

HERITAGE TOURISM

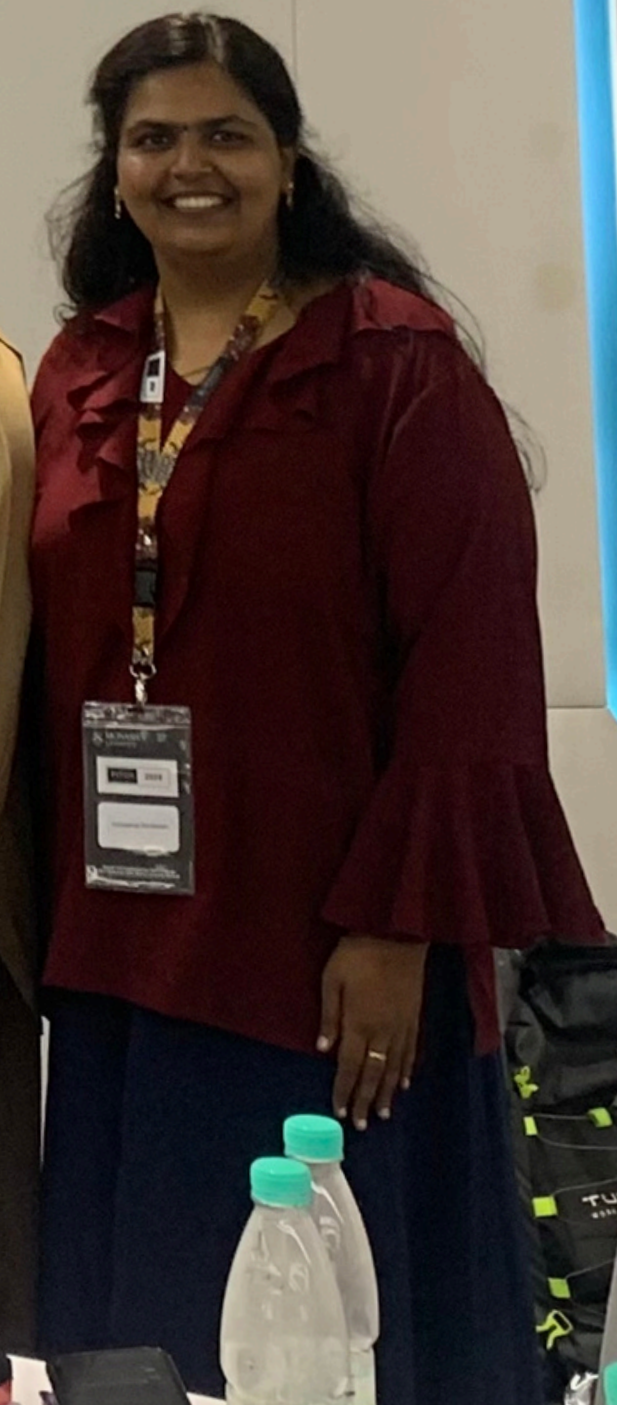
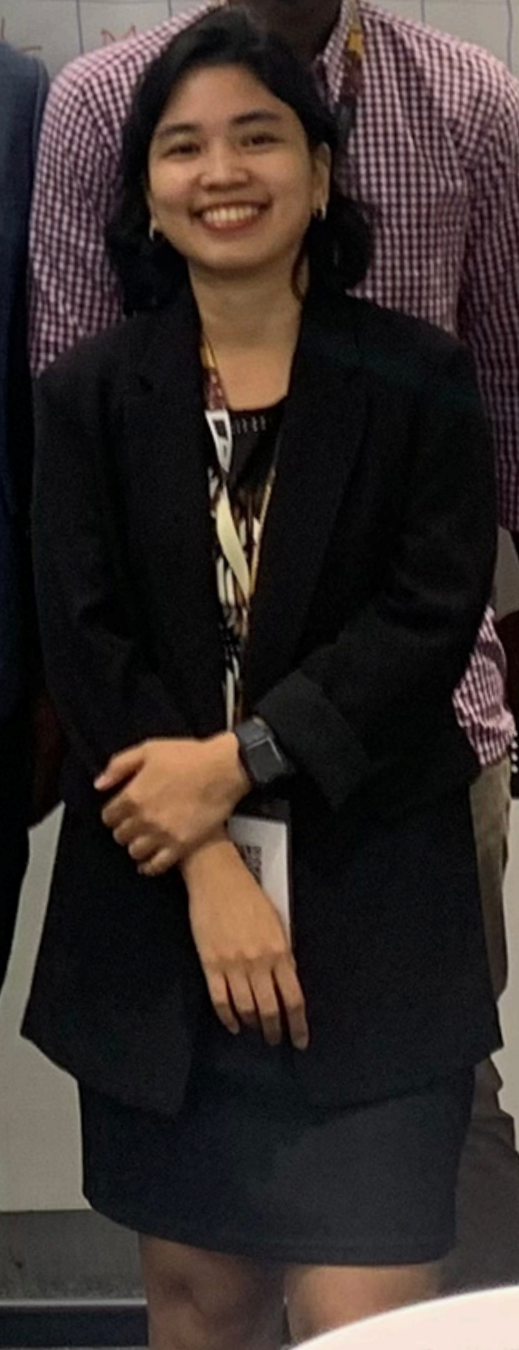
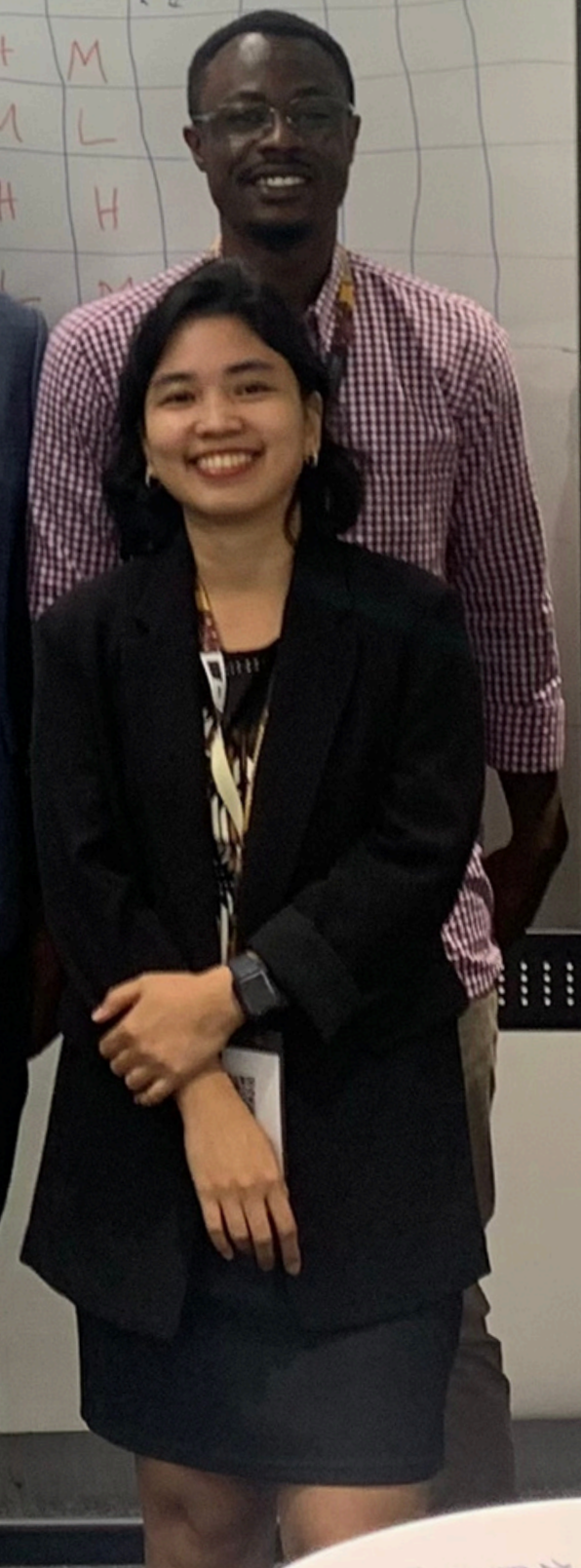
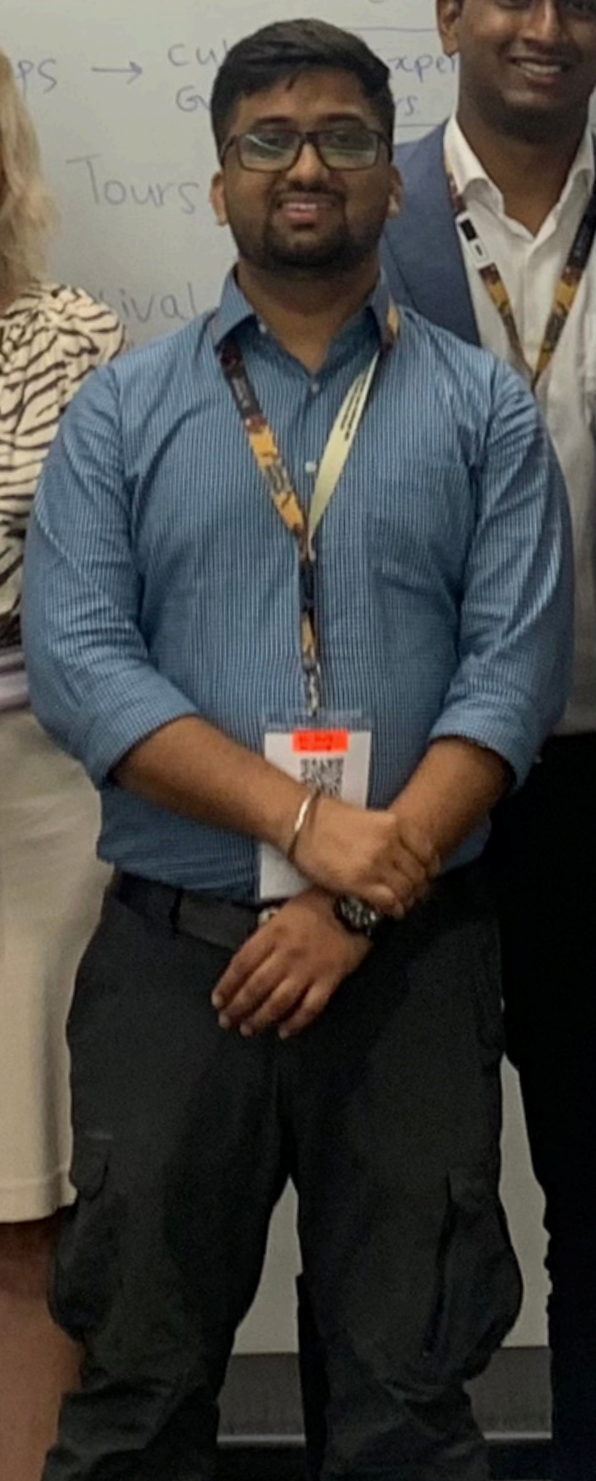
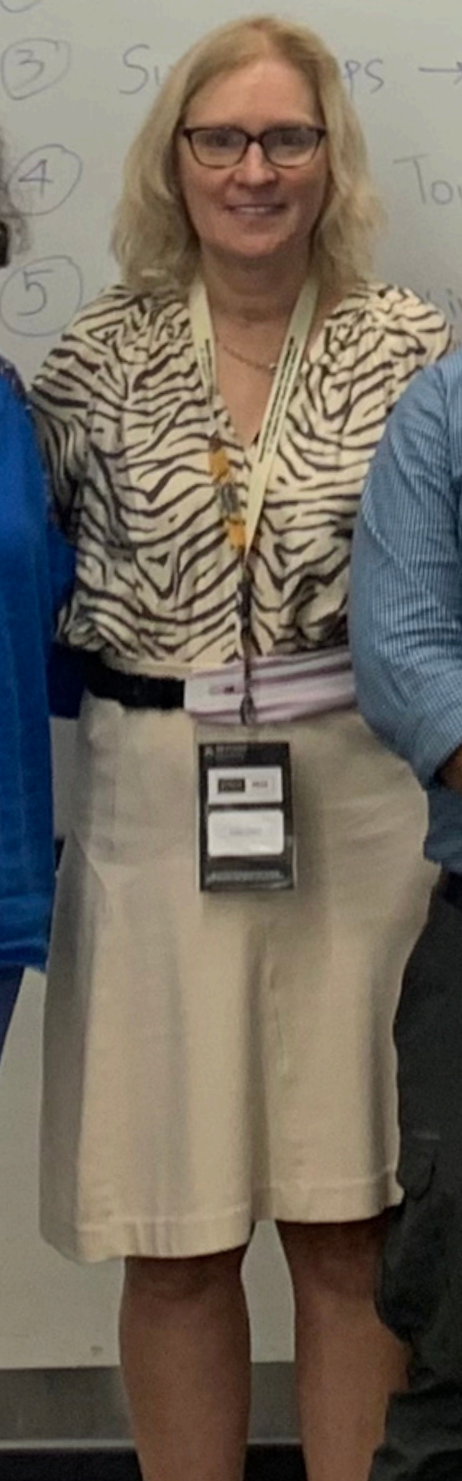
# Boosting Heritage Tourism

Date: September 27, 2024

Prepared by: Group 6

Viktor P.  
Ivana G.  
Bhanuka G.  
Delaram G.  
Shubham K.  
Hajara S.  
Aishwarya S.  
Solomon A.





	Novelty	Scalability	Access to Funding	Economic Impact	Social Impact	Sustainability Potential
① Heritage Market + AR	H	M				
② Culture Ambassadors - showcase	M	L				
③ Storytelling → cultural experiences	H	H				
④ Cultural Tours	L	M				
⑤ Cultural Festival						





# Challenge

Consider an intervention or opportunity for the Kuala Lumpur community focused around sustainable or transformational tourism that engages with the city's rich history of multiculturalism.



# Agenda

Background and Problem

Proposed solution

Vision for the tourists

Vision for the locals

Vision for external support

Impact and Roadmap

**Boosting Heritage Tourism:**

**Background**



← Terminal 3  
← 12 MRT  
Terminal 2 & 1  
← 10 MRT

Tourism of KL

# Modern side of KL



KL - more than a shopping mall



**Boosting Heritage Tourism:**

# **Intersection of Three Problems**

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**A**

**Tourists come to KL  
mostly for shopping**

# Intersection of Three Problems

**A**

**Tourists come to KL  
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**B**

**Heritage Tourism is  
underdeveloped**

# Intersection of Three Problems

**A**

**Tourists come to KL  
mostly for shopping**

**B**

**Heritage Tourism is  
underdeveloped**

**C**

**Unemployed and Under-  
employed people**

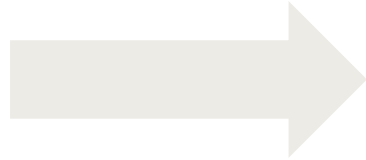
**Boost Heritage Tourism**

**People-  
Centered**



**Boost Heritage Tourism**

**Inspiring  
Tourists**



**Boost Heritage Tourism**

**People-  
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**Boosting Heritage Tourism:**

**Tourists**

# Tourists Statistics in 2023

**A**

**Mainly here for  
Shopping (37%)**

# Tourists Statistics in 2023

**A**

**Mainly here for  
Shopping (37%)**

**B**

**Average stay is  
2-3 days**

**How to inspire Shopping Tourists to be  
Heritage Tourists?**

# How to inspire Shopping Tourists to be Heritage Tourists?

**INSPIRE BEFORE THEY LAND**

**INSPIRE AT SHOPPING MALLS**

# How to inspire Shopping Tourists to be Heritage Tourists?

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# How to inspire Shopping Tourists to be Heritage Tourists?

## INSPIRE BEFORE THEY LAND

Targeted social media ads

Airlines promoting heritage tourism

# How to inspire Shopping Tourists to be Heritage Tourists?

## INSPIRE AT SHOPPING MALLS

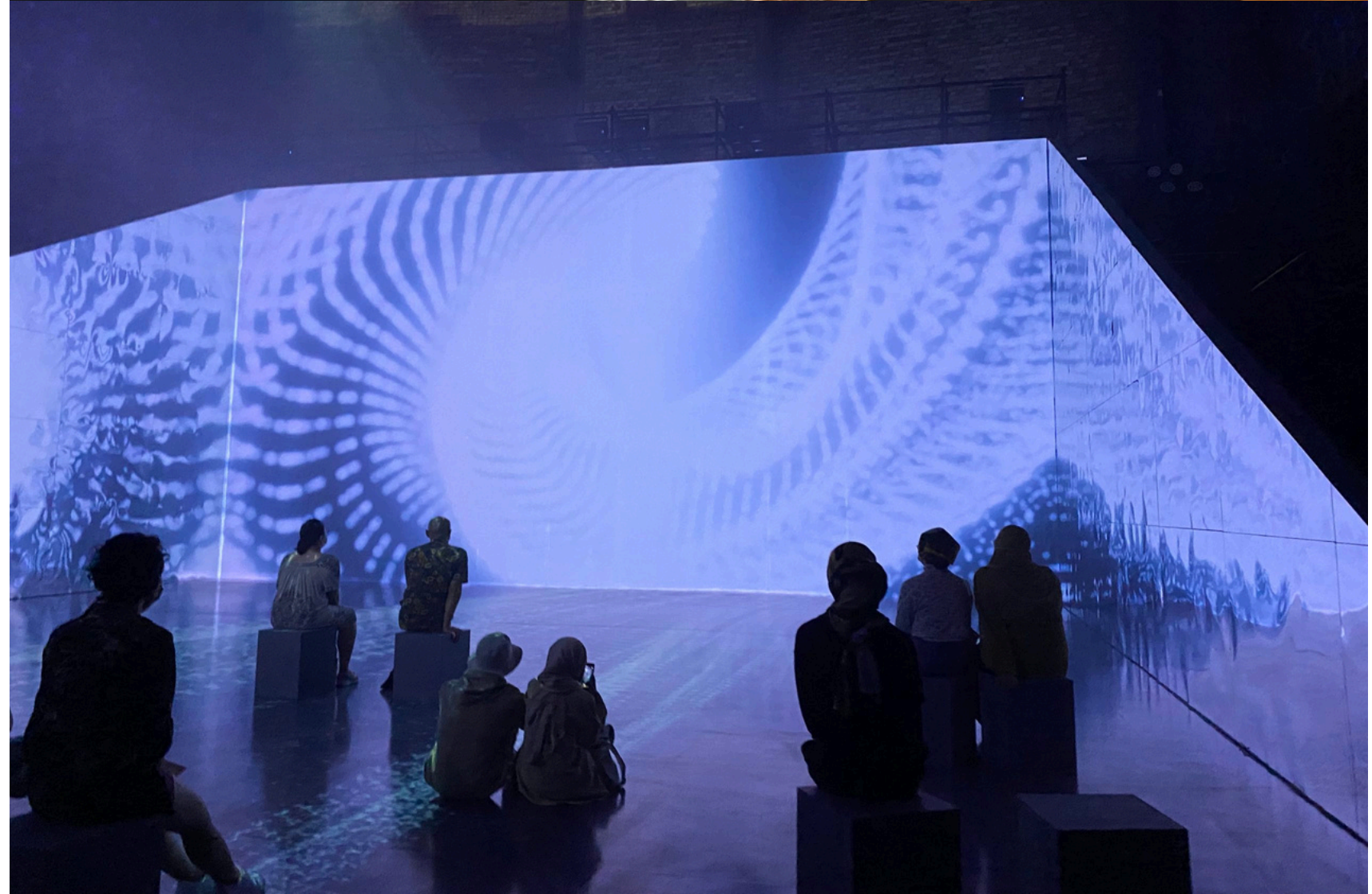
Heritage Attractions

Heritage Arts and Crafts

Heritage VR Attractions

Historical Replicas





# Encourage to Book Heritage Tourism Experiences

Kiosks

Ticket Desks

**KLOOK** **Grab**

Self-Guided Tours

# Heritage Experiences

**Festivals**

**Walks**

**Exhibitions**

**Arts**

**Crafts**

**Homestay**

**Food**

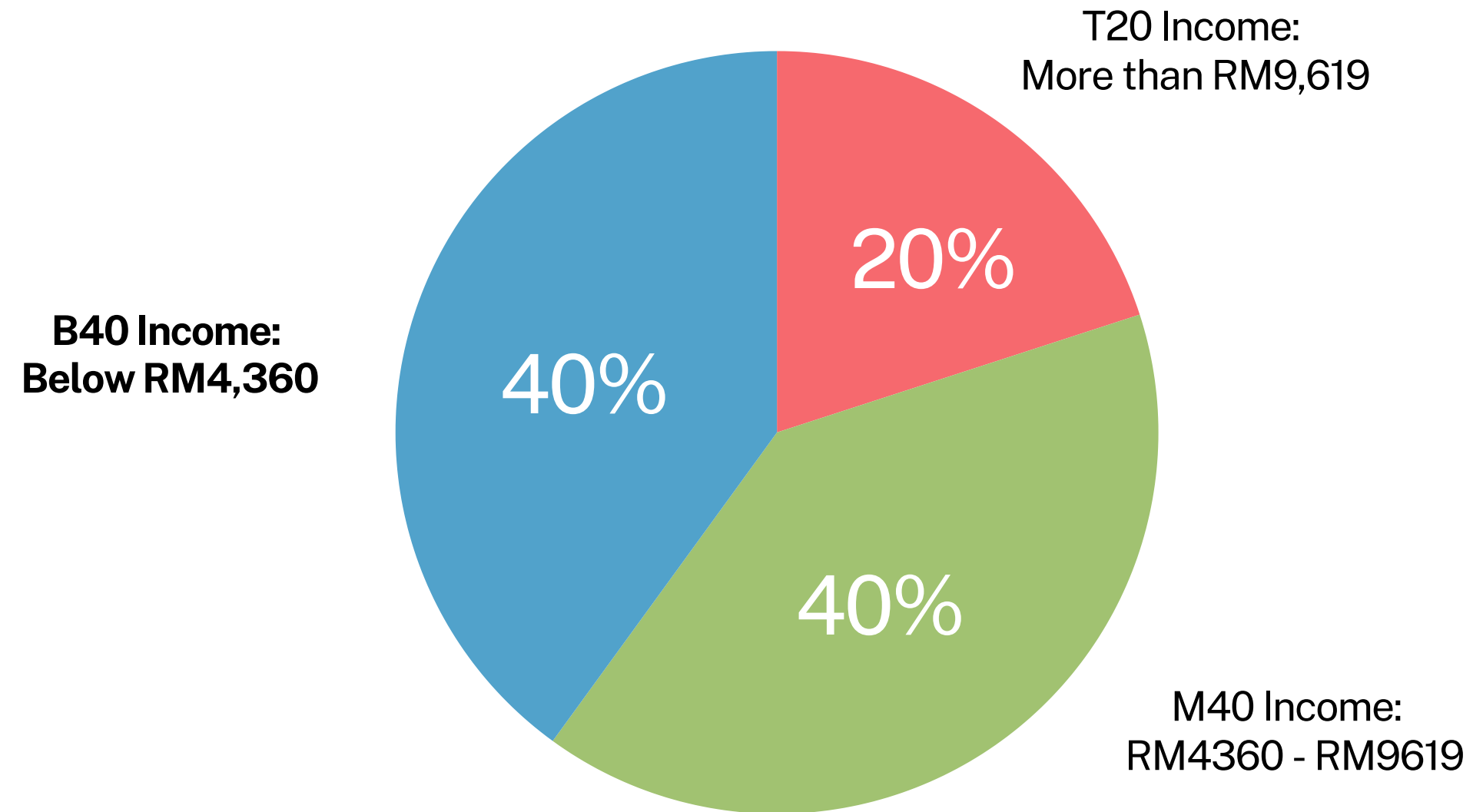


**So who will be running these Heritage Experiences?**

**Boosting Heritage Tourism:**

**People**

# Income Group



# People from the B40 Income Group



**300K PEOPLE IN  
KUALA LUMPUR**

# People from the B40 Income Group



**300K PEOPLE IN  
KUALA LUMPUR**

**Unemployed**

**Under-employed**

# People from the B40 Income Group



**GIG WORKER**



**ENTREPRENEUR**



**Boosting Heritage Tourism:**

**Support**

# Support

## **Collaborative Support**

Ministry of Tourism  
Ministry of Women, Family and  
Community Development  
Malaysia Digital Economy  
Corporation

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Corporate foundations  
Space and digital

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## **Identify and Train B40 Entrepreneurs**

Government grants for training,  
digital & space

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## **Identify and Train B40 Entrepreneurs**

Government grants for training,  
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## **GIG Support**

Private sector, scholar program  
and digital place

# Budget



**RM 160K - RM 700K**  
Shopping Malls

**RM 260K - RM 740K**  
**4 Government schemes:**  
Funding Schemes 10K – 100K  
Training 1.6B  
Digital 115M  
Space revitalisation 20M

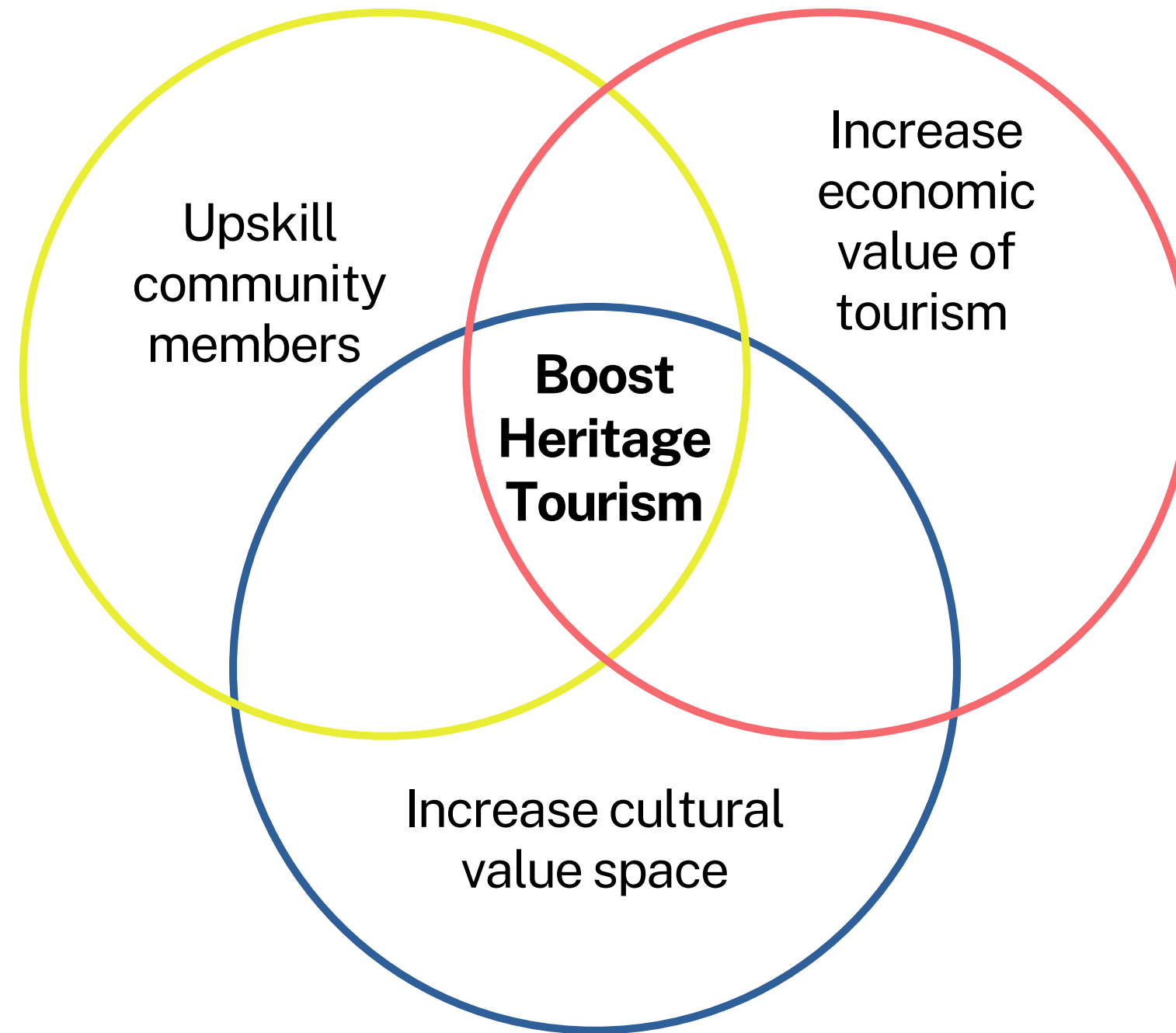
**RM 60K - RM 240K**  
Grab Training 4.15M  
Digital Market Place



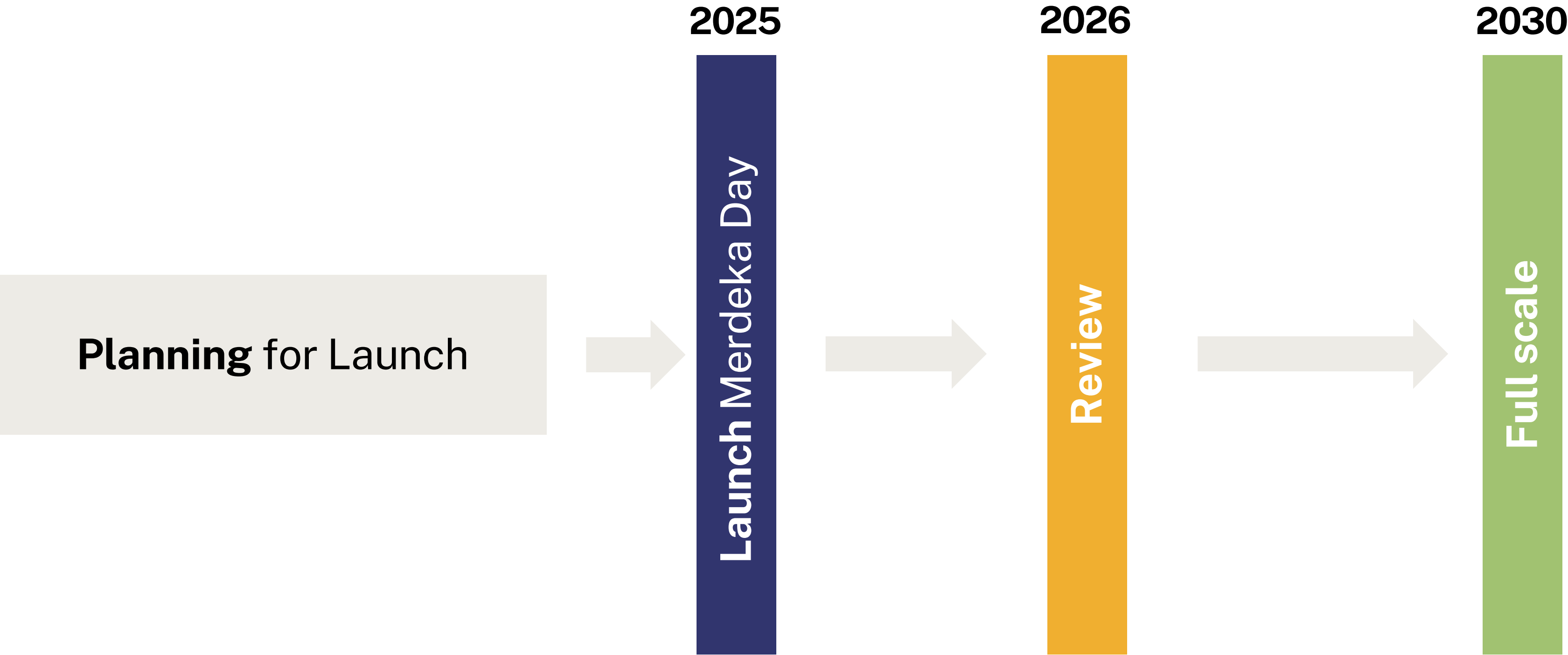
**Boosting Heritage Tourism:**

# **Impact and Road Map**

# Impact



# Timeline



# Launch Period



## COLLABORATIVE PLANNING FOR CULTURAL HERITAGE LAUNCH

Work with Government to:

- Finalise program of events
- Identify space for festival and new site
- Confirm how the B40 Entrepreneur program will work
- Confirm “Gig” partners
- Confirm integration with tour operator training

Launch Merdeka Day 2025

# Launch Period



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## INSPIRE TOURIST AT SHOPPING CENTRE

Identify private partners with philanthropic interests to:

- Provide space in shopping centres
- Launch AV/VR
- Launch smart kiosks

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Identify B40 members to:

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- Provide capital funding launch products

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## GIG SUPPORT

Work with “Gig” partners to:

- Update application to support launch
- Activate training partners for tour operators

Launch Merdeka Day 2025





**Thank you.**

