming 2005, p.283).

According to Muthalib (2009), since the latter half of the 20th century, mythological aspects have been gaining popularity. One of the reasons contributing to the rising interest in myths and legends is attributed to the increasing attention given to preserving the past (Reiss 2006). The importance of mythical aspects in contemporary society is reflected through the plethora of myths represented in popular media today, ranging from advertisements to films such as *The Lord of the Rings* that have captured the imagination of audiences worldwide (Littleton

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**APPENDICES**

**APPENDIX A:**

**Number and Percentages of Words Allocated to Represent Myths in Each Brochure**

| | Brochure Title | Myths Included | Number of Words to Represent Each Myth | Total Number of Myths | Total Number of Words in a Brochure | Percentages out of Total Number of Words in a Brochure |
|---|---|---|---|---|---|---|
| **1960s** | | | | | | |
| 1. | Historic Malacca 1962 | Myth of the Sultan's Well | 24 | 1 | **24** | **3.7** |
| 2. | Historic Malacca1969 | Myth of the Sultan's Well | 24 | 1 | **24** | **3.7** |
| 3. | Kota Kinabalu Eastern Gateway to Malaysia 1969 | Mount Kinabalu's Myth | 22 | 1 | **22** | **1.24** |
| 4. | Kuching Malaysia's Most Picturesque Riverine Town 1968 | Legend of God Kuek Seng Ong<br><br>Goddess of Seamen (Tien Hou) | 28<br><br>61 | 2 | **89** | **5.39** |

| | | | | | | |
|---|---|---|---|---|---|---|
| **1970s** | | | | | | |
| 1. | Langkawi Land of Legends 1977 | Legend of Wedding Feast's Brawl | 134 | 4 | **309** | **25.2** |
| | | Mahsuri's Legend | 89 | | | |
| | | Myth of Field of Burnt Rice | 42 | | | |
| | | Legend of the Childless Couple - Lake of Pregnant Maiden | 44 | | | |
| 2. | Penang Langkawi 1979 | Legend of Wedding Feast's Brawl | 74 | 4 | **179** | **4.8** |
| | | Myth of Field of Burnt Rice | 38 | | | |
| | | Mahsuri's Legend | 28 | | | |
| | | Legend of the Childless Couple - Lake of Pregnant Maiden | 39 | | | |
| 3. | Beach Resorts 1974 | Mahsuri's Legend | 33 | 2 | **97** | **3.02** |
| | | Legend of the Childless Couple - | 36 | | | |

| | | Lake of Pregnant Maiden | | | | |
|---|---|---|---|---|---|---|
| | | Legend of the Lake of Pregnant Maiden - Drowned Princess | 28 | | | |
| 4. | Kota Kinabalu Eastern Gateway to Malaysia 1972 | Mount Kinabalu's Myth | 22 | | **22** | **1.16** |
| 5. | Kuching – Malaysia's Most Picturesque Riverine Town 1971 | Legend of God Kuek Seng Ong | 27 | 2 | **77** | **3.84** |
| | | Legend of the Goddess of Seamen (Tien Hou) | 50 | | | |
| 6. | Hill Resorts 1972 | Fraser Hill | 58 | 1 | **58** | **1.46** |
| 7. | Vacation Land Malaysia KL – Malacca Guide 1979 | Myth of the Sultan's Well | 34 | 1 | **34** | **0.79** |
| 8. | Sabah Land Below the Wind 1976 | Mount Kinabalu's Myth | 37 | 1 | **37** | **4.32** |
| 9. | National Parks 1972 | Mount Kinabalu's Myth | 32 | 1 | **32** | **0.82** |
| 10. | Kuching-Riverine City of Malaysia 1972 | Legend of God Kuek Seng Ong | 26 | 1 | **26** | **1.6** |

| | | | | | |
|---|---|---|---|---|---|
| 11. | Malacca Historic City 1970 | Myth of the Sultan's Well | 15 | 1 | **15** | **0.98** |
| 12. | Malacca Historic City 1971 | Myth of the Sultan's Well | 15 | 1 | **15** | **0.98** |
| 13. | Malacca Historic City of Malaysia 1972 | Myth of the Sultan's Well | 15 | 1 | **15** | **1.12** |
| **1980s** | | | | | | |
| 1. | Island of Legends Langkawi 1983 | Legend of Wedding Feast's Brawl | 101 | 4 | **219** | **15.24** |
| | | Mahsuri's Legend | 55 | | | |
| | | Myth of the Field of Burnt Rice | 19 | | | |
| | | Legend of the Childless Couple - Lake of Pregnant Maiden | 44 | | | |
| 2. | Beach Resorts 1983 | Mahsuri's legend | 33 | | **97** | **6.75** |
| | | Legend of the Childless Couple - Lake of Pregnant Maiden | 36 | | | |

| | | Legend of the Drowned Princess - Lake of Pregnant Maiden | 28 | | | |
|---|---|---|---|---|---|---|
| 3. | Malacca Map and Guide 1985 | The Sultan's Well | 67 | 3 | **163** | **4.36** |
| | | Sam Po's Myth | 47 | | | |
| | | Myth of White Crocodile - Hang Tuah | 49 | | | |
| 4. | Historic City of Malaysia 1982 | Myth of the Sultan's Well | 15 | 1 | **15** | **1.08** |
| **1990s** | | | | | | |
| 1. | Kedah 1994 | Mahsuri's Legend | 88 | 3 | **173** | **6.53** |
| | | Myth of the Field of Burnt Rice | 44 | | | |
| | | Legend of the Childless Couple - Lake of Pregnant Maiden | 41 | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| 2. | Kedah 1996 | Mahsuri's Legend | 63 | **2** | **99** | **8.94** |
| | | Legend of the Childless Couple - Lake of Pregnant Maiden | 36 | | | |
| 3. | Langkawi 1999 | Mahsuri's Legend | 51 | **4** | **177** | **6.04** |
| | | Legend of the Fairy Princess - Lake of Pregnant Maiden | 75 | | | |
| | | Legend of Wedding Feast Brawl | 35 | | | |
| | | Myth of Seven Wells | 16 | | | |
| 4. | Malaysia Islands, Beaches & Underwater Havens 1999 | Legend of Wedding Feast's Brawl | 52 | **5** | **227** | **1.33** |
| | | Mahsuri's Legend | 70 | | | |
| | | Tioman island's Legend | 24 | | | |
| | | Legend of the Childless Couple - Lake of Pregnant Maiden | 14 | | | |

| | | Hang Tuah's Cape Rachado | 67 | | | |
|---|---|---|---|---|---|---|
| 5. | Malaysia Fascinating Destination 1996 | Mahsuri's Legend | 26 | **5** | **144** | **0.54** |
| | | Myth of the Sultan's Well | 26 | | | |
| | | Myth of Khoo Kongsi | 29 | | | |
| | | Legend of God Kuek Seng Ong | 39 | | | |
| | | Fanged King | 24 | | | |
| 6. | Pahang 1999 | Tioman Island's Legend | 63 | **3** | **108** | **2.71** |
| | | Myth of the Ancient Khmer City - Lake Chini | 28 | | | |
| | | Myth of the Sea Serpent - Lake Chini | 17 | | | |
| 7. | Malacca Malaysia's Historic City 1998 | Myth of the Sultan's Well | 26 | **3** | **123** | **3.45** |
| | | Sam Po's Myth | 49 | | | |
| | | Hang Tuah's Myth – White Crocodile | 48 | | | |

| 8. | Kuala Lumpur Beyond the City 1999 | Myth of the Sultan's Well | 19 | **2** | **47** | **1.6** |
|----|-----------------------------------|---------------------------|----|--------|--------|---------|
|    |                                   | Myth of Hang Tuah's Spirit | 28 |       |        |         |
| 9. | Penang 1995 | Myth of Khoo Kongsi | 29 | **4** | **144** | **2.72** |
|    |             | Myth of Batu Maung's Giant Footprint | 57 | | | |
|    |             | Francis Light's legend | 29 | | | |
|    |             | Myth of the hidden eye - Kuan Yin Temple Penang | 29 | | | |
| 10. | Sabah Malaysia Borneo's Paradise 1996 | Mount Kinabalu's Myth | 21 | **1** | **21** | **1.41** |
| 11. | Malaysia National Parks 1998 | Mango Tree's Myth | 51 | **3** | **127** | **0.9** |
|    |                              | Mountain Goat's Myth | 51 | | | |
|    |                              | Myth of Gua Batu Tinggi's Curse | 25 | | | |

| | 2000s | | | | | |
|---|---|---|---|---|---|---|
| 1. | Malaysia Hill Resorts 2001 | Legend of Mount Ledang's Princess | 86 | 2 | **116** | **1.39** |
| | | Mount Kinabalu Myth | 30 | | | |
| 2. | Tioman Island 2003 | Tioman Island's Legend | 84 | 1 | **84** | **3.48** |
| 3. | Tioman Island 2005 | Tioman Island's Legend | 84 | 1 | **84** | **3.48** |
| 4. | Tioman Island 2006 | Tioman Island's Legend | 84 | 1 | **84** | **3.48** |
| 5. | Langkawi 2000 | Legend of the Fairy Princess - Lake of Pregnant Maiden | 75 | 5 | **177** | **4.08** |
| | | Legend of the Wedding Feast's Brawl | 35 | | | |
| | | Mahsuri's Legend | 51 | | | |
| | | Myth of the Seven Wells | 16 | | | |

| 6. | Langkawi 2001 | Legend of the Fairy Princess - Lake of Pregnant Maiden | 75 | 5 | **177** | **4.08** |
|---|---|---|---|---|---|---|
| | | Legend of the Wedding Feast's Brawl | 35 | | | |
| | | Mahsuri's Legend | 51 | | | |
| | | Myth of the Seven Wells | 16 | | | |
| 7. | Langkawi 2002 | Legend of the Fairy Princess - Lake of Pregnant Maiden | 75 | 5 | **177** | **4.08** |
| | | Legend of the Wedding Feast's Brawl | 35 | | | |
| | | Mahsuri's Legend | 51 | | | |
| | | Myth of the Seven Wells | 16 | | | |
| 8. | Langkawi 2003 | Legend of the Fairy Princess - Lake of Pregnant Maiden | 75 | 5 | **177** | **4.08** |

| | | | | | | |
|---|---|---|---|---|---|---|
| | | Legend of the Wedding Feast's Brawl | 35 | | | |
| | | Mahsuri's Legend | 51 | | | |
| | | Myth of the Seven Wells | 16 | | | |
| 9. | Langkawi 2005 | Legend of the Wedding Feast's Brawl | 53 | 4 | **213** | **6.94** |
| | | Mahsuri's Legend | 68 | | | |
| | | Legend of the Fairy Princess - Lake of Pregnant Maiden | 63 | | | |
| | | Myth of the Seven Wells | 29 | | | |
| 10. | Langkawi 2006 | Legend of the Wedding Feast's Brawl | 36 | 4 | **177** | **4.69** |
| | | Mahsuri's Legend | 51 | | | |
| | | Legend of the Fairy Princess - Lake of Pregnant Maiden | 74 | | | |

| | | Myth of the Seven Wells | 16 | | | |
|---|---|---|---|---|---|---|
| 11. | Langkawi 2007 | Legend of the Wedding Feast's Brawl | 36 | 4 | **177** | **4.68** |
| | | Mahsuri's Legend | 51 | | | |
| | | Legend of the Fairy Princess - Lake of Pregnant Maiden | 74 | | | |
| | | Myth of the Seven Wells | 16 | | | |
| 12. | Kedah 2000 | Mahsuri's Legend | 44 | 3 | **101** | **3.68** |
| | | Myth of the Field of Burnt Rice | 32 | | | |
| | | Legend of Barren Women - Lake of Pregnant Maiden | 25 | | | |
| 13. | Kedah 2002 | Mahsuri's Legend | 44 | 3 | **101** | **3.68** |
| | | Myth of the Field of Burnt Rice | 32 | | | |

| | | Legend of Barren Women - the Lake of Pregnant Maiden | 25 | | | |
|---|---|---|---|---|---|---|
| 14. | Kedah 2006 | Mahsuri's Legend | 44 | 3 | **101** | **3.68** |
| | | Myth of the Field of Burnt Rice | 32 | | | |
| | | Legend of Barren Women - Lake of Pregnant Maiden | 25 | | | |
| 15. | Kedah 2007 | Mahsuri's Legend | 44 | 3 | **101** | **3.68** |
| | | Myth of the Field of Burnt Rice | 32 | | | |
| | | Legend of Barren Women - the Lake of Pregnant Maiden | 25 | | | |
| 16. | Pahang 2006 | Tioman Island's Legend | 26 | 2 | **44** | **1.01** |
| | | Myth of Ancient Khmer City - Lake Chini | 18 | | | |
| 17. | Pahang 2007 | Tioman Island's Legend | 26 | 2 | **44** | **1.01** |

| | | Myth of Ancient Khmer City - Lake Chini | 18 | | | |
|---|---|---|---|---|---|---|
| 18. | Islands and Beaches 2007 | Tioman Island's Legend | 26 | 1 | **26** | **0.36** |
| 19. | Kuala Lumpur Beyond the City 2000 | Myth of the Sultan's Well<br><br>Myth of Hang Tuah's Spirit | 19<br><br>28 | 2 | **47** | **1.6** |
| 20. | Kuala Lumpur Beyond the City 2002 | Myth of the Sultan's Well<br><br>Myth of Hang Tuah's Spirit | 19<br><br>28 | 2 | **47** | **1.6** |
| 21. | Malacca Malaysia Historic City 2000 | Myth of the Sultan's Well | 26 | 1 | **26** | **0.73** |
| 22. | Malacca Malaysia Historic City 2001 | Myth of the Sultan's Well | 26 | 1 | **26** | **0.73** |
| 23. | Malacca Malaysia Historic City 2002 | Myth of the Sultan's Well | 26 | 1 | **26** | **0.73** |
| 24. | Malacca Malaysia Historic City 2003 | Myth of the Sultan's Well | 26 | 1 | **26** | **0.73** |

| | | | | | |
|---|---|---|---|---|---|
| 25. | Malaysian Travel Manual 2004 | Myth of the Sultan's Well | 28 | 9 | **278** | **0.43** |
| | | Myth of Khoo Kongsi | 25 | | | |
| | | Myth of the Field of Burnt Rice | 44 | | | |
| | | Legend of the Childless Couple - Lake of Pregnant Maiden | 19 | | | |
| | | Legend of God Kuek Seng Ong | 25 | | | |
| | | Myth of Ancient Khmer City - Lake Chini | 23 | | | |
| | | Sam Po's Myth | 48 | | | |
| | | Hang Tuah's Myth – White Crocodile | 51 | | | |
| | | Myth of Sea Serpent - Lake Chini | 15 | | | |
| 26. | Malaysian Travel Manual 2006 | Myth of the Sultan's Well | 28 | 9 | **278** | **0.43** |

239

| | | Myth of Khoo Kongsi | 25 | | | |
|---|---|---|---|---|---|---|
| | | Myth of the Field of Burnt Rice | 44 | | | |
| | | Legend of the Childless Couple - Lake of Pregnant Maiden | 19 | | | |
| | | Legend of God Kuek Seng Ong | 25 | | | |
| | | Myth of Ancient Khmer City - Lake Chini | 23 | | | |
| | | Sam Po's Myth | 48 | | | |
| | | Hang Tuah's Myth – White Crocodile | 51 | | | |
| | | Myth of the Lake Chini – Sea Serpent | 15 | | | |
| 27. | Penang 2002 | Myth of Khoo Kongsi | 29 | 3 | **115** | **2.25** |
| | | Myth of the Batu Maung's Giant Footprint | 57 | | | |

| | | Francis Light's legend | 29 | | | |
|-----|-----------------------------|------------------------------------------|----|---|-----|------|
| 28. | Penang 2006 | Myth of Khoo Kongsi | 51 | 2 | **108** | **2.42** |
| | | Myth of the Batu Maung's Giant Footprint | 57 | | | |
| 29. | Penang 2007 | Myth of Khoo Kongsi | 51 | 2 | **108** | **2.71** |
| | | Myth of the Batu Maung's Giant Footprint | 57 | | | |
| 30. | Sabah Malaysia Borneo 2001 | Mount Kinabalu's Myth | 20 | 1 | **20** | **1.07** |
| 31. | Sabah Malaysia Borneo 2003 | Mount Kinabalu's Myth | 20 | 1 | **20** | **1.07** |
| 32. | Sabah Malaysia Borneo 2005 | Mount Kinabalu's Myth | 20 | 1 | **20** | **1.07** |
| 33. | Cool Highland Resorts 2007 | Mount Kinabalu's Myth | 22 | 1 | **22** | **0.4** |
| 34. | Map of Georgetown 2006 | Myth of the Batu Maung's Giant Footprint | 57 | 1 | **57** | **2.3** |
| 35. | Malaysian National Parks 2004 | Mango Tree's Myth | 51 | 3 | **127** | **0.9** |

| | | Mountain Goat's Myth | 51 | | | |
|---|---|---|---|---|---|---|
| | | Myth of Gua Batu Tinggi's Curse | 25 | | | |
| 36. | Malaysian National Parks 2006 | Mango Tree's Myth | 51 | 3 | **127** | **0.9** |
| | | Mountain Goat's Myth | 51 | | | |
| | | Myth of Gua Batu Tinggi's Curse | 25 | | | |
| 37. | Johor 2005 | Mount Ledang''s Princess | 26 | 2 | **47** | **2.02** |
| | | Trapped Crocodile | 21 | | | |
| 38. | Kelantan 2007 | Saadong Princess | 32 | 1 | **32** | **0.29** |
| 39. | Fun and Fantasy 2007 | Monsopiad | 45 | 1 | **45** | **0.63** |
| 40. | Negeri Sembilan 2003 | Myth of the Food Tray - Kuala Dulang Mosque | 36 | 2 | **58** | **1.54** |
| | | Myth of Tuan Tulis Ismail | 22 | | | |

**APPENDIX B:**

**Number and Percentages of Words Utilised in the Representation of Mythological Tales over Five Decades**

| | Myths | # of Brochures | Year of Brochure Publications | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1. | Mahsuri's Legend | 21 | 1974 | 1977 | 1979 | 1983 | 1983 | 1994 | 1996 | 1996 | 1999 | 1999 | | | Average |
| | Number of Words | | 33 | 89 | 28 | 33 | 55 | 88 | 63 | 50 | 70 | 44 | | | |
| | Percentage of Words | | 1.02 | 7.26 | 0.75 | 1.03 | 3.83 | 3.32 | 5.69 | 0.19 | 0.41 | 1.5 | | | |
| | Mahsuri's Legend | | 2000 | 2000 | 2001 | 2002 | 2002 | 2003 | 2005 | 2006 | 2006 | 2007 | 2007 | | |
| | Number of Words | | 44 | 51 | 51 | 51 | 44 | 51 | 68 | 44 | 51 | 44 | 51 | | 52.5 |
| | Percentage of Words | | 1.6 | 1.5 | 1.5 | 1.5 | 1.6 | 1.5 | 2.22 | 1.6 | 1.35 | 1.6 | 1.35 | | 2.02 |
| 2. | Myth of the Sultan's Well | 19 | 1962 | 1969 | 1970 | 1971 | 1972 | 1979 | 1982 | 1985 | 1996 | 1998 | 1999 | | Average |
| | Number of Words | | 24 | 24 | 15 | 15 | 15 | 34 | 15 | 67 | 26 | 26 | 19 | | |
| | Percentage of Words | | 3.7 | 3.7 | 0.85 | 0.85 | 0.85 | 0.79 | 1.08 | 1.79 | 0.10 | 0.73 | 0.65 | | |
| | Myth of the Sultan's Well | | 2000 | 2000 | 2001 | 2002 | 2002 | 2003 | 2004 | 2006 | | | | | |
| | Number of Words | | 19 | 26 | 26 | 26 | 26 | 26 | 28 | 28 | | | | | 25.5 |
| | Percentage of Words | | 0.65 | 0.73 | 0.73 | 0.73 | 0.73 | 0.73 | 0.04 | 0.04 | | | | | 1.02 |

| 3. | Wedding Feast's Brawl | 12 | 1977 | 1979 | 1983 | 1999 | 1999 | 2000 | 2001 | 2002 | 2003 | 2005 | 2006 | 2007 | Average |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Number of Words | | 134 | 74 | 101 | 52 | 35 | 35 | 35 | 35 | 35 | 53 | 36 | 36 | **55** |
| | Percentage of Words | | 10.9 | 1.99 | 7.03 | 0.3 | 1.2 | 0.81 | 0.81 | 0.81 | 0.81 | 1.73 | 0.95 | 0.95 | **2.36** |
| 4. | Mount Kinabalu's Myth | 10 | 1969 | 1972 | 1972 | 1976 | 1996 | 2001 | 2001 | 2003 | 2005 | 2007 | | | Average |
| | Number of Words | | 22 | 22 | 37 | 32 | 21 | 30 | 20 | 20 | 20 | 22 | | | **24.6** |
| | Percentage of Words | | 1.24 | 1.16 | 4.32 | 0.82 | 1.41 | 0.36 | 1.07 | 1.07 | 1.07 | 0.4 | | | **1.29** |
| 5. | Myth of Field of Burnt Rice | 10 | 1977 | 1979 | 1983 | 1994 | 2000 | 2002 | 2004 | 2006 | 2006 | 2007 | | | Average |
| | Number of Words | | 42 | 38 | 19 | 44 | 32 | 32 | 44 | 44 | 32 | 32 | | | **35.9** |
| | Percentage of Words | | 3.43 | 1.02 | 1.32 | 1.66 | 1.17 | 1.17 | 0.07 | 0.07 | 1.17 | 1.17 | | | **1.23** |
| 6. | Legend of the Childless Couple - Lake Pregnant | 10 | 1974 | 1977 | 1979 | 1983 | 1983 | 1994 | 1996 | 1999 | 2004 | 2006 | | | Average |
| | Number of Words | | 36 | 44 | 39 | 44 | 46 | 41 | 36 | 14 | 19 | 19 | | | **33.8** |
| | Percentage of Words | | 1.12 | 3.59 | 1.05 | 3.06 | 1.12 | 1.55 | 3.25 | 0.08 | 0.03 | 0.03 | | | **1.49** |
| 7. | Legend of the Fairy Princess - Lake of Pregnant Maiden | 8 | 1999 | 2000 | 2001 | 2002 | 2003 | 2005 | 2006 | 2007 | | | | | Average |
| | Number of Words | | 75 | 75 | 75 | 75 | 75 | 63 | 74 | 74 | | | | | **73.3** |
| | Percentage of Words | | 2.56 | 1.73 | 1.73 | 1.73 | 1.73 | 2.05 | 1.96 | 1.96 | | | | | **1.93** |

| 8. | Myth of the Seven Wells | 8 | 1999 | 2000 | 2001 | 2002 | 2003 | 2005 | 2006 | 2007 | | | | | Average |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Number of Words | | 16 | 16 | 16 | 16 | 16 | 29 | 16 | 16 | | | | | 17.6 |
| | Percentage of Words | | 0.55 | 0.55 | 0.55 | 0.55 | 0.55 | 0.94 | 0.42 | 0.42 | | | | | 0.57 |
| 9. | Tioman Island's Legend | 8 | 1999 | 1999 | 2003 | 2005 | 2006 | 2006 | 2007 | 2007 | | | | | Average |
| | Number of Words | | 63 | 24 | 84 | 84 | 84 | 26 | 26 | 26 | | | | | 52.1 |
| | Percentage of Words | | 1.58 | 0.14 | 3.48 | 3.48 | 3.48 | 0.59 | 0.59 | 0.36 | | | | | 1.71 |
| 10. | Myth of Khoo Kongsi | 7 | 1995 | 1996 | 2002 | 2004 | 2006 | 2006 | 2007 | | | | | | Average |
| | Number of Words | | 29 | 29 | 29 | 25 | 25 | 51 | 51 | | | | | | 34.1 |
| | Percentage of Words | | 0.55 | 0.12 | 0.57 | 0.04 | 0.04 | 1.14 | 1.28 | | | | | | 0.53 |
| 11. | Legend of the God Kuek Seng Ong | 6 | 1968 | 1971 | 1972 | 1996 | 2004 | 2006 | | | | | | | Average |
| | Number of Words | | 28 | 27 | 26 | 39 | 25 | 25 | | | | | | | 28.3 |
| | Percentage of Words | | 1.7 | 1.35 | 1.6 | 0.15 | 0.04 | 0.04 | | | | | | | 0.81 |
| 12. | Myth of Ancient Khmer City – Lake Chini | 5 | 1999 | 2004 | 2006 | 2006 | 2007 | | | | | | | | Average |
| | Number of Words | | 28 | 23 | 23 | 18 | 18 | | | | | | | | 22 |
| | Percentage of Words | | 0.7 | 0.04 | 0.04 | 0.41 | 0.41 | | | | | | | | 0.32 |

| 13. | Myth of Batu Maung's Giant Footprint | 4 | 1995 | 2002 | 2006 | 2006 | | | | | | | | | Average |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Number of Words | | 57 | 57 | 57 | 57 | | | | | | | | | 57 |
| | Percentage of Words | | 1.07 | 1.11 | 1.28 | 2.3 | | | | | | | | | 1.44 |
| 14. | Sam Po's Myth | 4 | 1985 | 1998 | 2004 | 2006 | | | | | | | | | Average |
| | Number of Words | | 47 | 49 | 48 | 48 | | | | | | | | | 48 |
| | Percentage of Words | | 1.26 | 1.38 | 0.07 | 0.07 | | | | | | | | | 0.7 |
| 15. | Legend of Barren Women - the Lake of Pregnant Maiden | 4 | 2000 | 2002 | 2006 | 2007 | | | | | | | | | Average |
| | Number of Words | | 25 | 25 | 25 | 25 | | | | | | | | | 25 |
| | Percentage of Words | | 0.91 | 0.91 | 0.91 | 0.91 | | | | | | | | | 0.91 |
| 16. | Myth of White Crocodile - Hang Tuah | 4 | 1985 | 1998 | 2004 | 2006 | | | | | | | | | Average |
| | Number of Words | | 49 | 48 | 51 | 51 | | | | | | | | | 49.8 |
| | Percentage of Words | | 1.31 | 1.35 | 0.08 | 0.08 | | | | | | | | | 0.71 |
| 17. | Myth of the Sea Serpent - Lake Chini | 3 | 1999 | 2004 | 2006 | | | | | | | | | | Average |
| | Number of Words | | 17 | 15 | 15 | | | | | | | | | | 15.7 |
| | Percentage of Words | | 0.39 | 0.02 | 0.02 | | | | | | | | | | 0.14 |

| 18. | Mango Tree's Myth | 3 | 1998 | 2004 | 2006 | | | | | | | | | | | Average |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Number of Words | | 51 | 51 | 51 | | | | | | | | | | | 51 |
| | Percentage of Words | | 0.36 | 0.36 | 0.36 | | | | | | | | | | | 0.36 |
| 19. | Mountain Goat's Myth | 3 | 1998 | 2004 | 2006 | | | | | | | | | | | Average |
| | Number of Words | | 51 | 51 | 51 | | | | | | | | | | | 51 |
| | Percentage of Words | | 0.36 | 0.36 | 0.36 | | | | | | | | | | | 0.36 |
| 20. | Myth of Gua Batu Tinggi's Curse | 3 | 1998 | 2004 | 2006 | | | | | | | | | | | Average |
| | Number of Words | | 25 | 25 | 25 | | | | | | | | | | | 25 |
| | Percentage of Words | | 0.17 | 0.17 | 0.17 | | | | | | | | | | | 0.17 |
| 21. | Myth of Hang Tuah's Spirit | 3 | 1999 | 2000 | 2002 | | | | | | | | | | | Average |
| | Number of Words | | 28 | 28 | 28 | | | | | | | | | | | 28 |
| | Percentage of Words | | 0.95 | 0.95 | 0.95 | | | | | | | | | | | 0.95 |
| 22. | Legend of Mount Ledang Princess | 2 | 2001 | 2005 | | | | | | | | | | | | Average |
| | Number of Words | | 86 | 26 | | | | | | | | | | | | 56 |
| | Percentage of Words | | 1.03 | 1.12 | | | | | | | | | | | | 1.08 |

| 23. | Legend of the Goddess of Seamen (Tien Hou) | 2 | 1968 | 1971 | | | | | | | | | | Average |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Number of Words | | 61 | 50 | | | | | | | | | | **55.5** |
| | Percentage of Words | | 3.7 | 2.49 | | | | | | | | | | **3.1** |
| 24. | Francis Light's legend | 2 | 1995 | 2002 | | | | | | | | | | Average |
| | Number of Words | | 29 | 29 | | | | | | | | | | **29** |
| | Percentage of Words | | 0.55 | 0.57 | | | | | | | | | | **0.56** |
| 25. | Myth of the Cat Tale - City of Malacca | 2 | 1962 | 1969 | | | | | | | | | | Average |
| | Number of Words | | 14 | 14 | | | | | | | | | | **14** |
| | Percentage of Words | | 2.16 | 2.16 | | | | | | | | | | **2.16** |
| 26. | Legend of Drowned Princess – Lake of Pregnant Maiden | 2 | 1974 | 1983 | | | | | | | | | | Average |
| | Number of Words | | 30 | 30 | | | | | | | | | | **30** |
| | Percentage of Words | | 0.93 | 0.93 | | | | | | | | | | **0.93** |
| 27. | Legend of Saadong Princess | 1 | 2007 | | | | | | | | | | | |
| | Number of Words | | 32 | | | | | | | | | | | |
| | Percentage of Words | | 0.29 | | | | | | | | | | | |

| 28. | Monsopiad's legend | 1 | 2007 | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Number of Words | | 45 | | | | | | | | | | | | |
| | Percentage of Words | | 0.63 | | | | | | | | | | | | |
| 29. | Legend of the Fanged King | 1 | 1996 | | | | | | | | | | | | |
| | Number of Words | | 24 | | | | | | | | | | | | |
| | Percentage of Words | | 0.09 | | | | | | | | | | | | |
| 30. | Fraser Hill's Myth | 1 | 1972 | | | | | | | | | | | | |
| | Number of Words | | 58 | | | | | | | | | | | | |
| | Percentage of Words | | 1.46 | | | | | | | | | | | | |
| 31. | Hang Tuah's Myth – Cape Rachado | 1 | 1999 | | | | | | | | | | | | |
| | Number of Words | | 67 | | | | | | | | | | | | |
| | Percentage of Words | | 0.75 | | | | | | | | | | | | |
| 32. | Food Tray's Myth – Kuala Dulang Mosque | 1 | 2003 | | | | | | | | | | | | |
| | Number of Words | | 36 | | | | | | | | | | | | |
| | Percentage of Words | | 0.95 | | | | | | | | | | | | |

| 33. | Myth of Tuan Tulis Ismail | 1 | 2003 | | | | | | | | | | | | |
|-----|---------------------------|---|------|---|---|---|---|---|---|---|---|---|---|---|---|
| | Number of Words | | 22 | | | | | | | | | | | | |
| | Percentage of Words | | 0.58 | | | | | | | | | | | | |
| 34. | Hidden Eye's Myth – Kuan Yin Temple | 1 | 1995 | | | | | | | | | | | | |
| | Number of Words | | 29 | | | | | | | | | | | | |
| | Percentage of Words | | 0.55 | | | | | | | | | | | | |
| 35. | Trapped Crocodile's Legend | 1 | 2005 | | | | | | | | | | | | |
| | Number of Words | | 21 | | | | | | | | | | | | |
| | Percentage of Words | | 0.9 | | | | | | | | | | | | |

## APPENDIX C:

## Representation of Myths and Categories of Attractions/Descriptions in Tourism Brochures

| | Myths | Total Number of Brochures | Number of Brochures Featuring More than One Category of Attraction | Categories of Attractions/Descriptions | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Historical Attraction | Cultural Attraction | Religious Attraction | Natural Attraction | Sight Seeing Attraction | Back ground Info/ Capital City | Myth & Legend Attraction |
| 1 | Sultan's Well | 18 | 3 | 16 | 2 | - | - | 3 | - | - |
| 2 | Mahsuri's Legend | 18 | 6 | 10 | - | - | 4 | 3 | 4 | 1 |
| 3 | Legend of Wedding Feast's Brawl | 12 | - | - | - | - | 3 | - | 8 | 1 |
| 4 | Mount Kinabalu's Myth | 10 | - | - | - | - | 10 | - | - | - |
| 5 | Myth of the Field of Burnt Rice | 9 | 9 | - | 9 | - | 9 | - | - | - |

| # | Name | | | | | | | | | |
|---|------|---|---|---|---|---|---|---|---|---|
| 6 | Legend of Childless Couple – Lake of Pregnant Maiden | 9 | - | - | - | - | 9 | - | - | - |
| 7 | Legend of Fairy Princess – Lake of Pregnant Maiden | 8 | - | - | - | - | 8 | - | - | - |
| 8 | Myth of Seven Wells | 8 | - | - | - | - | 8 | - | - | - |
| 9 | Tioman Island's Legend | 7 | 3 | - | - | - | 7 | - | - | 3 |
| 10 | Khoo Kongsi's Myth | 7 | - | - | - | 7 | - | - | - | - |
| 11 | Legend of God Kuek Seng Ong | 6 | - | - | - | 6 | - | - | - | - |
| 12 | Myth of Ancient Khmer City-Lake Chini | 5 | - | - | - | - | 5 | - | - | - |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 13 | Sam Po's Myth | 4 | - | - | - | 4 | - | - | - | - |
| 14 | Myth White Crocodile associated with Hang Tuah | 4 | - | 4 | - | - | - | - | - | - |
| 15 | Myth of Batu Maung's Giant Footprint | 4 | - | 4 | - | - | - | - | - | - |
| 16 | Myth of Sea Serpent – Lake Chini | 3 | - | - | - | - | 3 | - | - | - |
| 17 | Mango Tree's Myth | 3 | - | - | - | - | 3 | - | - | - |
| 18 | Mountain Goat's Myth | 3 | - | - | - | - | 3 | - | - | - |
| 19 | Myth of Gua Batu Tinggi's Curse | 3 | - | - | - | - | 2 | - | - | - |
| 20 | Legend of Barren Women – Lake of Pregnant | 3 | - | - | - | - | 3 | - | - | - |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Maiden | | | | | | | | |
| 21 | Myth of Hang Tuah's Spirit | 2 | - | 2 | - | - | - | - | - | - |
| 22 | Legend of Mount Ledang's Princess | 2 | - | - | - | - | 2 | - | - | - |
| 23 | Francis Light's Myth | 2 | - | - | - | - | - | - | 2 | - |
| 24 | Legend of Goddess of Seamen (Tien Hou) | 2 | - | - | - | 2 | - | - | - | - |
| 25 | Legend of Trapped Crocodile | 2 | - | - | - | - | 2 | - | - | - |
| 26 | Legend of Cat Tale - City of Malacca | 2 | - | - | - | - | - | - | 2 | - |
| 27 | Legend of Drowned Princess – Lake of Pregnant Maiden | 2 | - | - | - | - | 2 | - | - | - |

| 28 | Legend of Saadong Princess | 1 | 1 | - | 1 | - | 1 | - | - | - |
| 29 | Legend of Monsopiad | 1 | - | - | 1 | - | - | - | - | - |
| 30 | Fanged King's Legend | 1 | - | - | - | - | 1 | - | - | - |
| 31 | Fraser Hill's Legend | 1 | - | - | - | - | 1 | - | - | - |
| 32 | Legend of Hang Tuah – Cape Rachado | 1 | - | - | - | - | 1 | - | - | - |
| 33 | Food Tray's Myth – Kuala Dulang Mosque | 1 | - | - | - | 1 | - | - | - | - |
| 34 | Tuan Tulis Ismail's Myth | 1 | - | - | - | 1 | - | - | - | - |
| 35 | Myth of Hidden Eye - Kuan Yin Temple | 1 | - | - | - | 1 | - | - | - | - |
| | **Total** | | **21** | **36** | **11** | **22** | **87** | **6** | **16** | **5** |

## APPENDIX D:

### Myths and Categories of Attractions/Descriptions Represented over Five Decades

| | Myths | Categories of Attractions/Descriptions | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | Historical Attraction | Cultural/ Rural Attraction | Religious Attraction | Natural Attraction | Sight Seeing Attraction | Back ground Info/ Capital City | Myth & Legend Attraction |
| 1. | Sultan's Well | | | | | | | |
| | 1960-1969 | | ✓ | | | | | |
| | 1970-1979 | ✓ | | | | ✓ | | |
| | 1980-1989 | ✓ | | | | ✓ | | |
| | 1990-1999 | ✓ | | | | | | |
| | 2000-2007 | ✓ | | | | | | |
| 2. | Mahsuri's Legend | | | | | | | |
| | 1970-1979 | ✓ | | | ✓ | ✓ | ✓ | |
| | 1980-1989 | ✓ | | | ✓ | ✓ | ✓ | |
| | 1990-1999 | ✓ | | | ✓ | | ✓ | |

| No. | Period | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 2000-2007 | ✓ | | | | | | |
| 3. | Wedding Feast's Brawl | | | | | | | |
| | 1970-1979 | | | | ✓ | | | |
| | 1980-1989 | | | | ✓ | | | |
| | 1990-1999 | | | | | ✓ | ✓ | |
| | 2000-2007 | | | | | ✓ | | ✓ |
| 4. | Mount Kinabalu | | | | | | | |
| | 1962-1969 | | | | ✓ | | | |
| | 1970-1979 | | | | ✓ | | | |
| | 1980-1989 | | | | | | | |
| | 1990-1999 | | | | ✓ | | | |
| | 2000-2007 | | | | ✓ | | | |
| 5. | Field of Burnt Rice | | | | | | | |
| | 1970-1979 | | ✓ | | ✓ | | | |
| | 1980-1989 | | ✓ | | ✓ | | | |
| | 1990-1999 | | ✓ | | ✓ | | | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | 2000-2007 | | ✓ | | ✓ | | |
| 6. | Lake of Pregnant Maiden – Childless Couple | | | | | | |
| | 1970-1979 | | | | ✓ | | |
| | 1980-1989 | | | | ✓ | | |
| | 1990-1999 | | | | ✓ | | |
| | 2000-2007 | | | | ✓ | | |
| 7. | Lake of Pregnant Maiden – Fairy Princess | | | | | | |
| | 1970-1979 | | | | ✓ | | |
| | 1980-1989 | | | | ✓ | | |
| | 1990-1999 | | | | ✓ | | |
| | 2000-2007 | | | | ✓ | | |
| 8. | Seven Wells | | | | | | |
| | 1970-1979 | | | | ✓ | | |
| | 1980-1989 | | | | ✓ | | |
| | 1990-1999 | | | | ✓ | | |
| | 2000-2007 | | | | ✓ | | |

| No. | Period | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 9. | Tioman Island | | | | | | | |
| | 1990-1999 | | | | ✓ | | | |
| | 2000-2007 | | | | ✓ | | ✓ | |
| 10 | Khoo Kongsi | | | | | | | |
| | 1990-1999 | | | ✓ | | | | |
| | 2000-2007 | | | ✓ | | | | |
| 11. | God Kuek Seng Ong | | | | | | | |
| | 1960-1969 | | | ✓ | | | | |
| | 1970-1979 | | | ✓ | | | | |
| | 1980-1989 | | | | | | | |
| | 1990-1999 | | | ✓ | | | | |
| | 2000-2007 | | | ✓ | | | | |
| 12. | Lake Chini – Ancient Khmer City | | | | | | | |
| | 1990-1999 | | | | ✓ | | | |
| | 2000-2007 | | | | ✓ | | | |

| 13. | Sam Po's Myth | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 1980-1989 | | | | ✓ | | | |
| | 1990-1999 | | | | ✓ | | | |
| | 2000-2007 | | | | ✓ | | | |
| 14. | Hang Tuah's White Crocodile | | | | | | | |
| | 1980-1989 | | ✓ | | | | | |
| | 1990-1999 | | ✓ | | | | | |
| | 2000-2007 | | ✓ | | | | | |
| 15. | Batu Maung Giant's Footprint | | | | | | | |
| | 1990-1999 | | ✓ | | | | | |
| | 2000-2007 | | ✓ | | | | | |
| 16. | Lake Chini – Sea Serpent | | | | | | | |
| | 1990-1999 | | | | ✓ | | | |
| | 2000-2007 | | | | ✓ | | | |
| 17. | Mango Tree | | | | | | | |
| | 1990-1999 | | | | ✓ | | | |

| No. | Period | | | | | | | |
|-----|--------|---|---|---|---|---|---|---|
| | 2000-2007 | | | | ✓ | | | |
| 18. | Mountain Goat | | | | | | | |
| | 1990-1999 | | | | ✓ | | | |
| | 2000-2007 | | | | ✓ | | | |
| 19. | Gua Batu Tinggi's Curse | | | | | | | |
| | 1990-1999 | | | | ✓ | | | |
| | 2000-2007 | | | | ✓ | | | |
| 20. | Lake of Pregnant Maiden – Barren Women | | | | | | | |
| | 2000-2007 | | | | ✓ | | | |
| 21. | Hang Tuah's Spirit | | | | | | | |
| | 1990-1999 | | ✓ | | | | | |
| | 2000-2007 | | ✓ | | | | | |
| 22. | Mount Ledang's Princess | | | | | | | |
| | 2000-2007 | | | | ✓ | | | |
| 23. | Francis Light | | | | | | | |
| | 1990-1999 | | | | | | ✓ | |

| No. | Period | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 2000-2007 | | | | | | ✓ | |
| 24. | Goddess of Seamen (Tien Hou) | | | | | | | |
| | 1962-1969 | | | ✓ | | | | |
| | 1970-1979 | | | ✓ | | | | |
| 25. | Trapped Crocodile | | | | | | | |
| | 2000 – 2007 | | | | ✓ | | | |
| 26. | City of Malacca – Cat Tale | | | | | | | |
| | 1960-1969 | | | | | | ✓ | |
| 27. | Lake of Pregnant Maiden – Drowned Princess | | | | | | | |
| | 1970-1979 | | | | ✓ | | | |
| | 1980-1989 | | | | ✓ | | | |
| 28. | Saadong Princess | | | | | | | |
| | 2000-2007 | | | | ✓ | | | |
| 29. | Monsopiad | | | | | | | |
| | 2000-2007 | | | | ✓ | | | |

| 30. | Fanged King | | | | | | | |
|-----|-------------|---|---|---|---|---|---|---|
| | 1990-1999 | | | | ✓ | | | |
| 31. | Fraser Hill | | | | | | | |
| | 1970-1971 | | | | ✓ | | | |
| 32. | Hang Tuah – Cape Rachado | | | | | | | |
| | 1990-1999 | | | | ✓ | | | |
| 33. | Kuala Dulang Mosque – Food Tray | | | | | | | |
| | 2000-2007 | | | ✓ | | | | |
| 34. | Tuan Tulis Ismail | | | | | | | |
| | 2000-2007 | | | ✓ | | | | |
| 35. | Kuan Yin Temple – Hidden Eye | | | | | | | |
| | 2000-2007 | | | ✓ | | | | |