

PROTOTYPE FORMATION FOR DEVELOPING HERITAGE TRAIL VIA QR CODE APPLICATION AT SUNGAI BUDOR VILLAGE, KELANTAN

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Highlights: A set of prototype heritage trail in Kampung Budor will be frame (a information board) and will be made as guided to the local community and the tourists while in Kampung Budor. This project produce new knowledge (I) development a set of prototype for heritage trail at Kampung Sungai Budor, Kelantan and (ii) educate and knowledge transfer between experts (academician and practices) and local people related to propose heritage trail. These projects improve quality of life of local people in term of job opportunities and socio culture. The product of prototype for heritage trail attracts the tourist and make easy to explore the cultural values that have in this site. Community can promote their product to tourist and develop their products internationally.

Key words: tree selection model, tree characteristics, landscape architects, tree growth

Introduction

Successful heritage trails provide information about, and commemorate, past historical events, places and peoples. The trails provide considerable public enjoyment and recreation, both for residents and tourists. In addition, serve a variety of important social, economic and political purposes. Furthermore, heritage trail is one of image improvement and boosting a sense of place. There are many examples of village that have used heritage trails as a way of improving their public images and promote the local product. Another purpose of heritage trails is the economic development at kampung Sungai Budor, Kota Bharu Kelantan. Trails can also serve in place as promotional efforts.

However, there is some issues was found in this project such as lack of infrastructure and facilities in site, lack of proper heritage trail to promote the local products and lack of promotion about the existence cultural heritage. The main goal of this project is to help people visit a city following a trail adapted to their preferences, interests and conditions, and receive information about the possible attractions and points of interest of the place. The aim can be achieved through the following objectives (1) to examine the cultural heritage in Kampung Budor as tourist attraction ;(2) to design a proper accessibility for the community and (3) to develop a prototype for heritage trail. Mix method is use use such as interview, self-observation and survey using questionnaires.

The data was analyse using Atlas Ti. version 7 and SPSS version 21 software. The results produce a prototype for heritage trail in Kampung Sungai Budor. The local people and visitor can used their own smartphones to use the app to explore the trail. The prototypes solves the problem related to the accessibility, provide new facilities to explore the heritage trail and easy to promote the local products for the tourist. The novelty of this project is produce new knowledge for the local people and tourist.

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