UNESCO World Heritage Site Recognition in Malaysia via an Emerging Technology Platforms

Ng Hui Ling[1], Fasehah Abdullah[2], Tan Su Huey[3]

[1,2,3] Faculty of Arts and Design, Southern University College, Malaysia

Abstract
This study investigates the intersection of design and the impact of digital illustration elements at Malaysian UNESCO World Heritage Sites through the use of the Mental Canvas tool. The goal of the study is to determine how these factors might contribute to cultural tourism. On the other hand, the display of these websites frequently lacks creative ways to engage users on a deeper level. The purpose of this project is to examine the role that design plays in enriching visitor experiences, protecting cultural heritage, and promoting Malaysia's UNESCO prestige inside these sites by utilising emerging digital platforms and illustrative styles. This research aims to provide insights into the potential of design to create experiences that are memorable and engaging while preserving and promoting Malaysia's rich cultural heritage by examining the integration of digital illustration elements with the Mental Canvas tool, including mediums of multimedia such as the UNESCO Application, Websites, E-comic (characters with local costumes), and innovative architectural design.
Keywords: Digital Illustration Elements, Mental Canvas, UNESCO, and Emerging Technology.

1. Introduction
This study focused on the exploration of using digital illustration through multimedia platforms to promote UNESCO World Heritage Sites in Malaysia. One of the most crucial parts of any project in any sector is the need for an adequate and appealing design before any implementation.

In the modern era, the necessity of having an appealing and documented design, particularly storytelling illustration, has been recognised and shown to improve financial income and goal sales. Design approaches were established in accordance with the industry scenario in which they will be applied.

Museums, History, and Culture in Malaysia produce a complex historical record and provide an intriguing look into the way Malaysia strives to bring together numerous national legends and ideologies (Ahmad, 2014).

Overall, the integration of digital illustration and artistic elements in Malaysia's UNESCO sites allows visitors to explore secret locations, aid preservation, and gain specific knowledge about the history of the earth and humanity, demonstrating that there are far more unexplored UNESCO sites worthy of being visited and added to the bucket list.

According to Bak et al. (2019), these findings suggest that the registration of heritages on the UNESCO Lists narrows the knowledge gap between heritage providers and tourism consumers, leading to an increase in the number of international visitors.

2. Literature Review

The promotion and marketing strategies for UNESCO World Heritage sites in Malaysia may be insufficient, resulting in a lack of awareness and visibility among potential visitors. There is a need for more targeted and effective promotional campaigns to highlight the unique cultural and historical significance of these sites and attract both domestic and international tourists.

According to the findings, the number of UNESCO Heritage Sites does not have a major impact on the number of overnight stays that are contributed by tourists. On the other hand, the number of UNESCO Heritage Sites does have a substantial influence on the amount of money that is contributed by international tourism and the number of jobs that are created by tourism (Škrabić Perić et al., 2021).

The active involvement of local communities is crucial for the sustainable conservation and management of UNESCO World Heritage sites. However, there may be a lack of effective mechanisms for engaging and empowering local communities in decision-making processes and awareness-raising. Strengthening community involvement and fostering a sense of ownership and pride in these heritage sites can contribute to their long-term preservation and sustainable development.

According to Khalaf (2021), it demonstrates how this concept can be implemented and how it can be related to Outstanding Universal Value, reliability, preservation, and management, all of which are already specified by UNESCO's Operational Guidelines for the fulfilment of the World Heritage Convention. Moreover, it demonstrates how this concept may be linked to a World Heritage Site.

While UNESCO World Heritage Sites often encompass tangible cultural heritage, there may be a need to focus more on the preservation and promotion of intangible cultural heritage associated with these sites. This can include traditional arts, rituals, and craftsmanship. Enhancing efforts to safeguard and transmit intangible cultural heritage can enrich visitors' experiences and ensure the continuity of these living traditions.

It has been established that digital technology platforms have an enormous impact on the establishment and advancement of modern business models and enhance the intensity and quality of relations between various company stakeholders. This is the basis for promoting new consumption and production patterns, such as those based on the sharing economy, subscriptions to different services and goods, or the efficient operation of digital markets, which enable buying and selling transactions (Łobejko et al., 2021).

The use of Digital illustrations on each UNESCO platform can enhance engagement, create memorable experiences, showcase cultural significance, and promote sustainable tourism. According to Chen and Guo (2022), the emergence of open retail platforms as a trend in the age of digital media advertising may be partially explained by the findings of our investigation, which provide vital fresh perspectives into the economic factors hidden under the surface.

Traditional media organisations have been rendered irrelevant because of digital media platforms, and new business models based on platforms are gaining popularity (Jääskeläinen et al, 2021). According to Abdullah et al. (2022) stated like its more imaginative contemporaries, augmented and virtual reality, this new technology is currently dominating headlines throughout the world. Smartphones have been the main form of communication, especially during the current COVID-19 outbreak.

3. Design Developments

Inadequate promotion and marketing strategies for UNESCO World Heritage sites in Malaysia are due to a lack of enough information and attraction for online platforms about UNESCO, high competition with other countries, and various websites and platforms lacking the aesthetic that shows the speciality of UNESCO.

Promoting sustainable tourism: By integrating digital illustrations and technology, eco-friendly alternatives to physical promotional materials may be provided, minimising the need for printed brochures or large-scale installations while successfully expressing the essence of the sites.

Expanding reach using digital platforms: Promotional materials may be quickly shared and distributed via digital platforms, enhancing their reach and accessibility. This allows potential visitors from all around the world to interact with the illustrations, stimulating their interest and encouraging them to visit the UNESCO sites.
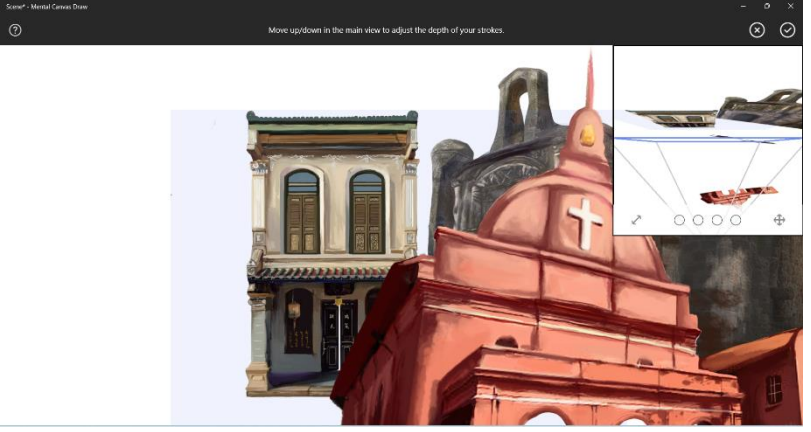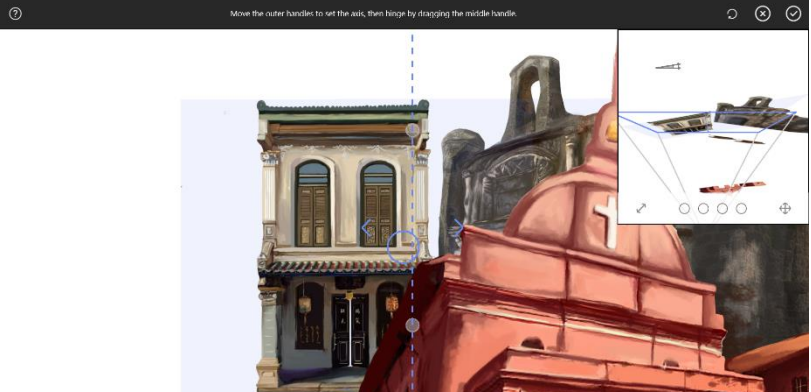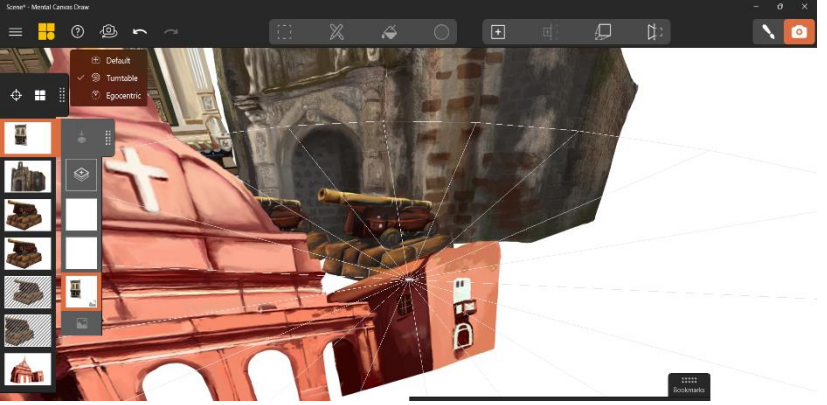
According to Suhartini et al. (2021), one of the conclusions that can be drawn from this advertising initiative is that it was successful in simplifying platform navigation through the application of smartphone technology.
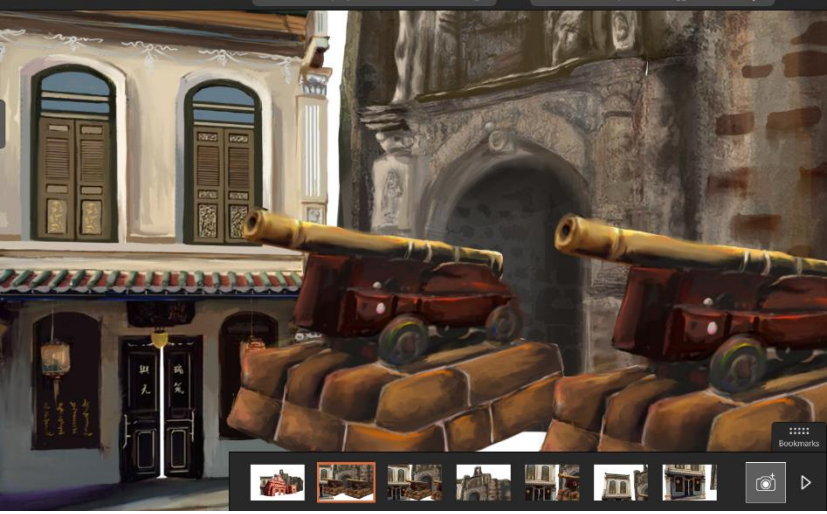
In order to encourage cultural exchange, multimedia content generated with Mental Canvas or Artivive can provide a platform for visitors to learn about and engage with Malaysia's rich cultural history. These technologies have the potential to break down language barriers and promote cross-cultural understanding, promoting an awareness and respect for diverse cultures and histories.

In addition, it was shown that a person's mentality towards the incorporation of new technologies serves as a mediator between demand for the application and actual downloads (Song et al., 2021).

Table 1. Digital Illustration Elements (Mental Canvas Tool)

No.	Elements and Descriptions	Mental Canvas Tool
1	**Layer** capable of importing all artwork into the canvas in sequence, creating a hierarchical look.	

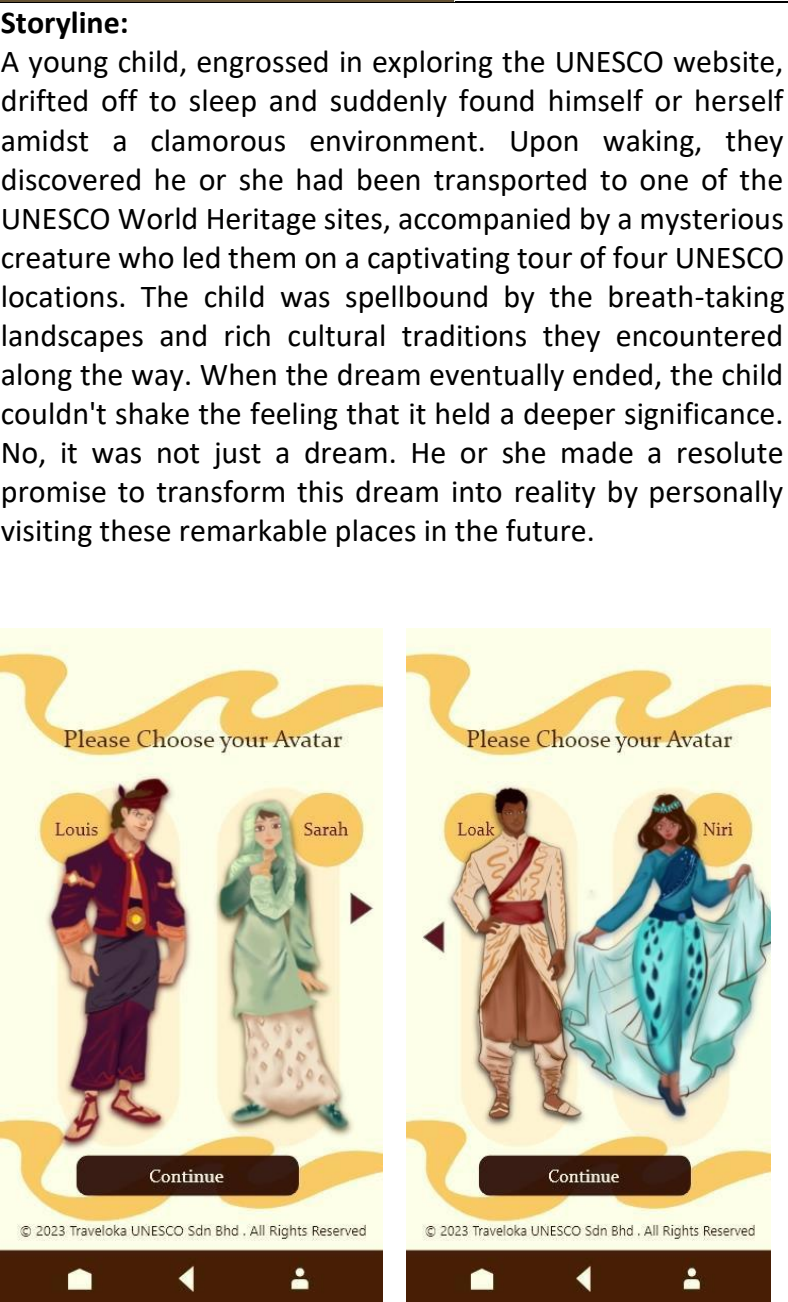|		
2	**Depth** Before adding an actual layer, you can adjust the depth by investigating the view from an upper angle and creating different depths on parallel canvas.	
3	**Dimension and Movement** Adjusting the dimension and movement by dragging the handle left or right gives a lifelike quality to the art.	
4	**Turnable Camera** Switching the viewpoints of the cameras and observing the coordination of the images. By moving the images from sequence to sequence, you can capture different scenarios.	

5	**3D Navigation Photo** By adjusting the angle and shooting a variety of images from close up to far away, you create a movie-like experience through the manipulation of angles and images.	

The table above shows 5 important elements in the Mental Canvas platform, such as layers, depth, dimension and movement, a turn-able camera, and a 3D navigation photo. Immersive 3D experience that allows viewers to move around and interact with the UNESCO site in Malaysia like never before.

Table 2. Emerging Technology Platforms

No.	Platforms and Descriptions	Graphic User Interfaces Design
1	**Mobile Application** The focus of this mobile application section is to present UNESCO in Malaysia, the booking system, and the available trips.	

2	**Website** The websites primarily introduce the numerous UNESCO World Heritage Sites in Malaysia and provide access to information and virtual tours of these sites.	
3	**E-Comic** The artwork is imported from Photoshop, and the briefing describes how one child travels to all the UNESCO sites through his or her dream.	**Storyline:** A young child, engrossed in exploring the UNESCO website, drifted off to sleep and suddenly found himself or herself amidst a clamorous environment. Upon waking, they discovered he or she had been transported to one of the UNESCO World Heritage sites, accompanied by a mysterious creature who led them on a captivating tour of four UNESCO locations. The child was spellbound by the breath-taking landscapes and rich cultural traditions they encountered along the way. When the dream eventually ended, the child couldn't shake the feeling that it held a deeper significance. No, it was not just a dream. He or she made a resolute promise to transform this dream into reality by personally visiting these remarkable places in the future.

4	**Video** Using Mental Canva to produce a 3D video showing Malaysia's UNESCO sites and identity.	

The table above shows 4 emerging technology platforms, such as mobile application, website, e-comic, and video. By using multimedia platforms and creating a visually appealing and culturally immersive app experience, tourists will be enticed to explore and engage with the local culture and heritage. This can include providing interactive maps, virtual tours, informative content, and recommendations for authentic local experiences, all aimed at increasing visitor engagement and expenditure.

4. Conclusion

The significance of this research is the integration of digital illustration with the Mental Canvas tool, underscoring the ability to create significant, merging digital illustrations, and improving Malaysia's UNESCO cultural tourist experiences.

Utilise a campaign to promote Malaysia's UNESCO heritage perspective, including cultural and promotional materials, while also promoting sustainable cultural tourism and growing a greater respect for Malaysia's unique cultural identity.

According to Alzahrani et al. (2018), the educational designers of mobile applications might utilise our findings to develop better design possibilities that are directly tied to a particular activity and context.

In summary, using emerging multimedia platforms to create illustrations of Malaysia's UNESCO Heritage Sites for promotion can increase engagement, create memorable experiences, highlight cultural significance, increase emotional connections, promote sustainability, broaden reach, encourage cultural exchange, differentiate from traditional promotion, and highlight technological advancements.

Corresponding Author
Ng Hui Ling
Faculty of Arts and Design, Southern University College.
Email: huilingng128@gmail.com
Fasehah Binti Abdullah
Faculty of Arts and Design, Southern University College, and UiTM Shah Alam.
Email: fasehah@sc.edu.my
Tan Su Huey
Faculty of Arts and Design, Southern University College.
Email: shtan@sc.edu.my

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