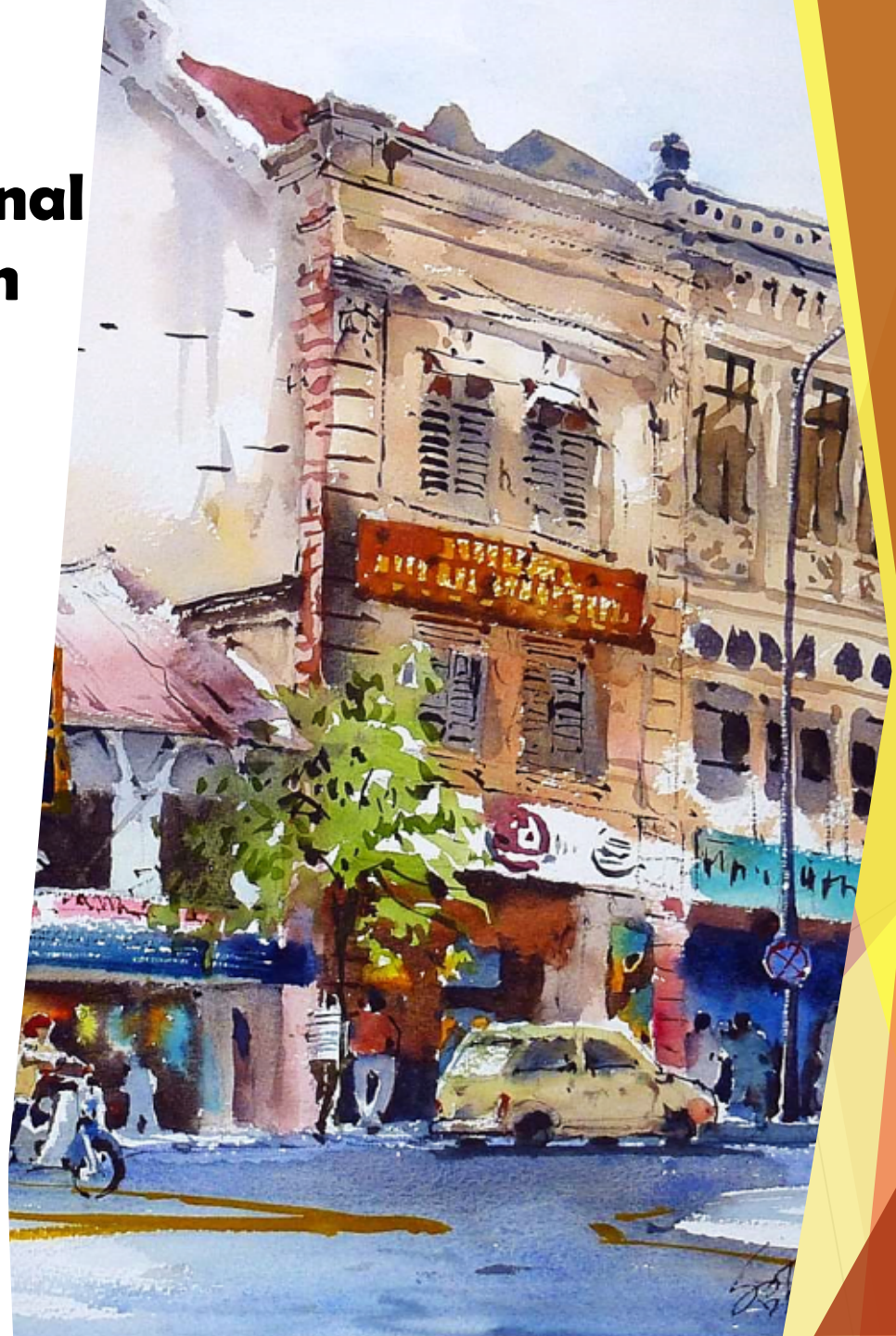


# **Evaluating Traditional Architecture in Jalan Tun H.S. Lee Through UNESCO's Heritage Tourism Perspective**

1. Liew Li Hui (0338919)
2. Lim Yong Jian (0334107)
3. Nelson Bay Xin Yi (0335181)
4. Pak Mei Kei (0334386)
5. Pang Zi Ying (0339369)
6. Tee Hui Qing (0334497)
7. Yuen Hoh Yan (0334719)



## **Issues/ Problem Statement:**

**Lack of recognition.** The street isn't classified under UNESCO heritage site.

**Lack of information online.** Little historical records on certain areas of the street.

**New businesses**(eg: trendy, modern shops) are affecting the relevance of traditional shops.

Only **buildings with economical potential** (eg: banks, motels, temples) are given priority.

## Research Questions:

1. What is the relationship between UNESCO and heritage tourism?
2. What has UNESCO done for various heritage sites in Asia?
3. How can Jalan Tun H.S. Lee be improved if funds were given?



## Summary of Research Included:

- Heritage Tourism.
- Types of Heritage Tourism.
- Benefits of Preservation of Traditional Architecture in Terms of Heritage Tourism.
- Benefits of Being Labeled as a UNESCO Heritage Site.
- Architecture in Jalan Tun H.S. Lee.
- Existing renovations in Jalan Tun H.S Lee.



# Heritage Tourism

Values of cultural heritage: **symbolic, historic, informational, aesthetic and economic**. Two forms of cultural heritage: **tangible**: buildings or artifacts, **intangible**: people's values, attitudes and way of life.

## Types of Heritage Tourism

- Natural
- Cultural
- Built

# Natural





# Cultural



# Built





## **Benefits of Preservation of Traditional Architecture in Terms of Heritage Tourism**

- Old buildings help us to **understand the history** and promote respect to those who lived in prior times and different traditions.
- Preserving old buildings can be considered **a form of recycling**, which reduces construction waste, saves energy spent on manufacturing building materials, tools and equipment and transporting them.

# What are World Heritage Sites and the role of UNESCO?

- A place or an area which has **outstanding universal value**.
- Listed by the United Nations Educational Scientific and Cultural Organization (UNESCO).
- It is internationally accepted that heritage sites with significant importance should be protected in order to **prevent the loss of cultural and natural heritage** all over the world.

UNESCO labels its heritage sites as either a cultural heritage site or a natural heritage site.

# How Does UNESCO Describe Cultural Heritage ?

Monuments: architectural works which are of outstanding universal value from the point of view of history, art or science.



Red Fort Complex, India

Groups of Buildings: groups of separate or connected buildings are of outstanding universal value from the point of view of history, art or science.



Borobudur Compounds, Indonesia



Sites: works of man or the combined works of nature and man of outstanding universal value.



Kaiping Diaolou and Villages, China

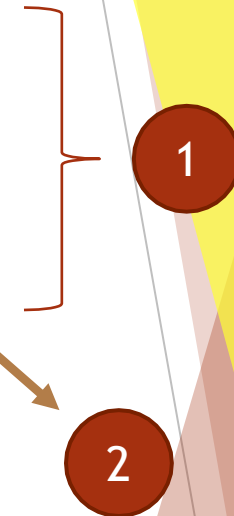
## **Benefits of Being Labeled as a UNESCO Heritage Site**

- World tourist attraction point.
- New job opportunities arise.
- Political and ethnic acceptance

# Architecture Styles in Jalan Tun H.S. Lee

**Neo- classical** (1900 – 1930)

Back Home Kuala Lumpur Hostel & Reggae Mansion Hostel



Shophouses integrated of elements of Neo-gothic, Baroque, Palladian or Renaissance designs.



## Art Deco (1930s -1940s)

### The Maybank Tun H.S. Lee Branch

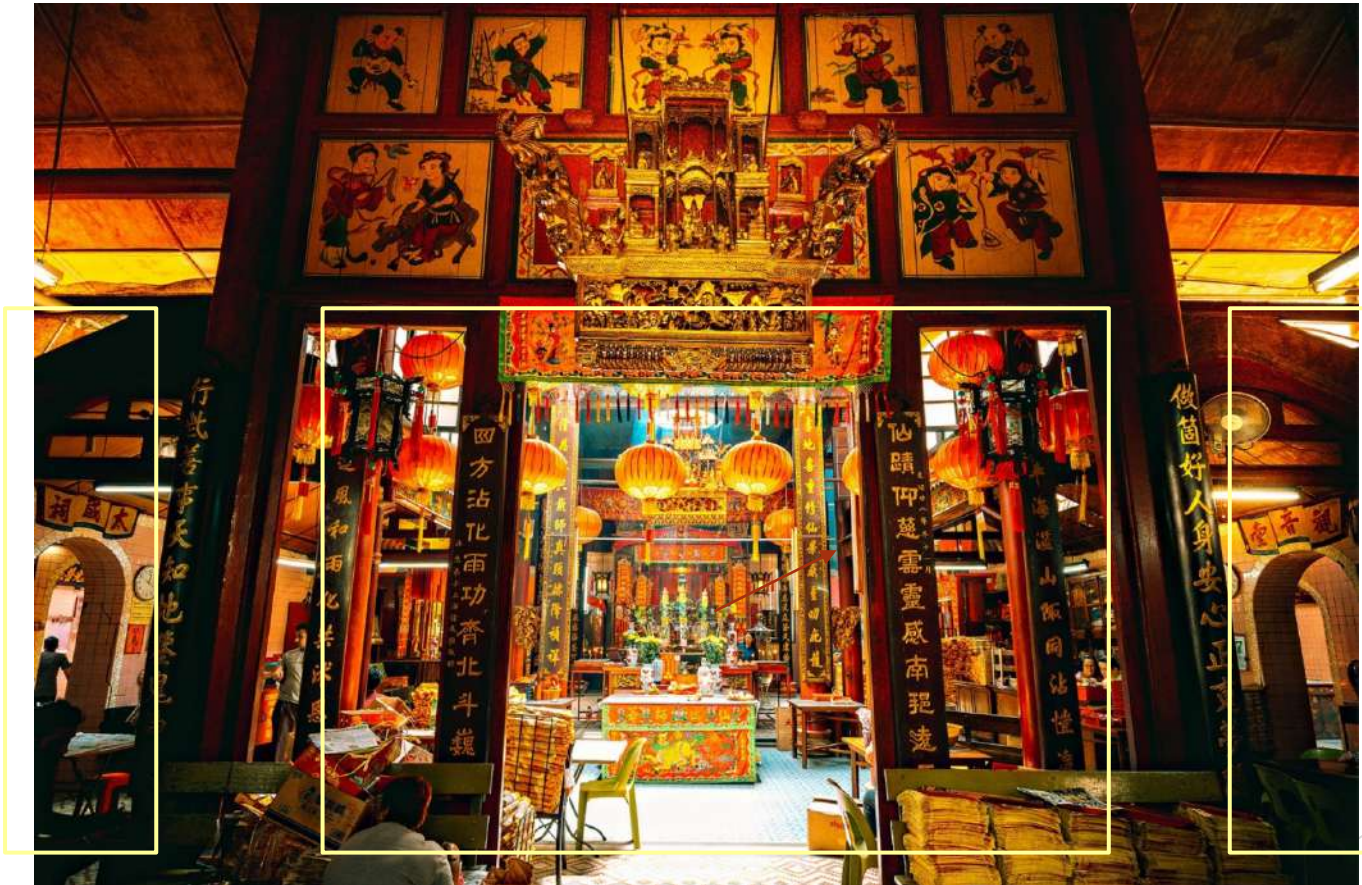


7-storey office building, the oldest Maybank branch in Malaysia.



# Other Notable Architectures in Jalan Tun H.S. Lee

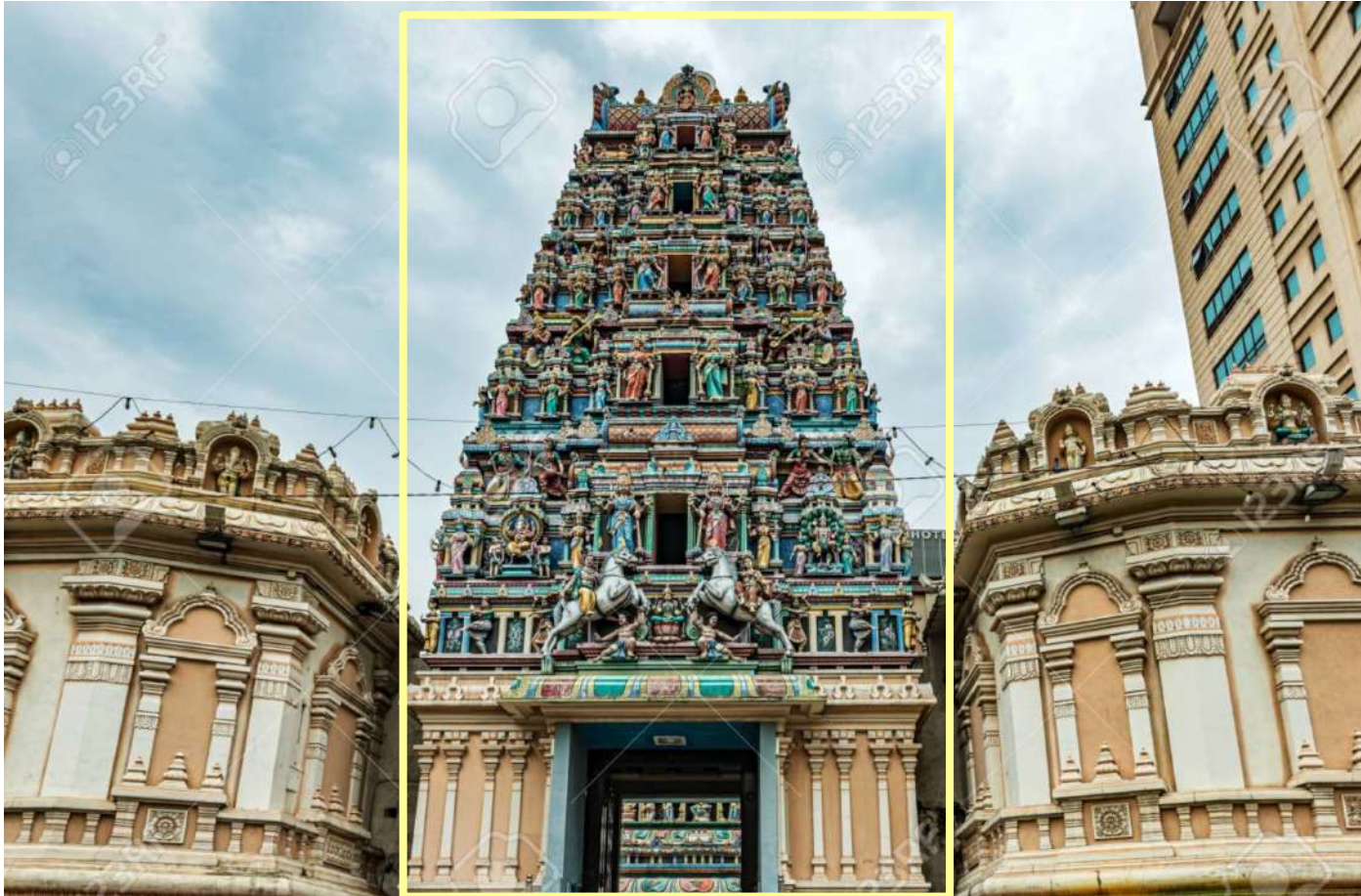
## Sin Sze Si Ya Temple



A memorial plaque in honour of Yap Ah Loy, a symbol for the Malaysian Chinese community.



# Sri Mahamariamman Temple



South Indian Dravidian architecture style.

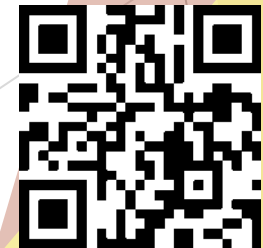




## Wisma Kwong Siew



Established to provide opportunity to study Chinese.



# The Rubber Trade Association of Selangor & Pahang

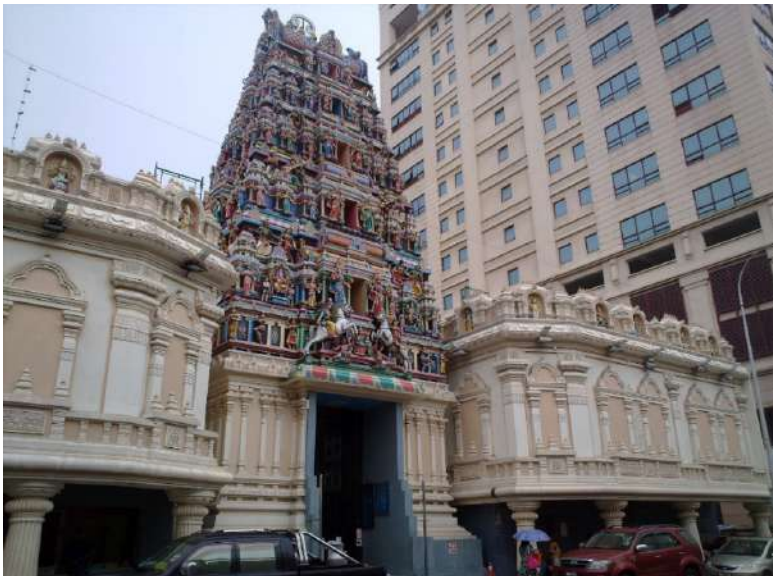


Promote development of local industry.



## Existing Renovations in Jalan Tun H.S Lee

- Sri Mahamariamman Temple is the oldest functioning Hindu temple in Malaysia. It was recently under wraps for renovations again.(Aroma Asian, 2018).



- Restoration has been done on some of the old shophouses and they look newer than their surroundings. The original roos have been refurbished by corrugated iron or tile roofs.(Sadafadam architect, 2014).



Before



After

- BackHome KL is run by former TV producer Ng Ping Ho gave five adjoining pre-war shop lots owned by his family a facelift and created a budget hostel that opened its doors in 2009.(The Edge Market, 2019)



# **Case Studies:**

**Jonker Street**



# Architecture in Jonker Street

## Straits Eclectic Style (1900-1940)

### Baba Nyonya Heritage Museum

- Chinese influence carved timber door, together with European influence's full-length shuttered windows.





# British Colonial Architecture (18th century)

## Heng Huat Coffee Shop

- Built during the mid-18th century, the British Colonial period. It still remains as a shophouse at Jonker Street and were mostly constructed before 1750.



# Other Notable Architectures in Jonker Street

## Cheng Hoon Teng Temple

- Oldest Buddhist place of worship dedicated to Guanyin.
- Dragon sculpture symbolizes auspiciousness of Chinese traditional culture.



## Masjid Kampung Keling

- Oldest mosque with multiple styles.
- Corinthian columns, triple-tiered hipped roof, Chinese pagoda- like minaret





## Stadthuys

- Oldest surviving Dutch building in East.
- Focus point of several successive Government (Dutch, Portuguese, British, etc) for over 300 years.



# Existing Renovations to Jonker Street

## Courtyard @ Heeran Boutique Hotel

- Model project of good preservation of original styles and adaptation of new functions (Williams, 2010).
- A direct response to Elizabeth Vines' [UNESCO] report.
- Aims to be a positive contribution to Melaka's bid for World Heritage Listing (Badan Warisan, 2002).





## Cheong Hoon Teng Temple

- New tile layers removed to expose the original layer.
- The timber replacements for the resemblance of the original pieces.
- Used as a heritage preservation information centre. (Wan Ismail and Shamsuddin, 2005).



## Geographer's Café

- Started to revitalize the existing traditional shophouses.
- Some shophouses have undergone function changes
- Geographer Café successfully converted to a restaurant with the process of adaptive re-use.



# Benefits of Being Recognised by UNESCO as a World Heritage Site

## 1. Provide funds for restoration, preservation, and traditional construction training

### Cheng Hoon Teng Temple

- The new tile layers of the courtyard for instance were removed to expose the original layer.
- Some of the rotten timber pieces were replaced.





## 2. It promotes local pride and brings tourism to the local's unique architecture

- Statistic: For every 100 local respondents, there are 150 international tourists respondents who visited religious places.
- The building of Malaysian Nyonya is a Straits Eclectic style (1940-1990).
- Shop houses built in the Straits Settlements began to inject new architectural elements.

Jadual 3. Interaksi dengan Pelancong Antarabangsa dari segi Perkhidmatan: Tempat Agama di Persiaran Jonker

	Butir-butir	Min purata	Aras interaksi
<b>Interaksi dengan Pelancong Antarabangsa dari segi Perkhidmatan: Tempat Agama</b>	Temple	3.74	Tinggi
	Masjid	3.72	Tinggi
	Nama Keluarga Nenek Moyang	3.62	Sederhana
	Tempat Lahir Nenek Moyang	3.69	Tinggi
	<b>Min Purata bagi Perkhidmatan: Tempat Agama</b>	3.69	Tinggi

(Sumber: Kajian Lapangan 2014)

### 3. Job opportunities for promoting traditional architecture, and culture

#### Baba Nyonya Museum

- Job opportunities for the locals to promote the local traditions and culture.
- The museum is a combination of three terrace lots that were acquired by the Chan family in 1861 that became a museum.



# Historical Comparison

## Jalan Tun H. S. Lee

- The area of Kuala Lumpur was developed by Yap Ah Loy.
- Occupied and destroyed by the Japanese army in 1941.
- No special monuments and cultures to attract tourists.
- Some buildings have lost their historical values because they have been refurbished (eg: Sin Sze Si Ya Temple)





## Jonker Street

- Used to be a popular business port for Eastern and Western traders.
- Malacca has adopted the cultures of various countries to help it become unique.
- Many shops, streets and monuments in Malacca have been preserved and continue to contribute to its economy.
- Jonker Street is a good example of a multicultural trade city.
- Malacca is a proof of a multicultural heritage.



# Comparing Jalan Tun H.S. Lee and Jonker Street based on UNESCO's criterias

## UNESCO'S CRITERIA 1:

Be an outstanding example of a type of building or architectural or technological ensemble or landscape **which illustrates significant stages in human history.**

**Art Deco** (1930s -1940s)

The Maybank in Jalan Tun H.S. Lee.



**British Colonial Architecture** (<1750)

Heng Huat Coffee Shop



## UNESCO'S CRITERIA 2:

Exhibit an **important interchange of human values**, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town - planning or landscape design.

Sin Sze Si Ya Temple (1864)



Cheng Hoon Teng Temple (1646)



## UNESCO'S CRITERIA 3:

To be an outstanding example of a **traditional human settlement**, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change

Wisma Kwong Siew



Baba Nyonya Heritage Museum





# CONCLUSION

The purpose of our research is to study the traditional architecture in Jalan Tun H.S. Lee in relation to UNESCO's criterias. Based on our research comparisons, we believe that Jalan Tun H.S. Lee deserves to be **labeled as a UNESCO heritage site** due to its diverse culture and history. We believe that Jalan Tun H.S. Lee would benefit greatly from the recognition provided by UNESCO and be **renovated accordingly** while paying respects to the original architecture, at the same time **improving local tourism** by having more available information online.

**Thank You  
for Your  
Attention**



*• Jalan Tun HS. Lee. 2019.  
• Kuala Lumpur, exiaojia.*