
Stakeholders' Attitude on The Willingness-To-Pay Value For The Conservation Of The George Town, Penang World Heritage Site

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ABSTRACT

The objective of this research is to test the significant relationship between the attitudes and responses of the stakeholders, and the willingness-to-pay (WTP) for the conservation of the George Town Penang World Heritage Site (GTWHS). This research applied a contingent valuation survey questionnaire in collecting the data. A total of 300 local residents and 150 tourists were randomly interviewed in the George Town Conservation Zone area. From the study, there was a positive relationship between the principal stakeholders' attitude towards the UNESCO WHS status, the importance of preserving the non-use value and the conservation management of the GTWHS. It was proved that there was an awareness among the stakeholders towards conserving their cultural heritage. This research study has found that the stakeholders' attitude towards the WHS status, cultural tourism and the importance of preserving the non-use value as a local resource is vital in establishing a sustainable conservation management of the GTWHS. This could give a fair view of the attitude of the interest groups with a stake towards the cultural heritage and development, common level of cultural understanding and consciousness of the community. Analyzing values through a participatory process which have involved the various interest groups with a stake in a place or object could help promote the sustainability of the conservation efforts of the GTWHS.

Keywords: attitude, stakeholder, willingness-to-pay, world heritage site, conservation

INTRODUCTION

The World Heritage Site (WHS) designation by United Nations Educational, Scientific and Cultural Organization (UNESCO) create greater opportunities for heritage site conservation. The restoration of this particular heritage site has stimulated inward investment, and increased both tourism and inward migration (UNESCO, 2004). However, heritage conservation in Malaysia has always been a touchy subject. There are conflicts between stakeholders relating to the benefits of the UNESCO WHS designation. The present rates of development, economic growth, rising educational standards and increase of leisure time have influenced the demand to conserve the cultural heritage. Malaysia is beginning to realize the value and importance of culture and heritage tourism as more and more tourists come to the country to visit the cultural heritage sites. The people involved in heritage site management are frequently faced with a difficult task of achieving a balance between the two (the local society and government agencies). For local society, the demand to conserve cultural heritage is to maintain their legacy for future generations. For the government and national tourism agencies this heritage resource becomes a national asset to attract more tourists and contribute to the country's economy as well as to individual who have a stake. The conflict between the ideologies pursued by conservation requirements and the commercial goals of tourism has become the biggest challenge in establishing a responsive and mutually beneficial relationship between heritage site conservation and tourism.

In minimizing the conflict and changes, there is a need for dialogue, cooperation and collaboration among the various stakeholders involved (Aas et al., 2005; Chhabra, 2010; Mohammadi et al., 2010). It is understood that in order for conservation efforts to be sustainable, there is a need to work closely together with the local communities, site managers and other stakeholders involved (UNESCO, 2004). A positive attitude towards the cultural heritage and development could contribute to a group responsibility for a site and would help enhance relationships between the stakeholders and their heritage (Chhabra, 2010). The government agencies have to engage the public and the stakeholders in every step of the process, to educate and invite them to participate in the preparation of and hopefully to support the conservation plan. Based on a study by Ismail (2008), there was no serious involvement of the stakeholders in the early stages of the heritage site conservation in Malaysia. The relationship with the heritage resource was found to be purely aesthetically for the tourist and purely economical for the managers and the community of the WHS (Din, 2008).

Thus, economic valuation studies are important in identifying private, public, and shared benefits for the current, potential, and future users or non-users. There are also important in allocating, managing and organizing the resources as well as effecting communities' wellbeing, attitudes and involvement towards their heritage conservation. The WTP is one of the best techniques for estimating the economic value of the cultural heritage resources that were not traded in the market (Throsby, 2010). The WTP is the maximum amount an individual is willing to sacrifice to secure a good or avoid something undesirable. This WTP study will be able to capture the maximum amount that a respondent would be willing to pay for the proposed management of the heritage site conservation. There is an increasing acceptance of the wider economic value of cultural goods as measured by scholars, management policy makers and industry worldwide. But very few researches have been employed in Malaysia to evaluate the economic value of the cultural goods for the social benefits across the whole nation. Most of the local researches were focused on environmental and ecological economics studies and yet no researches have been initiated on evaluation of the cultural sites for their heritage conservation (Bann, 1999; Mulok, 2008; Radam & Mansor, 2005; Samdin, 2010). The individual preferences, as measured by their WTP value for the cultural heritage conservation, should be given due consideration in decision-making process in order to promote sustainability of a heritage site. The value estimated can provide policy makers with an indication of the importance of un-priced cultural heritage resources as a whole, in monetary terms. Despite the fact that these values carry benefits in many areas of life, this economic valuation has not yet been formally adopted as an aid in heritage management in Malaysia.

Thus, there is a need to evaluate the stakeholders' attitude and response towards the WTP value of the cultural heritage in formulating heritage development plans and make it physically, economically and socially acceptable as well as equally beneficial amongst the stakeholders to preserve cultural heritage and then contribute towards the overall sustainable development of the heritage sites. This study aims to evaluate principal stakeholders' (local and tourist) attitude and response on the WTP value for the George Town World Heritage Site (GTWHS) conservation. It is important to prove whether the attitude of these stakeholders was positive or otherwise towards the WTP value for the GTWHS conservation. And to examine whether their attitude has had any influence on the WTP value for the GTWHS conservation. This reflects the responsibilities of the stakeholders, ensures the rights of the foreign/domestic visitors and ensure the rights and responsibilities of participating trades, inbound-outbound tourism personnel and all other related participants (UNWTO, 2008).

LITERATURE REVIEW

THE WILLINGNESS-TO-PAY VALUE OF THE CULTURAL HERITAGE FOR THE SUSTAINABLE WHS CONSERVATION IN MALAYSIA

In Malaysia, a comprehensive approach has been adopted in formulating the framework for the protection and conservation of heritage sites (Ismail, 2008). This framework has defined that heritage conservation should be an integrated component of the broader urban context and overall urban design policies as well as development programmes. However, very little is known as to whether the indicators for sustainable planning and management have been incorporated in the development planning and management of these heritage sites (Hasan & Adnan, 2001). This is evident by the increasing number of changes for these heritage sites. The situation has still remained unchanged till today even though these heritage sites were listed as world heritage places. Generally, the prolonged changes in their physical and social development have been found to have affected the sustainability of the heritage site.

Principles of sustainability should be used in assessing any development or intervention within the heritage sites. The application of these principles of sustainability would add value and would also support the public and private actions aimed at preserving and enhancing the quality of the heritage site. The use of this mechanism has been aimed at infusing a culture where sustainability considerations could become a fundamental value in planning, design, policy-making and so on. The concept of sustainable management by Adams (2006) has generally been understood as encompassing three interrelated dimensions: environmental, social and economic sustainability that "meet the needs of the present without

compromising the ability of future generations to meet their own needs” (United Nations, 1987: 15). The relative importance of each of these components could change from time to time and in different circumstances but in the long run each of these should be fulfilled in order for sustainability to be achieved.

Moreover, Stubbs (2004) and Rodwell (2007) have concluded that no management of cultural heritage was found to be sustainable unless it was economically, environmentally and socially viable. In view of that, the factors enhancing these three facets of sustainability of the heritage site needed to be explored and considered in this research study. The first factor that needed to be explored was the stakeholders’ attitude towards the WHS status, cultural tourism as a local resource as well as the conservation and management of the GTWHS. In general, this could give a fair view of the attitude of the interest groups with a stake towards the cultural heritage and development, general level of cultural knowledge and awareness of the community. A conflict on the attitude towards the meanings of heritage within an international and local view has been found. The meanings of the WHS for the local people might be quite different from those promoted by the governments, national tourism agencies and UNESCO. However, Chhabra (2010) and Landorf (2009) have stated that the positive attitude of the local people towards the cultural heritage and development could contribute to a collective sense of responsibility for a site and could enhance vital connections between the local community and their heritage.

The second factor was on the conservation and management of the cultural heritage. Most countries have heritage protection laws at a national and local level which have allowed the government to declare a site protected and to take legal measures against those who negatively neglected a site’s heritage value. Conserving the values of the cultural heritage should need to be understood as part of any conservation planning process and should be revisited, as conditions could change in ensuring that conservation interventions were found to be attentive and sensitive to the economic, social as well as physical conditions (Avrami et al., 2000). Analyzing values through a participatory process which have involved the various interest groups with a stake in a place or object could help promote the sustainability of the conservation efforts. The stakeholders’ involvement should be included in any sustainable management of heritage in order to reduce conflict (Mohammadi et al., 2010). Their participation in the planning and management process was found to be of paramount importance. It has been used as a means to improve communications, has obtained wider community support or buy-in for projects, has gathered useful data and ideas, has enhanced public sector or corporate reputation, and has provided for more sustainable decision-making (Engelhardt, 1997).

The third factor was on the heritage interpretation and tourist management. Tourism has been found to be a part of almost all WHSs even in the case of the GTWHS. Some sites could attract even millions of visitors every year. Well-managed tourism could bring about economic benefits to the host countries by creating employment and helping local businesses. If not properly managed, however, tourism could have an adverse impact on the sites and host communities. Heritage guides and visitor management were found to be a very important component of the sustainable heritage tourism (Kamamba, 2003). A good interpretation of the heritage sites and proper guidance of visitors could enhance the benefits from tourism and could also reduce the impact on both the sites and host communities. The direct interactions where the tourists might discover, experience and consume, the cultural history was found to be important to the sustainability of the cultural heritage assets.

The fourth factor was on funding and incentives for the heritage site conservation. This factor has been found to be among the most influential tool that could be used to achieve successful sustainable conservation schemes. Even though the opportunities were there, it was found to be not long-term whereas a routine funding was required for the sustainability of the heritage assets. Cultural tourism, which has been defined as cultural-based tourism that has aimed to minimize environmental impacts and to contribute to the economic development of the local communities has shown prospects for successfully funding conservation and Sustainable Development programmes (Chhabra, 2010). Visitor fees were found to be particularly promising in areas of high visitation due to their ability to generate income through market-based demands for the protected area products. Moreover, visitor fees could also come with the potential to regulate visitor numbers through appropriate pricing in over-visited areas (Emerton et al., 2006). A larger proportion of the local population should benefit from the cultural tourism related activities rather than merely bearing the burden of its costs. A more appropriately planned tourism, cultural heritage conservation and management were found to be needed which would spread both costs and benefits more equitably as well as being more sensitive to the social and cultural impacts (Chhabra, 2010).

And finally, the last factor that was found to be the most important was the community involvement and partnerships. Successful conservation was found not to rely only on the hard work of appropriately trained and well-informed individuals. In order to succeed in the longer term, conservation should have the active and enthusiastic support of a wide range of the local and community interests. By involving the local communities and other stakeholders in the planning process, it might be possible to prevent some of the potential conflicts. The ability of all stakeholders to play a role in the management of the heritage resource was found to be fundamental to authorizing the local communities and the equitable distribution of the benefits of that resource (Landorf, 2009).

THE IMPORTANCE OF STAKEHOLDER INVOLVEMENT IN CULTURAL HERITAGE VALUE ASSESSMENT

“A stakeholder is characterized as any individual or group of individuals that are directly or indirectly impacted by an entity or a task” (Rukendi et al., 2010). Numerous literatures satisfied that any sustainable development programme of the WHS must work in collaboration with stakeholders, or interested parties, including government agencies, conservation and other non-governmental organizations, developers and local communities (Chhabra, 2010). In the context of the GTWHS conservation, the stakeholders’ involvement must be included in any sustainable management of heritage and tourism program in order to reduce conflicts (Mohammadi, et al., 2010). Many stakeholders with varying interest have been identified in cultural tourism and heritage site management. The most commonly cited stakeholders include local communities, tourists, government/public sector and industry/private sector (Hajjalikhani, 2008; Nicholas et al., 2009). Their participation in the planning and management process is important as a means to improve communications in order to obtain wider community support, gather useful information and ideas, enhance public sector or corporate reputation, and provide for more sustainable decision-making (Engelhardt, 1997).

According to Baral et al. (2008), the conflicts between communities and conservation agencies were found to be less pragmatic and more costly if we were to rely solely on law enforcement rather than to involve interested groups from the outset. Learning from past problems, many sites now invest a considerable amount of time in meetings with key stakeholder groups, asking them to articulate their views and defining the issues to be examined together. Through such dialogue and collaboration, WHS management becomes familiar with the various stakeholders regarding heritage and tourism issues and actions that could have an impact on the site (Baral et al., 2008). Pimbert et al. (1996) added that stakeholders can help identify problem areas that may have been overlooked by the experts. He stated that the experts cannot always judge the perceptions, preferences or priorities of host communities when evaluating local conditions. Stakeholders can provide useful input regarding desired conditions at a site. An effective visitor management involves establishing limits negotiated with the stakeholders. Through tourism advisory boards or councils, stakeholders can assist managers to establish visitor conditions and set quantifiable standards for problem management and impact limitation (Pimbert et al., 1996). Experience has shown that stakeholder input is essential for developing realistic policies and management objectives that will gain long-term support.

CULTURAL HERITAGE VALUE ASSESSMENT: RESEARCH FRAMEWORK IN ACHIEVING SUSTAINABLE MANAGEMENT OF HERITAGE SITE

Many conservation professionals and organizations have recognized that better organization, connection, and integration have been found to be needed in the conservation field. The UNESCO Malaysia World Heritage Office, Malaysia Heritage Trust, Penang Heritage Trust, and many other government and non-governmental organizations (NGOs) have set up policies for the integrated conservation management, employing value-driven planning methodologies that seek to incorporate values more effectively in conservation decision-making. However, most of the research efforts of the conservation field have been focusing more on the physical condition. Numerous actions have been made to understand and capture the physical deterioration which has emphasized on the preservation and restoration of the heritage and architecturally significant buildings rather than on the preservation and conservation of the heritage sites including their social and cultural values as a whole. As a consequence, a considerable body of information with specific applicability to the physical form has grown throughout the years.

In the field of the management context, most of the researches though have focused on the issues of owners’ rights and finance rather than on the complexities of resource management within the field of conservation or on the conservation of the cultural heritage as a public good within the society. Based on economic theories, this type of goods are available to everyone in a community to freely enjoy (Ready & Navrud, 2002). So it is important to examine how this resource is allocated, managed, organized and provided which has affected people’s well-being, attitudes, and participation towards the cultural heritage preservation. Assessment of the values attributed to heritage is a very important activity in any conservation effort since values strongly influence the decisions that are made by the society.

There is extensive information about public good embodied in the natural surroundings, its stewardship and so on. However, in Malaysia particularly, very little of this literature has been applied to or developed in the context of the conservation field. Although there is a great deal of information in related disciplines about heritage conservation, relatively little research has addressed the specifics of the cultural heritage preservation in Malaysia. Every act of conservation is shaped by how an object or place is valued, its social contexts, available resources, local priorities and so on. As a discipline, one has to recognize that conservation cannot unify or advance with any real innovation or vision if we continue to reduce the bulk of the conservation discourse to matters of the physical condition only. Conservation risks losing ground within the social agenda unless the non-technical complexities of the cultural heritage preservation, the role

it plays in modern society, and the social, economic, political and cultural mechanism through which conservation works are better understood and conveyed.

The long-existing top-down management tradition and organizational structure in Malaysia has given little space for flexibility and creativity to the bottom level of government. The multi-level, confusing and overlapping functions among sections of government have led to difficulty in forming clear conservation and management goals. Even if clear policy and goals have been formulated, it is a challenge to implement them in a suitable way since the rights and responsibilities are difficult to define. Also when there are too many levels and sectors in charge, nobody really takes responsibility. However, every one claims a share of the benefits but no one wants to shoulder the responsibility of protection. The traditional conservation policy and practices follow a sequence of steps that each requires a separate sphere of the professionals and players, often with little interaction among the spheres. Conservation, in particular, mostly centering on the physical aspects of heritage and often losing sight of the inter-connectedness of treatment to the previous spheres. In the current situation of globalization, advancement of modern technology, population mobility, and the spread of participatory democracies and market economies, it has become quite clear to the broad conservation community that these societal trends are strong and rapidly changing cultures and communities. The future challenges of the conservation field will revolve around not only heritage objects and sites themselves but also around the contexts in which society embeds them.

These contexts (the values people draw from them, the functions heritage objects serve for society and the uses to which heritage is put) are the real source of the meaning of heritage, and the reason for conservation in all senses (Avrami, et al., 2000). As society changes, so does the role of conservation and the opportunities for conservation to influence and sustain civil society. These changed social conditions have forced us to think realistically about the future standing of conservation in the social agenda. Economist valuation is one of the most powerful ways in which society identifies, assesses and decides on the relative value of things. Figure 1 shows the detailed process employed in this research study in assessing the cultural heritage value for more sustainable conservation management and planning process of the GTWHS.

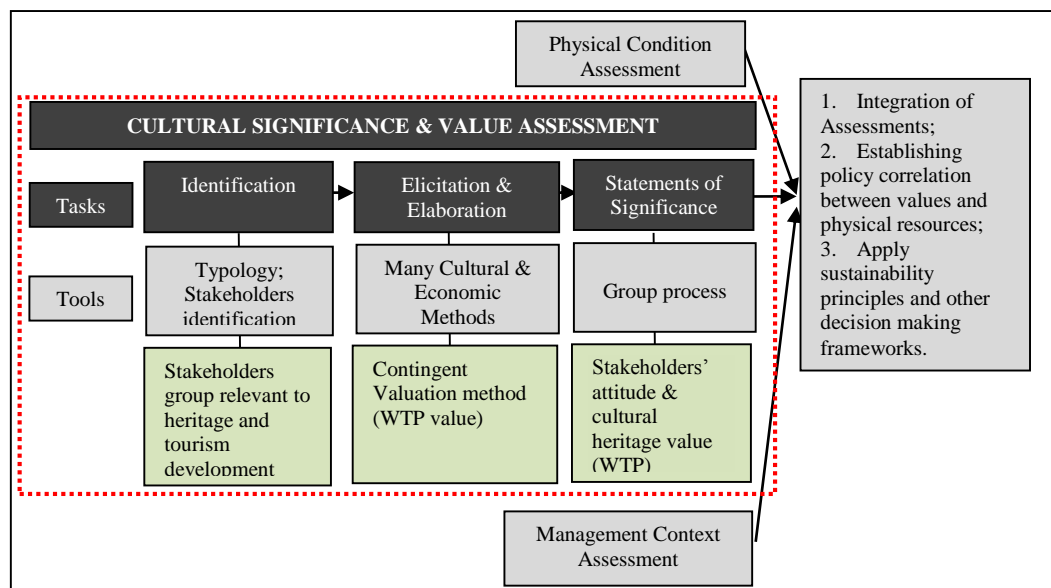


Figure 1: The Cultural Significance/Value Assessment Process
 Source: Noor Fazamimah Mohd Ariffin (2015)

METHODOLOGY

This research applied single case study as a research approach. GTWHS has been chosen as a case study where it has more complex issues which need more attention with regard to its management of tourism and heritage site conservation. Two sets of questionnaire were designed and administered among the two key stakeholders in cultural tourism and heritage site management (i.e., those who could influence policies, decisions and actions). In the context of this research, two key stakeholders groups (local community and tourist) were considered as the main stakeholders in heritage tourism and heritage value assessment (Nicholas, et al., 2009). The first category of respondents of this research was chosen from the residents at the Jetty and Special Area Zones of the George Town Core Conservation Zone through the simple random

sampling method. The respondents who were at least 21 years old and who were residing at the Jetty and Special Area Zones were randomly selected. The second category of stakeholders was the tourists (domestic and foreign) who have paid a visit to George Town. The tourist respondents were randomly selected at the George Town Conservation Zone area.

The questionnaires were developed based on the contingent valuation methodology to elicit the maximum WTP value of the individual respondent to the proposed development in a hypothetical market (Khee et al., 2009). A face-to-face interviewing technique using the structured CV questionnaire aided by photo images-supported was applied in this survey. Photos of the GTWHS in a pleasant and poor state were taken for use in the show cards to summarize the idea of the valuation scenario (imaginary situation) delivered to the respondents to reveal their maximum WTP for the demand to conserve the cultural heritage of GTWHS. In this research study, four sets of independent variables were entered in the analysis of the attitude towards the UNESCO WHS status, the attitude towards cultural tourism, views on preserving the non-use value and views on the conservation management in order to test significant results towards the WTP value for the GTWHS conservation. The rationale of this part was to:

- (i) Assist respondents examine their own opinions and attitudes towards the WHS and cultural heritage related issues (tourism and management) in preparation for answering to the valuation questions;
- (ii) Reveal important basic reasons influencing respondents' support, or otherwise, for the cultural heritage conservation scheme, which could be found to be useful, incorporated in the analysis of the valuation responses.
- (iii) Identify respondent's level of the WHS conservation responsibility.

A range of question formats in this study have adopted the 5-point Likert Scale. The Likert Scale is a type of composite measure used in an attempt to improve the levels of measurement in social research (MdNor, 2009). The scale in this research study has used the standard response categories such as 'strongly disagree', 'disagree', 'partially agree', 'agree' and 'strongly agree' to determine the relative intensity of each item. The test performed for each variable used in this research in order to achieve the reliability coefficients was the Cronbach's Alpha coefficients. As a rule, reliability coefficients of 0.70 could be measured sufficient even though majority of researchers have considered 0.60 as adequate (Chen & Paulraj, 2004; Swafford et al., 2006).

Table 1: Summary of Reliability Test

Variables	Locals			Tourists		
	No. of items	Cronbach's Alpha	Strength	No. of items	Cronbach's Alpha	Strength
Attitude towards the UNESCO WHS status	12	0.721	Good	7	0.702	Good
Attitude towards cultural tourism and its benefits for conservation	11	0.862	Very good	14	0.668	Moderate
Attitude towards importance of preserving the non-use value of the cultural heritage	6	0.870	Very good	6	0.825	Very good
Attitude towards conservation management	10	0.634	Moderate	-NA-	-NA-	-NA-

Legend: -NA- Not applicable

All items measurements in each section in a questionnaire that were measured by the Five-point Likert Scale were found to be adequate, reliable and appropriate (Table 1). The reliability assumption was met and appropriate for further analysis and the indicators were found to be a good reference for any research. In order to test whether this research problem would in fact hold true, the non-directional hypotheses were constructed to focus on the stakeholders' attitudes towards the research topic.

1. Stakeholders' attitude and responses on the UNESCO WHS designation will give direct influence on the WTP value of the GTWHS conservation.
2. Stakeholders' attitude about the cultural tourism and its benefits for conservation will give a direct influence on the WTP value of the GTWHS conservation.
3. Stakeholders' views on the importance of preserving the non-use value of this WHS will give a direct influence on the WTP value for the GTWHS conservation.
4. Stakeholders' views of the conservation management will give a direct influence on the WTP value for the GTWHS conservation.

The above non-directional hypotheses will be analyzed and answered by adopting the inferential analysis of the Pearson's Correlation to prove whether there were correlation between the dimensions of the independent variables towards the WTP value for the GTWHS conservation was positive or otherwise.

FINDINGS AND DISCUSSION

A total of 300 local residents and 150 tourists were randomly visited and interviewed, while the numbers of completed questionnaires were 295 from local residents and 147 from tourists (domestic and foreign) in GTWHS. The Response rate of Q1 and Q2 was found to be very good, achieving overall responses of 98.2% which adequate to generalize the views and perceptions of the stakeholders of the GTWHS. Most of the local respondents who participated were Chinese (66.4%), followed by Indians (18.0%) and only about 14.2% Malays with 1.4% from others race respondents in the sample size. The Chinese and Indian were more visible because most of them were residing or working within the GTWHS. 75.4% of the local respondents as a whole had only intermediate low education level and thus low monthly income (74.2%), majority earning below RM3000 per month. 45.8% were SPM holders while the rest of them had obtained an education lower than SPM. Majority of the households were found to be from the poorer income group between RM1501 and RM2000. Average range of income of the GTWHS residents were considered low when compared to the Malaysian average monthly household income of RM5000 (Department of Statistic Malaysia, 2012).

The tourist respondents as a whole had received degree level education (66%) with moderate to high monthly income. The majority of the respondents (41.5%) were bachelors' degree holders, while 17.7% or 26 respondents were masters' degree holders. But 10 respondents (6.8%) held professional certificate. In general, results from the survey revealed that the mean income of the tourist respondents were USD3001 to USD4500 per month. However, 38 respondents (25.9%) were from the USD1501 to USD3000 per month bracket as well as another 25.9% were in the USD 4501 to USD6000 per month bracket. There were also 24.5% of them whose income was less than USD1500 per month.

The level of attitude towards the UNESCO WHS status of both (local and tourist) respondents were found to be at a moderate level. The total mean value of attitude towards the UNESCO WHS status was 3.76 for the local respondents whereas 3.93 for the tourists. However, the overall attitude of the tourists was found to be much higher than the local residents towards the UNESCO WHS. The attitude of the tourists was found to be higher than the locals towards the cultural tourism and its benefits for the heritage site conservation. The mean value of the attitude towards the cultural tourism and its benefits for the heritage site conservation was 3.26 for the locals and 3.69 for the tourists. The level of attitude towards the cultural tourism and its benefits for the heritage site conservation of both the local and the tourist respondents were found to be at a moderate level. Views of the local and the tourist respondents on the importance of preserving the non-use value were found to be not significantly different. The total mean values of the importance of preserving the non-use value for the locals were 4.17 and the tourists were 4.14. Both respondents indicated that the importance of preserving the non-use value was highly pertinent. The study found that the overall mean on the views of the local respondents towards the GTWHS Conservation management were at a moderate level with a mean value of 3.70.

Table 2: Descriptive Statistics on the Attitude of Stakeholder Involved (Mean)

Variables	Local	Tourist
Attitude towards UNESCO WHS status	3.76	3.93
Attitude towards cultural tourism and its benefits for conservation	3.26	3.69
Attitude towards importance of preserving the non-use value of the cultural heritage	4.17	4.14
Attitude towards conservation management	3.70	NA

Legend: Low (1.00 – 2.99); Moderate (3.00 -3.99); and High (4.00 – 5.00)

Based on the WTP questions, the study found 71.9% of the local respondents have stated their WTP value for the management and protection of GTWHS. Meanwhile for the tourists, 87% of the respondents were willing to pay for the management and protection of GTWHS. The mean highest WTP value among the local respondents was RM57.46 per year and the tourist was RM42.54 per visit.

STAKEHOLDERS' ATTITUDE TOWARDS THE UNESCO WHS STATUS AND THE WTP VALUE FOR THE GTWHS CONSERVATION

Table 3 shows the results of the correlation analysis between the stakeholders' attitude towards the UNESCO WHS status and the WTP value for the GTWHS conservation. From the analysis, the study found that there was a positive relationship

between the stakeholders' attitude towards the UNESCO WHS status and the WTP value for the GTWHS conservation with a value of $r = 0.175$, $p < .05$ for the locals and $r = 0.929$, $p < .05$ for the tourists. In other words, the stakeholders' attitude towards the UNESCO WHS status related well with the WTP value of the GTWHS conservation in such a way that the needs of the stakeholders' attitude towards the UNESCO WHS status was found to be proportional to the needs of the WTP value for the GTWHS conservation and vice versa. Therefore, the non-directional hypothesis of: 'Is there any statistically significant relationship between the stakeholders' attitude towards the UNESCO WHS status and the WTP value of the GTWHS conservation' was answered and accepted. This was because the value of $p = 0.003$ and 0.000 was found to be smaller than $\alpha = .01$ for both the local and tourist respondents.

Table 3: Correlation Test to prove a Relationship between Stakeholders' Attitude towards the UNESCO WHS Status and the WTP Value for the GTWHS Conservation

Variables		WTP value		Highest WTP	
		Local	Tourist	Local	Tourist
Attitude towards the UNESCO WHS status	Pearson's Correlation	.175**	.145	.066	.929**
	Sig. (2-tailed)	.003	.080	.255	.000
	N	295	147	295	147

** Correlation is significant at the 0.01 level (2-tailed)

STAKEHOLDERS' ATTITUDE TOWARDS THE CULTURAL TOURISM AND ITS BENEFITS FOR THE HERITAGE SITE CONSERVATION AS WELL AS THE WTP VALUE FOR THE GTWHS CONSERVATION

Table 4 shows the results of the correlation analysis between the stakeholders' attitude towards cultural tourism and its benefits for conservation and the WTP value for the GTWHS conservation. From the analysis, the study found that there was no relationship between the two. In other words, the stakeholders' attitude towards cultural tourism and its benefits for conservation were found not to be related with the WTP value for the GTWHS conservation. Therefore, the non-directional hypothesis: 'Is there any statistical significant relationship between the stakeholders' attitude towards cultural tourism and its benefits for conservation and the WTP value for the GTWHS conservation' was answered and rejected. This was because the value of p was bigger than $\alpha = .01$ and $.05$.

Table 4: Correlation Test to prove a Relationship between Stakeholders' Attitude towards Cultural Tourism and its benefits for conservation as well as the WTP Value for the GTWHS Conservation

Variables		WTP value		Highest WTP value	
		Local	Tourist	Local	Tourist
Attitude towards the Cultural Tourism and its benefit for conservation	Pearson's Correlation	.088	.095	.015	.057
	Sig. (2-tailed)	.130	.269	.801	.494
	N	295	147	295	147

STAKEHOLDERS' ATTITUDE ON THE IMPORTANCE OF PRESERVING THE NON-USE VALUE AND THE WTP VALUE FOR THE GTWHS CONSERVATION

Table 5 shows the results of the correlation analysis between the stakeholders' attitude on the importance of preserving the non-use value of this World Heritage and the WTP value for the GTWHS conservation. From the analysis, the study found that there was a relationship between the local stakeholders' attitude on the importance of preserving the non-use value and the WTP value for the GTWHS conservation. However, there was no relationship between the tourists' attitude on the importance of preserving the non-use value and the WTP value for the GTWHS conservation. In other words, the local stakeholders' attitude on the importance of preserving the non-use value was found to be related with the WTP value for the GTWHS conservation.

Table 5: Correlation Test to Prove a Relationship between Stakeholders' Attitude on the Importance of Preserving the Non-use Value and the WTP Value for the GTWHS Conservation

Variable		WTP value		Highest WTP value	
		Local	Tourist	Local	Tourist
Attitude on the importance of preserving the non-use value	Pearson's Correlation	.130*	.076	.072	.070
	Sig. (2-tailed)	.026	.359	.216	.398
	N	295	147	295	147

*Correlation is significant at the 0.05 level (2-tailed)

Therefore, the non-directional hypothesis of: ‘Is there any statistical significant relationship between the stakeholders’ views on the importance of preserving the non-use value and the WTP value for the GTWHS conservation’ was answered and accepted for the locals but rejected for the tourists. This was because the value of p for the locals was smaller than $\alpha = .05$.

STAKEHOLDERS’ ATTITUDE ON THE CONSERVATION MANAGEMENT AND THE WTP VALUE FOR THE GTWHS CONSERVATION

Table 6 shows the results of the correlation analysis between the stakeholders’ attitude on the conservation management and the WTP value for the GTWHS conservation. From the analysis, the study found that there was a relationship between the local stakeholders’ attitude on the conservation management and the WTP value for the GTWHS conservation. In other words, the local stakeholders’ attitude of the conservation management was found to be related with the WTP value for the GTWHS conservation. Therefore, the non-directional hypothesis of: ‘Is there any statistical significant relationship between the stakeholders’ attitude on the conservation management and the WTP value for the GTWHS conservation’ was answered and accepted. This was because the value of $p=.019$ and $.030$ was found to be smaller than $\alpha = .05$.

Table 6: Correlation Test to prove a Relationship between Local Stakeholders’ attitude on the Conservation Management and the WTP Value for the GTWHS Conservation

Variable		WTP value	Highest WTP value
The conservation management	Pearson’s Correlation	.136*	.127*
	Sig. (2-tailed)	.019	.030
	N	295	295

*Correlation is significant at the 0.05 level (2-tailed)

CONCLUSION

This research study has found that there was a positive relationship between the principal stakeholders’ attitude towards the UNESCO WHS status, the importance of preserving the non-use value and the conservation management of the GTWHS. This positive attitude of the principal stakeholders’ towards the cultural heritage and development could contribute to a collective sense of responsibility for a site and could enhance vital connections between the stakeholders and their heritage. However, the attitude of the stakeholders was found not to be related with the cultural tourism towards their WTP value for the GTWHS conservation. It was proved that there was an awareness among the stakeholders towards conserving their cultural heritage. Their support towards GTWHS conservation not just depending on the benefit received from the tourism development of the UNESCO WHS designation. It was supported by the attitude of the local stakeholders towards the importance of preserving the non-use value where they were WTP for the GTWHS conservation. The study also found that the local stakeholders show their strong support towards heritage conservation management where it has had the most impact on the highest WTP value for the GTWHS conservation.

This research study has found that the stakeholders’ attitude towards the WHS status, cultural tourism and the important of preserving the non-use value as a local resource is vital in establishing a sustainable conservation management of the GTWHS. This could give a fair view of the attitude of the interest groups with a stake towards the cultural heritage and development, common level of cultural understanding and consciousness of the community. As compare to the previous study that most of the cultural heritage value was mostly confined within the scientific value defined by professionals. Analyzing values through a participatory process which have involved the various interest groups with a stake in a place or object could help promote the sustainability of the conservation efforts of the GTWHS. Besides the fact that the research study has been carried out successfully, in the process of doing it the researcher has faced some problems with the local respondent. Higher rejection rates were noticed since many households were found to be without qualified respondents resulting in incomplete questionnaire answered correctly. Thus, it would be recommended for future research to organize the survey during the weekend or public holiday where most of the qualified respondent is in their home.

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