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Music as Cultural Heritage: Its importance in Malaysia Tourism

Malaysia is well-known of its diverse ethnics due to its populations which is made up of multi-ethnic groups. Malaysia's multi-cultural and multi-racial heritage is most significantly exhibited in its diverse music form. Music has played an important role and deeply rooted in Malaysian culture and music is perhaps the most universal of the performing arts which is found in every society. Therefore, music is essential in representing the strong Malaysian cultural heritage and its importance can be seen in many aspects of the culture. As a result, this situation has become a precious asset to the Malaysia Tourism in particular in promoting the diverse Malaysia musical cultures as one of the tourism commodities. Given the fact that Malaysia comprises different of musical cultures, preserving the Malaysia's rich music cultural heritage for the enrichment and education of present and future generations is crucial. Therefore, this paper sets out to deepen the understanding of the relationship between music and cultural heritage and to delineate its importance in Malaysia Tourism. The objectives of this paper are: 1) to understand the importance of music as cultural heritage, 2) to discuss the need to preserve our music cultural heritage, and 3) to discuss the contribution of music cultural heritage in Tourism in Malaysia. In order to respect the Malaysia's music cultural heritage significance of the destination, people involve in tourism industry need to be sensitive to musical culture groups who have a special interest in them and they need to directly involve in the planning and promotion of the destination. It is essential to find a proper way in managing and promoting our Malaysia's music cultural heritage tourism, the danger of losing this great music cultural heritage and its impact on Malaysia Tourism is in sight if nothing is done.