

Potential Role of Heritage Trail to Increase Property Value in Johor Bahru

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Abstract: This research intends to study the potential of heritage trails and whether they might increase property value. Two (2) objectives have been outlined for this study: (i) to determine the correlation between the existence of heritage trail to the value of real estate sector, and (ii) to study the heritage trail effects. This research intends to study the potential of heritage trails and whether they might increase property value. A qualitative approach has been chosen whereby researcher collect and analyse qualitative data to support the information obtained through interview and Property price data to draw the potential role of heritage trail to increase property value within the study area. Researcher explore diverse perspectives and uncover relationships that exist between the intricate layers of multifaceted research questions. The researcher has interviewed officers from Malaysian Tourist Guide Council (MTGC), Think City, local authorities, property developers' real estate negotiator and local communities in downtown Johor Bahru. Based on the results the researcher found various heritage trail benefits on the property value such as nearby property prices boom up, economically strong, attract a lot of investors to invest in the property and programmes conducted to sustain heritage trail in Johor Bahru. The findings of this study will be useful in closing the gap between government efforts toward public engagement practice. Moreover, the outcome of this study will provide the local communities, heritage managers, policymakers, and tourism industry players to understand the importance of heritage trails to promote area's history as well as enhancing tourism image and local economic development.

Keywords: Heritage Trail, Heritage Potential, Property Value, Tourism, Johor Bahru

1. Introduction

A heritage trail in a historic town, also known as an urban heritage trail, is one of the primary means used to promote and preserve the town's urban heritage. In recent times, several efforts were proposed and executed in the trajectory of conserving various historic towns in Malaysia, and a number of heritage trails for those towns have also been designed. Despite that, it is also important to state that such heritage trails were basically designed and created by field experts without participation from local residents. Hence, their focus also was extended to educate visitors rather than promoting awareness and appreciation of heritage among locals. The heritage trail is thought to be an effective and cost-effective solution for promoting and conserving Johor Bahru's urban heritage and raising awareness among locals. Heritage trails are designed solely for tourism purposes, with nodal tourist attractions, appropriate trail distances, and tailor-made facilities. In history, there was no need for a connection between these nodes.

The concept of a heritage trail should be viewed as an initiative by the government to engage with tourists by designing a route that is inclusive of both tangible and intangible heritage within a heritage site. The governing body or any local government that is doing planning for the people should welcome and encourage public participation in any urban planning process. However, the level of public participation varies by country. Much of public participation is determined by public perception and willingness to participate and give commitments to take part in the process. Other factors include how far the government bodies are eager and prepared to make sure the involvement of the public is there in such a process. Public participation is a decision-making process that has the goal of influencing decision-making, as well as the government's responsibility agencies to involve the public in decision-making that typically affects a variety of stakeholders and communities (Higgs *et al.*, 2008).

1.1 Research Background

The local authority through Iskandar Region Development Authority (IRDA) had traced out certain parts of the city to carry heritage value and those sites need to be revitalized. These aspects have always been hoped to shape Johor Bahru's characteristics and contribute to the tourism industry's economic activities. The main intention was to ensure the preservation of the historical and culture aspects of the city. For the growth of real estate industry, heritage trails are to be given so much of importance that preservation and conservation of heritage trails should be planned and executed. Though, there are also numerous developers who have the misconception of perceiving heritage as a hindrance for their development goals.

This research focuses on heritage trail's potential role in increasing property value in Johor Bahru. This heritage trail reflects on the aspect of multi diversity and the uniqueness of the place as well as potential future towards the real estate industry, benefits for the communities and also to the country as a whole. When real estate prices are compared around the world, heritage or historic properties appear to attract more buyers and better prices to invest in the heritage trail areas. In contrast, if the management and planning of heritage is managed with also the community's engagement, the result products (i.e., tourism development) are more aligned with the community's values. Consequently, the locals will be more aware of their heritage and culture and will make them to feel much happier with their culture. Hence, locals are much encouraged to share their knowledge and identity with the tourists that come to visit Johor Bahru. In fact, the area people is that the knowledge bank of a heritage site which should be exploited by the authorities so as to develop a responsible tourism industry (den Camp and du Cross, 2006).

1.2 Problem Statement

The Johor Bahru city centre grew from a bit coastal village into a cosmopolitan city the sooner buildings are situated around the area where the river meets the sea. Over time, the municipality developed further inland. The heritage buildings that also survive over the years are municipal buildings, law court, temple, Indian mosque, terminus, shophouses and others. The old shophouses formed the foremost number of heritage buildings within the heritage zone. Sultan Ibrahim Building was the tallest structure within the past. Currently, it's overshadowed by high-rise buildings within the middle. New developments within town had reduced some the old buildings into rubbles. So, there is no linkage between the cities and the heritage trails. Marzuki *et. al.* (2012) in Rahayu Binti Ahmad, noted that in Malaysia majority of the overall public don't know their rights and typically feel that their participation isn't necessary. Limited awareness and academic background also land up in ineffective public participation. As a result, the participation of the public in the decision-making process must be emphasised and given more publicity to raise awareness, while ongoing public education programmes to encourage understanding must be pursued. Specifically, for this study, the responsibility of constructing awareness and foster understanding of rejuvenation nor revitalising of heritage area in Johor Bahru middle lies on the Johor Bahru council or Majlis Bandaraya Johor Bahru (MBJB).

1.3 Research Questions

Two research questions were identified as below:

- (i) What is the correlation between the existence of heritage trail to the value of real estate sector?
- (ii) What are the heritage trail effects?

1.4 Research Objectives

This research is conducted to achieve certain objectives as below:

- (i) To determine the correlation between the existence of heritage trail to the value of real estate sector.
- (ii) To study the heritage trail effects.

1.5 Research Scope

There are few reasons as to why Johor Bahru was chosen for a study site. Firstly, the city Johor Bahru became second largest city in Malaysia, and it is one of the most famous tourism spots. Tourists from Singapore and Indonesia are the majority attracted to this city for shopping because it is a gateway to Singapore. Another factor is that the prices of goods and products are cheaper in Johor yet the same quality. By the year 2025, the city aims to revamp into a world-class city tourism destination. This can be seen from several massive projects launched. Previously, Johor Bahru was known as Iskandar Puteri that has an impressive universal quality that comprises of planning, urban development, diverse community and socio-economic. Johor Bahru is known for its uniqueness due to its architecture buildings, its history and the roles of Johor sultanate and its importance internationally from the historical and geographical perspective. The designated heritage trails in Johor Bahru are given more focus as it was designated by MBJB.

A draft plan was beginning to be developed and revitalisation and rejuvenation efforts are underway. Therefore, this location is an appropriate location for our study area. The location was convenient for the researcher as it remained within proximity given the limited time of study. The information will be obtained from the targeted respondents through an interview and further relevant data will be obtained from the Think City officer, Johor Bahru City Council (MBJB) Department, president of the Malaysian tourist guide council, property developers, real estate negotiator and local

communities pertaining to the potential role of heritage trail to increase property value in Johor Bahru and the heritage effects in Johor Bahru.

1.6 Significance of the Study

(a) Academic purpose

Relevant academic experts for example graduates and undergraduate's students able to refer to the related topic and issues that provide in this research. It is expected to be used in assisting the related field of academic study in the future.

(b) Real Estate Professionals

The information provided in this research regarding in the research location will provide a better understanding of the significance to heritages in terms of socio-culture and economics to real estate professionals such as valuers, appraisals, and estate agents.

(c) Local Government

The local government such as the town council is a responsible authority in the matters of development that happened in their region after getting approval for any projects from the Federal as well as State governments. So, this research may help the local government to implement pragmatic and constructive steps to avoid the loss of identity of the research location due to the lack of connectivity between the cities and the heritage trail.

2. Literature Review

In this chapter, the discussion on related research done by various researchers on the potential role of heritage trail and the benefits of heritage trail components towards real estate sector. The definitions and theories related to this topic will be discussed in this chapter.

2.1 History of Johor Bahru

Johor Bahru is a newly developed city in Malaysia. The history of the city does not go back more than around one hundred and fifty years. The word "Johor" in Johor Bahru comes from "jauhar" which means "precious stones" in Arabic. The name of the city itself indicates the influence that Arab traders had on the city through the prospecting of spices. The Siamese would associate "Johor" with "Gangganu" known as "cherished stones" in English. Johor's multifaceted character along with his multicultural ethnic mix, which is still evident today, had begun to be integrated into his character as the Dutch, Chinese, Malays, Portuguese and British competed for it.

2.2 What is Heritage?

Heritage is the preservation of the past so that it can be passed on to future generations as an inheritance. It is described as having a connection to social, political, and cultural issues as well as a concept of going from the present to the past. Physical proof can be found in our surroundings, including buildings, old streets, and landscaped monuments, as well as in human activities. Old and historic structures can serve as a sign of a community's cultural identity and legacy. People are the ones who can connect them to their processors' lives and teach them about how earlier advancements were constructed. Innovations can be observed and learned through architectural style and design, material texture, building technique, and constructions (Harun, 2011). According to the National Heritage Act

(2004), cultural heritage includes both tangible and intangible forms of cultural property, structure, or artifacts.

2.3 What is Heritage Trail?

The heritage trail has become a generally recognised method of promoting the region's history, cultural, and/or natural legacy, as well as promoting tourism growth. The Freedom Trail, which served as the inspiration for the Heritage Trail, was established in Boston about 1950. It was initially proposed by Bill Schofield, a regular columnist for the *Old Herald Traveler*, in order to generate identity for the city and make it easier for tourists to navigate. The trail has had 40,000 visits every year since then. In 1964, the Freedom Trail Foundation was created to protect the trail. Cultural paths are becoming popular and widespread in many historic towns. Many European and American cities have created their own heritage trails (Lai, 2009).

2.4 Heritage Trail Effects

Timothy and Boyd (2014) pointed out on the need for rural areas to pay attention to the mode of transport for visitors to move from one location to another. Newly developed trails should consider walking, cycling or riding as their mode of transport. Visitors need to understand the environmental, socio-cultural, and economic impacts on users of trail to enhance their knowledge and experience. Developing a trail is indeed a challenging task. In light of trail development, Goussous and Haddad (2014) identified some obstacles, namely lack of financial support, shortage of proper planning decisions, uninitialized and distant location for domestic tourism, costly, lack of essential activities to indulge, and safety issues

2.5 Heritage Trail in Johor Bahru

The Greater Johor Bahru Metropolitan Area is also known as Iskandar Malaysia or Southern Metropolitan Area and includes five districts which is Johor Bahru, Kulai, Pontian, Kota Tinggi and Kluang. Johor Bahru plays important role in financial, commercial and technology centers in Malaysia and Johor Bahru region was ranked among the Most Sufficient Cities in the GAWC 2020 report published by Globalization and the World Cities Research Network. JB has seen great development since Iskandar Malaysia was established by Federal and State Government of, formerly known as Iskandar Development Region and South Johor Economic Region and the heritage trails in Johor Bahru helping in property development to attract the foreign investors to invest Johor Bahru's properties. Johor Bahru has several remarkable but charming historical buildings, some of which have stood conspicuously in Johor Bahru for hundreds of years. There are twenty-one historical and cultural sites in Johor Bahru.

2.6 The Benefits of Heritage Trail Towards Real Estate Sector

According to ICOMOS (2005), heritage is recognized as something that permeates daily life, bringing a sense of meaning and identity to an increasingly dislocated world. Heritage trail pointed out that historic buildings enhance the value of neighbouring properties as well. For an example, after the city of Malacca was declared a Unesco World Heritage Site (WHS) in July 2008, property prices in George Town have remained robust despite prices falling just about everywhere else. Most heritage properties are in key areas, and this further enhances their value, while the people working seem happier working in an historical environment. So it is very essential to conserve heritage trail in Johor Bahru so that the real estate sector would develop in Johor Bahru.

According to the (The Edge Malaysia, 2009), these high-income earners, dubbed the "creative class" by urban expert David Florida, prefer living and dealing in heritage buildings as a result of they're interested in the special character of those buildings. It looks they are willing to pay a premium to figure or board a location that suits their working needs, and that they like being related to the history of the place. Then there's the additional advantage of individuals who fancy visiting heritage properties. This realisation that heritage properties are vital reminders of a community's shared history is that the

cornerstone of the heritage conservation movement. It provides that essential character, an historical identity, that would otherwise be lost.

(a) Social Value

Heritage buildings may help communities comprehend people, events, and ideals from the past by providing concrete linkages to the past. When communities view such a location of memorable significance that teaches us about our common social beginnings, an emotional reaction occurs (Nor Zalina Harun, 2007). Thus, heritage structures contribute to the development of a sense of community and the consolidation of our nationhood. The plurality of society is one of our community's distinguishing features. This context is vital to keep in mind while discussing heritages. The preservation of heritage buildings is critical for preserving our roots and identities as people of various origins. The Malaysian government considers the preservation of multiple cultural identities to be an important aspect of developing a distinct Malaysian identity. Heritage buildings help foster a sense of community and consolidate our nationhood.

(b) Economic Value

According to Star Online (2013), the economic benefit is a direct benefit of the conservation and preservation of heritage buildings. Firstly, heritage conservation circumvents the wasteful process of demolition and reconstruction because rehabilitation, restoration and adaptive reuse can convert a vacant and underused heritage building to fulfil a new purpose for the society. Heritage Trail spot can create economic value in the area. Heritage buildings with cultural uniqueness, historical and architectural values attract tourists to visit. As heritage tourism grows and visitors spend money within the heritage areas, heritage conservation and preservation support job creation stimulate local entrepreneurial activity and increases tax bases.

2.9 Heritage Trail Vs Property Value

To safeguard the heritage trail, the Iskandar Regional Development Authority (IRDA) in collaboration with Think City has launched the Downtown Johor Bahru Grants Programme: Arts, Heritage and Culture to support community-based initiatives that provide exciting, surprising and meaningful opportunities to rejuvenate Downtown Johor Bahru. This grant programme supports IRDA's efforts to build a strong community that contributes to reactivating the heritage core of Downtown Johor Bahru, complementing the Sungai Segget revitalisation project and to make Johor Bahru an amazing place to live and to increase the property value nearby. It is committed to creating a liveable and attractive environment for residents, businesses and tourists. In conjunction, the study area has been listed as a heritage site because the study area has an attractive and strong sense which will attract foreign investors to invest in Johor Bahru real estate sector.

3. Research Methodology

This section covers the research flow and how the qualitative and quantitative method has been carried out in this study.

3.1 Flow of Research

The research flow can be summarised as in Figure 1 below.

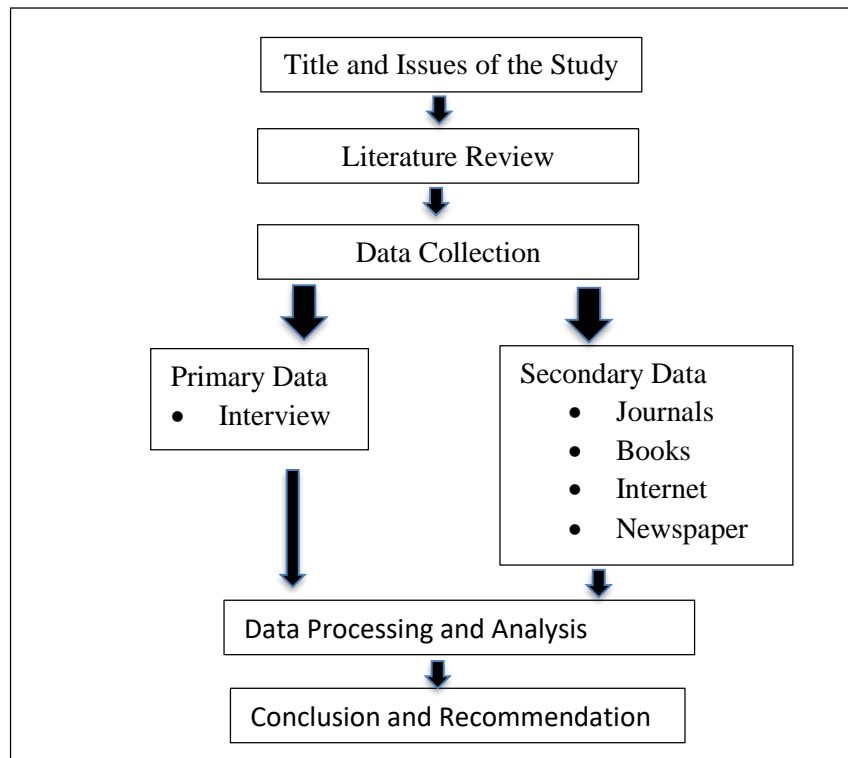


Figure 1: Flowchart of the research

3.2 Qualitative Method

Qualitative method is a type of scientific research that consist of an investigation that seeks answers to a question, systematically uses a predefined set of procedures to answer the questions, collects evidence, produce findings that were not determined in advance and produce findings that are applicable beyond the immediate boundaries of the study. There are many types of qualitative methods such as participant observation, in-depth interview and focus group (Astalin, 2013). In this research, the interview method will be used to achieve the first and second objective.

(a) Interview

An interview is a conversation that happened between an interviewer and interviewee for the purpose of gathering information. Interviews are an appropriate method when there is a need to collect in-depth information on people's opinions thoughts, experiences, and feelings (Easwaramoorthy & Fataneh, 2011). In this research, the researcher will be use semi-structured interviews. The interview session will be conducted by the researcher with the targeted respondents such as cultural reference, Think City officer, and Mr. Jimmy, who is known as the President of Malaysian Tourist Guide Council, property developer, real estate negotiator, and local communities. This method will be conducted in order to achieve the first and second objective.

4. Data Analysis

This chapter discusses the data obtained by the researcher through interview sessions with the targeted respondents and also collection of high-rise residential property unit price data. The data

analysis is conducted to achieve research objectives such as to determine the correlation between the existence of heritage trail to the value of real estate sector and to study the heritage trail effects.

4.1 Data Collection

The data collection process has been conducted through approaches such as interview analysis of Think City officer, President of Tour Guide, property developer, real estate negotiator and local communities in the research area. Apart from that, property data of high rise residential in Southeast Asia which is know as The Astaka property in the research area also collected from the property developer of Astaka Holdings. The transcript of the interview has been translated and described in descriptive manner. Meanwhile, the secondary data will be presented in the form of table and explain based on the table.

4.2 Research Instrument

In this research, the researcher using interviews as a main research instrument. The information that obtained through interview sessions with the targeted respondents helped researcher to find an answer for the first research objective which is to determine the correlation between the existence of heritage trail to the value of real estate sector in the study area. Meanwhile, the data on property price of high rise residential property in research area help researcher to find answer for second research objective which is to study the heritage trail effects.

(a) List of Respondents

The list of the respondents is presented in Table 1.

Table 1: List of respondents participated in the interviews

Name	Respondent Code	Position	Date of Interview
Mr. Jimmy Leong Wie Kong	R1	President of Malaysian Tourist Guides Council (MTGC)	22 April 2022
Mr Mohd Shahril Abd Manan	R2	Manager, Urban Mechanics of Think City	6 November 2022
Mr. Dhivakaran	R3	Real Estate Negotiator of Propnex Realty Sdn. Bhd.	2 December 2022
Mr. Lennie	R4	Manager, Sales Executive Property Developer of Astaka Holdings	4 December 2022
Mr. Chandran	R5	Secretary of the Arulmigu Rajamariamman Devasthanam Temple	8 December 2022
Miss Evelyn	R6	Owner of Hua Mui Restaurant	15 December 2022

4.3 Think City

In this section, the researcher will explain the information about Think City organisation and on how the potential of heritage trail adding up value towards real estate sector. The information is based on the interview session that conducted with the Think City officer.

(a) Background of the Think City

Think City was first established in 2009 by Khazanah Nasional Berhad which known as the investment arm of the Malaysian government. When George Town, Penang was listed as a UNESCO World Heritage Site in 2008, there was an urgent need to conserve and protect the city's unique heritage.

Think City was created to launch the George Town Grants Programme, designed to spearhead urban regeneration, with the goal of promoting community engagement, and to preserve and celebrate heritage through financial and technical support.

(b) Vision and Mission of Think City

Think City aims to do conservation and culture-based interventions that drives sustainable development. To make cities people-friendly, resilient and liveable by being a catalyst for change in the way cities are planned, developed, and celebrated.

(c) Objective of the Think City Organization

Think City prioritise in delivering on urban policy advisory, urban projects and venture building with the property development goals as their guide by sustaining the heritage trail. The objective of the Think City is to ensure adding benefit to people who enjoy visiting Johor Bahru city area along the heritage trail. This realisation that heritage properties are necessary reminders of a community's shared history is that the cornerstone of the heritage conservation movement.

(d) Potential of Heritage Trail Adding Up Value Towards Real Estate Sector

A pilot streetscape improvement programme in collaboration with MBBJ department under the Johor Bahru Transformation Programme executed to celebrate the diversity of heritage trail in Johor Bahru. In order to document and communicate intangible cultural heritage, Think City published booklet that documents the uniqueness of Coronation Avenue. Think City taking efforts in making sure heritage trail adding up value towards real estate sector as an important economic contributor. Think City is collaborating with MBBJ in developing Urban Design Guidelines (UDG) for street design in downtown JB, incorporating learnings from the Coronation Avenue experience.

(e) Programmes Conducted to Maintain Heritage Trail in Johor Bahru

This section describes the programmes that carried out by Think City collaborating with MBBJ and IRDA to maintain Heritage Trail in Johor Bahru. Apart from that, there are also details about the criteria that make the research area as a vibrant area and also the funding resources that used to enrol those programmes.

(f) Laneways Improvement Programme (LIP)

Think City partnered up with MBBJ to upgrade and clean up laneways in the city as part of the 'Inisiatif Kebersihan Bandar' (city cleanliness initiative within the JB Transformation Programme). According to R2 he stated that, the intention of the Laneway is that to build community ownership for shared spaces in the city, and increase walkability along the heritage trail pathway by providing clean and safe passage for pedestrians nor tourists within the downtown Johor Bahru area.

(g) Facade Upgrading Programme

Jalan Segget which is also known as pilot facade upgrading programme in collaboration with MBBJ. This programme aims to showcase the benefits of conserving heritage buildings with the right processes and materials, supported by research and technical support from a conservator. The facades of 8 shophouses, including the Broadway cinema on Jalan Segget were restored to their original style and colour.

(h) Galeri Tenun

Galeri Tenun, Johor Bahru was established to revive the history of Tenun Johor and promote innovation in royal weaving motifs and techniques by being one of the heritage trail properties in Johor

Bahru. The gallery is located in an elegant historic building formerly known as Istana Tunku Fatimah which is almost 100 years old. According to R2 statement during the interview session, Think City was invited to collaborate with Yayasan Warisan Johor on the content, programming as well as preservation of artefacts at Galeri Tenun.

(h) Sungai Segget Revitalisation Project

This grant programme supports IRDA's efforts to build a strong community that contributes to reactivating the heritage core of Downtown Johor Bahru, complementing the Sungai Segget revitalisation project and to make Johor Bahru an amazing place to live. This grant programme is open to individuals, collectives and organisations nationwide who are interested or are actively contributing to the rejuvenation efforts of Downtown Johor Bahru.

(i) Public Engagement Programme

Mr. Jimmy Leong Wie Kong, the president of Malaysian Tourist Guides Council (MTGC) and Think City officer Mohd Shahril Abd Manan, the manager of Urban Mechanics of Think City stated that Public Engagement is the essential step to obtain ideas and views of the communities to upgrade and maintain the heritage trail area.

(j) Rejuvenation Projects

Jalan Dhoby upgraded and was turned into a no-parking zone, cleaner environment and become a zone with more sidewalks for the pedestrians, locals and tourists. Harga yang dikenakan kepada pengguna haruslah berpatutan dan sesuai dengan situasi semasa. Pengusaha tidak seharusnya mementingkan keuntungan semata-mata kerana sesetengah pengguna akan membandingkan harga serta perkhidmatan yang diterima. Responden-responden yang berdaftar dengan Suruhanjaya Syarikat Malaysia mengenakan harga yang agak tinggi berbanding pengusaha yang berdaftar dengan Kementerian Pelancongan Seni dan Budaya Malaysia (MOTAC). Responden di Kampung Sagil mengenakan harga RM100 satu malam, manakala responden yang berada di sekitar daerah Tangkak mengenakan harga RM150 – RM175 satu malam. Harga akan lebih mahal dan sedikit tinggi apabila pengguna menggunakan tempahan melalui aplikasi atau platform media.

4.4 Financial Allocation Details

Financial is a vital aspect for every organization to operate their company in the best state and also carry out some programmes smoothly and successfully. For the case Think City which is a public sector, the financial is essential to conduct programmes. The financial detail for Think City focuses on:

(a) Cost of Programme

The cost of a program is about how much money spent by Think City to conduct a programme successfully. Based on the interview session, the R2 Think City officer stated that the cost to conduct a "Grant Programme" were estimated RM50, 000 (Think City, 2022). MBBJ was a very active and willing partner who co-invested to implement many projects. The total co-investment attracted by the Johor Bahru team surpassed expectations reaching RM 15.67 million. Hence Think City's own funding utilisation was lower than expected. This means that the Think City team was able to do more than what was planned for.

(b) Funding Sources

Funding was spread across the five primary themes as shown below:



The bulk of funding (57%) was allocated for Public Realm Improvements projects. A necessity given the heavy construction components of such projects. Of the RM4.13 million spent 18% was disbursed through grants to improve heritage trail and 48% through Partnership Initiatives, reflecting the strong collaboration with MBBJ and other implementation partners such as IRDA and Iskandar Malaysia. The remaining 34% was disbursed through Management Initiatives.

(c) Alternative Sources

It has been mentioned above that the funding sources of a program mainly derived from Think City's own sources and also involvement of outside sources. According to R2, the alternative sources apart from government resources the Non- Governmental Organization (NGO) and the local community organisations will willingly help to enhance heritage trails. For example, local community-based organisations such as Johor Rehabilitation Organisation (JARO), Kwong Siew Association and Arulmigu Raja Mariamman Temple Committee will support Think City by supporting them through funding process to add up more value to the nearby properties via heritage trail enhancement.

4.5 Services that City Rejuvenation & Revitalisation Lab Unit Provides

Generally, the intention of City Rejuvenation & Revitalisation Lab Unit is that provide services to determine the important factors that influence Johor Bahru's characteristics and contribute to new economic activities, particularly in the tourism sector. Besides that, to see to it that the state's historical and cultural aspects are upheld, enhanced, and promoted and also to make sure that the proposed projects' implementation is well-managed, including long-term involvement of stakeholders and stakeholder engagement so that the potential role of heritage trail to increase property value in Johor Bahru.

4.6 Resistance and Challenges Faced by Think City when conducting Programmes

The researcher will elaborate resistance and challenges faced by Think City when conducting programmes in the research area. The Think City team has worked hard to engage stakeholders and other implementation partners to deliver strong outcomes. According to R6, he explains that "The first phase of revitalization and beautification of Sungai Segget project in the Johor Baru city centre caused traffic jams and affected the business to operators, motorists and workers nearby but somehow we had a full satisfaction once the project is done."

The researcher noticed the outcome that revitalisation of Sungai Segget attracted many of the locals and tourists to walk along the heritage trail with a nice scenery. Besides that at certain point, during interview session with R1 said that IRDA encountered challenges such as project delayed due to a design change and site coordination issues, and supposedly to have been completed in the period that they initially decided to complete the project but unfortunately the project been dragged. Other than that, Think City faced challenges such as, stakeholder engagement. Significant time and effort in stakeholder engagement is needed, something which was not adequately planned for at the beginning

of the programme.

4.7 Effects of Rejuvenation/Revitalising

In the interview session with the following respondents R1, R2, R3, R4, R5 and R6 totally agreed that current programmes implemented by various agencies are fully effective in sustaining Johor Bahru City Centre as a Vibrant Heritage & Cultural City. This statement strongly supported by R2, R3 and R4. *“Rejuvenation and Revitalising Programmes conducted by various agencies such as Think City, IRDA and MBBJ adversely booms up the rental near the heritage trail properties by solving lack of connectivity problems between the cities and heritage trail,”* Explains the R3 and R4 in the interview session. The rental of the neighbouring properties along the heritage trail was roughly more than RM 8,000 per month roughly said by R2. Heritage trails bring up more value to the shoplots and the restaurants. For the owners, the rent that the property generates is a prime factor.

During the interview session R2 explains that *“It is also heartening to note that MBBJ has begun to identify more pockets of space in the city of rejuvenation.”* A number of projects are stated for implementation in 2019, with Think City supporting MBBJ and IRDA as a technical advisor. Many learnings from experiments over these years are being incorporated with MBBJ’s policy guidelines and way of working as mentioned above. Based on R2 statement, Think City’s efforts have shown that sustained, collaborative efforts with local authorities and city stakeholder’s combined with technical expertise and high standards of implementation can create tangible value of the heritage trail.

4.8 Factors Affecting the Effectiveness of Current Programmes and Method to Combat those Factors

Table 2: Factors and Issues Affecting the Effectiveness of the Current Programme

Factors	Method to Combat
1) Traffic Congestion	MBJB is taking more initiatives by strictly enforcing the laws such as higher fine will be executed to those who breach the law by parking their cars near the no parking area. As proposed in the renovation of Jln Wong Ah Fook, MBBJ convert existing streets into limited vehicular access areas with priority for pedestrians.
2) Flash Flood	To overcome insufficient drainage capacity during peak flows The Jabatan Pengairan Saliran (JPS) has mandated that all major urban areas have a minimum 100-year ARI flood protection level.
3) Missing Linkage	Think City collaborated with MBBJ and IRDA to come up with accurate signboards to be placed near the heritage trail.

Based on the interview session conducted by researcher with the targeted respondents, it has been known that initially, programmes/ activities planned were mostly to improve heritage trail in Johor Bahru and their own experience of what has worked well elsewhere, without fully taking into consideration the demographics of the area. They learnt more about the community in Johor Bahru, their interests, awareness on the heritage trail, spending power and preferred timing for activities became clearer when conducting rejuvenation/ revitalising programmes. At first, local community find it hard to accept those programmes since they encountered issues such as traffic congestion during the revitalisation project of Sungai Segget but once they noticed the transformation, they started to feel grateful on how the programme added up value on heritage trail and the nearby business by attracting a lot of tourists to visit the places and investors to invest in Johor Bahru’s properties. For example, the Grants programme has been very difficult to deliver, with limited interest from the local community to even apply for funding. The nature of implementation in Johor Bahru was experimental to start with testing out small ideas to see what worked and what did not. This enables more efficient use of resources such as people, time, money, while ensuring improvements that were relevant to the area.

The Laneway Improvement Programme (LIP) is an example of an experiment to understand the challenges and possibilities of revitalising laneways in Johor Bahru. This adversely affects the property

value because it added more value to the heritage trail near the Johor Bahru area. Tourism Industry started to expand as tourists are very keen to enjoy walking around the heritage trail area in Johor Bahru which turned into a city as a Vibrant & Cultural City. It is important to set the right indicators to measure desired outcomes for any new programme upfront, so that all decision-making and activities can be guided within these parameters. It is noted that Think City's Urban solutions team is defining a set of indicators to reflect Think City's scitymaking vision.

4.9 Heritage Trail Vs Property Value

(a) Benefits of Conserving Heritage Trail towards Property Value

In order to obtain accurate data, the researcher collected the property value data of The ASTAKA (Tallest Residential Tower in Southeast Asia) property from the property developer of Astaka Holdings Limited of One Bukit Senyum development. The purpose of adding this secondary data is to support the qualitative approach conducted by the researcher. This data made easy for the researcher to show the influence of the heritage trail and programmes conducted near the research area on residential high rise property value at Johor Bahru city centre, Johor. Based on the data provided by property developer R4 during interview session, out of so many places, the researcher choose this area within the Johor Bahru city centre because this area is nearer to the research area, and it has the complete data for the range of year that needed for this study.

During interview session, R4 explains that “*Mostly our clients who wanted to purchase house at Astaka high rise building are keen to stay at Astaka because of the heritage trail near the surrounding area of Johor Bahru. Along the heritage walk, some of the old heritage coffee shops are a must-try to experience by the buyers just like how the locals enjoy their daily coffee and tea*”. The Astaka brand prides itself on real estate developments that offer unique lifestyle experiences, catering to the different requirements and specifications of a diverse and sophisticated international market since it is surrounded by heritage trail area in Johor Bahru.

Their intimate knowledge of their customers' needs, is their absolute commitment to superior quality and excellence, prime and strategic locations and their proven track record have been essential in exceeding expectations. These principles set them apart from conventional developers in Iskandar Malaysia, appealing to a wide range of customers from around the globe. Quality is their core foundation. All the residential, commercial, retail and hospitality developments are designed to provide the customers with an exclusive experience where luxury living is borne out of inspired and contemporary designs, attention to detail and optimal locations, together generating great returns on investments for their buyers and shareholders. By investing in to the Astaka brand, investors will feel like investing in an established and trusted team that represents uncompromising quality and attention to detail within vibrant population hubs, offering security and an enhanced lifestyle experience that is exclusive near the heritage trail area in Johor Bahru.

(b) Contributions of the Heritage Trail in Johor Bahru

This section will explain on how efficient the potential of heritage trail in Johor Bahru contributing towards the development of state and country. Table 4.14 shows the secondary data of Astaka high rise residential unit value obtained from the R4. According to Table 4.14, Astaka High Rise Residential Building shows an increase trend in the price of each available unit. The average price of per unit is RM 2 million and above. Researcher also comes to know that residential property in Type A1 in Tower A (number 1) has been fully sold out. So, it shows that people feeling worthy and willing to buy properties and stay at Astaka due to the heritage trail nearby which makes the Johor Bahru City more vibrant.

Table 3: Available Unit Price of Astaka High Rise Residential Building of Tower A and Tower B

No	Unit No	Type	Layout	Size	Price
					NET
1	A2305	A2	3+1	2217	2,091,174
2	A2405	A2	3+1	2217	2,097,522
3	A2505	A2	3+1	2217	2,103,870
4	A2605	A2	3+1	2217	2,110,218
5	A3005	A2	3+1	2217	2,135,610
6	A3105	A2	3+1	2217	2,141,958
7	A3205	A2	3+1	2217	2,148,306
8	A3305	A2	3+1	2217	2,154,654
9	A3605	A2	3+1	2217	2,167,350
10	A4005	A2	3+1	2217	2,192,742
11	A1703	B	4+1	2659	2,300,000
12	A1803	B	4+1	2659	2,300,000
13	A3603	B	4+1	2659	2,735,972
14	B2005	A2	3+1	2217	2,001,762
15	B2105	A2	3+1	2217	2,008,110
16	B2205	A2	3+1	2217	2,014,458
17	B2405	A2	3+1	2217	2,027,154
18	B2805	A2	3+1	2217	2,052,546
19	B3005	A2	3+1	2217	2,065,242
20	B3305	A2	3+1	2217	2,084,286
21	B3505	A2	3+1	2217	2,090,634
22	B3705	A2	3+1	2217	2,103,330
23	B2503	B	4+1	2659	2,503,699
24	B2703	B	4+1	2659	2,516,395
25	B4202	B	4+1	2659	2,605,267
26	B4302	B	4+1	2659	2,611,615
27	B4402	B	4+1	2659	2,617,963

According to R1 stated that “the increase in the number of unit price of high-rise residential property value in Astaka because it is nearer to the Johor Bahru heritage trail so it attracts a lot of investors and buyers to buy properties at Astaka”. Thus, the comment of R4 is supported by the result in the Table 4.14. Adversely heritage trail in Johor Bahru increasing the development of state and country. For an example as shown below in Figure 4.15, Astaka won multiple of awards because of strategically located near the heritage trail of Johor Bahru and bespoke quality testified by internationally- recognised award authorities. According to R3 during the interview session he noted out that property value also affects when the lanes near Masjid India upgraded turned into better-lit and cleaner places. This makes the local and the tourists to feel secure and safe to walk along the heritage trail and this added up value to the nearby properties economically.

In addition, revitalising project effects the urban space in Johor Bahru. Johor Bahru’s revitalising/rejuvenation involves urban regeneration process of remaking the place. In this process, regeneration initiatives are planned to enhance the physical conditions of places, increase economic growth and environmental sustainability in order to facilitate higher quality of people life. Rebranding the city can attract local and foreign tourist to walk along the heritage trail as well as increase tourism activity in Johor Bahru.

Based on the interview analysis, the researcher obtains many benefits of heritage trail in Johor Bahru towards the development of state and country from the perspective of Think City officer, president of tour guide, property developer, real estate negotiator as well as communities in Johor Bahru, Johor. From the perspective of Think City officer and property developer, the heritage trail helps to achieve the Think City objectives to make Johor Bahru city centre as a Vibrant Heritage & Cultural City. This is because the heritage trail helps to tell Johor Bahru heritage stories and rejuvenation of Sungai Segget near heritage trail helps to maintain the beautiful landscape of the research area.

Next, heritage trail in Johor Bahru helps to rose the number of properties nearby. The research area arguably one of the famous places in the Johor Bahru as well as Malaysia. It is a potential area with a heritage trail that help to enhance the development of them. According to R2, the strong sense community help to attract more people to open their business in the research area which directly contribute to the increasing number of commercial properties such as hotels, textiles, jewellery shops,

restaurants, shophouses and many others. This fact also supported by R5 who is working as a real estate negotiator said that heritage trail in Johor Bahru city centre helps the communities to develop their business and its strong culture sense has part of the contribution to the development of business here.

Besides that, heritage trail increases the property value. For an example, The Astaka High Rise Residential It is clearly known that the design and the history of a building has greatly influence on the value of the property. In the study shows that designated historical areas, property values will increase due to the cultural pride and historical significance (Nor Aini, Lim, Lee, & Tan, 2007). In conjunction, the value of the commercial property in the research area increases in recent years due the fact that the investors attracted with the cultural pride and historical significance.

5. Conclusion

The analysis and overall research have provided some insights regarding heritage trail's potential role in increasing property value in Johor Bahru. The research discusses about the correlation between the existence of heritage trail to increase property value in Johor Bahru. In addition, it also discusses about the benefits of heritage trail on the high rise residential property value by providing table of property prices of The Astake which known as high rise residential property value in South East Asia around research area. The effects of heriatge trail in terms of high-rise residential property value is proven by the unit prices of Astaka property in Johor Bahru, Johor. Clearly the award winning high rise residential property experienced increment in its property value Thus, the researcher suggests that further study could be undertaken on other type of properties.

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