

Developing A Heritage Buildings' Revitalization Management Framework for The Purpose Of Commercialization

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ABSTRACT

Heritage buildings deteriorate due to time, lack of care, high maintenance cost, lack of comprehensive guidelines and lack of understanding the management practices. It contain more technical and economic uncertainty. Apart from conserving buildings, considerations should be given on how to find a balance between new development and preserving the national heritages. Through close cooperation among related agencies, heritage buildings could be protected and conserved in Malaysia. The effort, in turn, would bring economic returns through the increase in the value of heritage assets or by the economic returns they generate through heritage tourism. These heritage tourism products are not limited to buildings alone, they include nature's heritage, archaeological heritage and intangible heritage. All these heritages could generate income for the nation. Therefore, the research aims is to to identify the value-added income of heritage buildings by establishing a heritage buildings' management framework for the purpose of commercialization. The research adopted a qualitative method where it involves in-depth literature review and documentation review on contract document for conservation of heritage shophouses. Two (2) rounds of expert discussion using Delphi techniques is carried out with 10 to 15 selected respondents (experts in heritage buildings conservation) to validate the data from documentation analysis. Findings for research objective 1 show that there are six characteristics of heritage buildings that have potential for commercialisation. The most influence characteristics is location, and this is followed by historical significance, aesthetic value, architectural value, and tourist attraction. Findings for research objective 2 show there are five main variables exist in this objective. The variables are scope of works for revitalization, construction cost for revitalization works, maintenance works, operation cost and value appreciation. The scope of works for revitalization can be categorised into four categories which are the structural rectification works, non-structural rectification works, mechanical and electrical works and maintenance works. Analysis on construction cost for revitalization works show that majority of costs comes from the building works which amounts to 68%. The analysis further shown that among other building elements, roof contributes the highest cost, and this is followed by internal wall and internal wall finishes. Since there is no proper maintenance data kept by the building owner, therefore this research adopting the guideline proposed in the 'Garis Panduan Operasi dan Penyelenggaraan Bangunan' and 'Garis Panduan Penyelenggaraan Berjadual Bangunan Kerajaan' in order to identify the type and the frequency for both active and passive

maintenance that can be used for Heritage Shophouses. Analysis on the operation cost show that the cost is influence very much on category of bussiness activities. There are six (6) variables that have been identified as value appreciation after the shophouses has been revitalised namely: social, political, aesthetic, historical, cultural and economic value. The development of framework is based on research objective 1, 2 and 3. The formulation of the framework via this research will be ensured to be in line with the overall aim and planning of building owners in regard to the high-quality delivery of management and income generation of heritage buildings. This research anticipates cooperation from the building owners in implementing a new framework to manage and administer the revitalization process through adaptation and retrofitting in increasing the value of heritage buildings. The return-oninvestment study shall become a basis for the building owner/ client/ investor to make a decision related to the conservation project that has potential for commercialization.