

Place and Memory in Commemorating Remembrance of George Town UNESCO World Heritage Site

Tempat dan Memori dalam Memperingati Peringatan Situs Warisan Dunia UNESCO George Town

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Abstract. This paper seeks to delve into the dynamic interplay between place and memory at the George Town UNESCO World Heritage Site, with a focus on how its physical monuments serve as vessels for collective memory and narrators of the city's history. This study engages with theoretical perspectives of memory and place to analyze commemorative processes and evaluates their role in maintaining cultural continuity and identity. The study conducted semi-structured interviews and distribute surveys among a carefully selected cross-section of George Town's populace, thus ensuring a representative narrative mosaic. The inquiry will include an assessment of the site and exploring its significance in the community's social fabric. The study recognizes the complexity of interpreting memories within ever-changing urban landscapes and addresses potential biases. Childhood memories, especially when structures remain, shape a person's image of a place. Their tales demonstrate their love for it. The length of a person's relationship with a place most affects their opinion. Long-term residents like it more. Place and memory are vital to commemorating George Town, a UNESCO World Heritage Site. This relationship must frequently be adapted to urban life. The city acknowledges memory interpretation, resolves prejudices about memorial traditions, and embraces inclusive narratives to preserve cultural memory for future generations. The outcomes will offer new insights into conservation strategies and enrich our understanding of historical urban environments

Keywords: Place, Memory, George Town, Commemorative, UNESCO World Heritage Site

INTRODUCTION

The term "place," as defined in the Burra Charter (ICOMOS Australia, 1999), encompasses site area, land, landscape, building, or other works, including groups of buildings or other works, and may consist of components, contents, spaces, and perspectives. The term 'place' originates from the Latin word 'platea,' which refers to a 'wide route' or 'open space.' Place is a specific spot where someone or something is situated.

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This research aims to elucidate the significance of the study area for the local community and explore how they perceive and narrate the stories related to the place. An individual's emotional attachment to a physical location determines the significance of that place through the interaction and relationship between people and the environment. Three factors associated with the interaction process are emotional connection, significance of location, and its development. This paper will focus on communal value, which is based on the significance of a place to individuals who are connected to it or for whom it plays a role in their shared experiences or memories. Communal values are an integral part of historical and aesthetic values, often with unique and specific characteristics. The commemorative and symbolic values in communal settings pertain to the significance of a location that shapes its identity and establishes an emotional connection with the community. They are crucial elements of collective memory, identity, and events that take place at specific locations with deep connections to the characteristics of the area.

The concept of place identity was introduced by (Proshansky, 1978), who defined it as the dimensions of self that establish an individual's personal identity within a specific physical environment through a complex combination of conscious and subconscious ideas, emotions, values, aspirations, capabilities, and behavioral tendencies relevant to that environment. Proshansky's theory of place identification is frequently quoted and referenced in academic discussions. (Peng et al., 2020) described the scale of sense of place as follows: (i) lacking any sense of place, (ii) acknowledging being in a place, (iii) feeling belonging to a place, (iv) forming an emotional attachment to a place, (v) aligning personal goals with those of the place, (vi) actively engaging and participating in a place, and (vii) being willing to make sacrifices for the betterment of a place. Relph concisely summarises these concepts by suggesting that the "identity of the place consists of three interrelated elements, each of which is distinct and cannot be simplified into the others: physical characteristics or appearance, observable behaviors and functions, and significance or symbolic meanings" (Seamon & Sowers, 2008). These perspectives highlight the complex nature of place identification, which includes physical, social, emotional, and symbolic characteristics that influence individuals' connections and views of their surroundings.

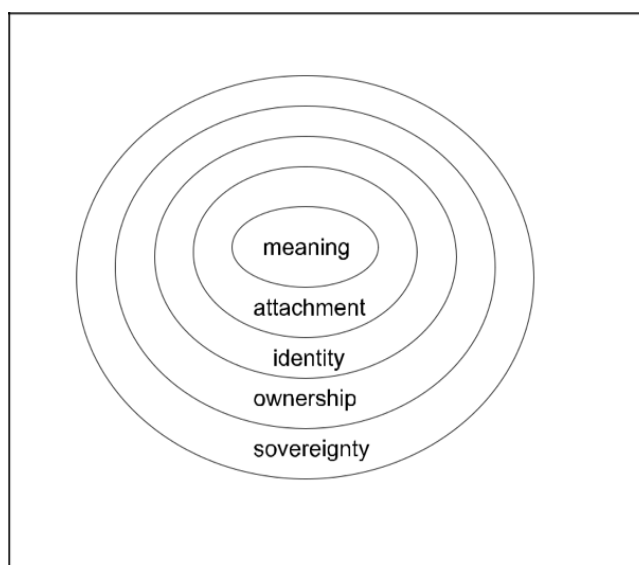


Figure 1. The Concept of Place

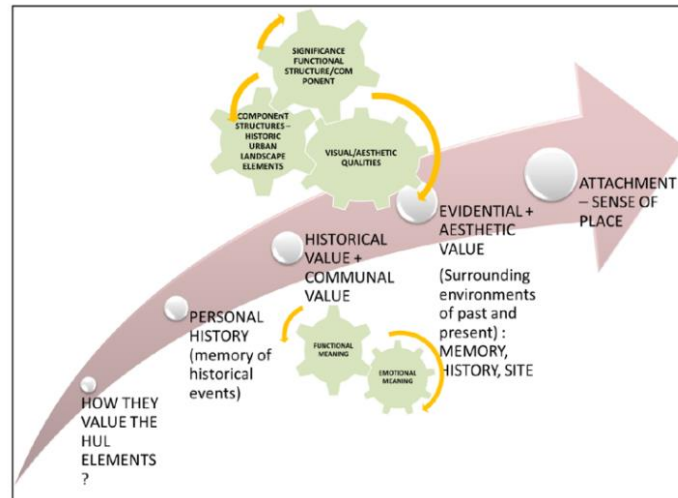


Figure 2. The Process of Valuing the Place by the Community

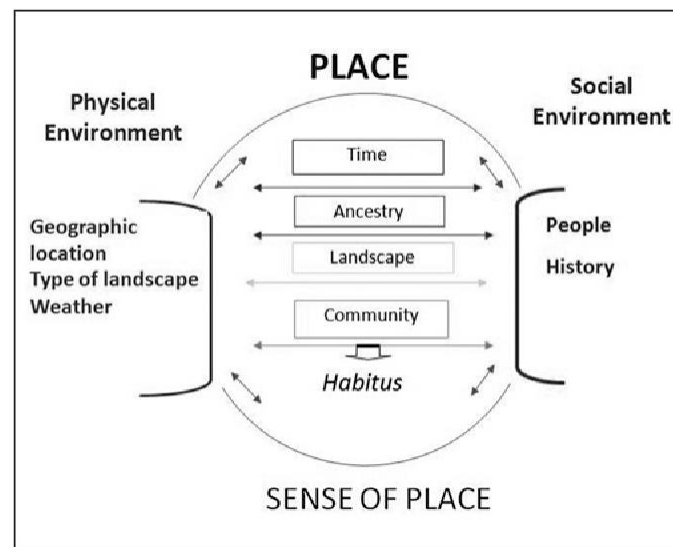


Figure 3. The Concept of Place and Sense of Place

The value of a historic urban landscape element, one must acknowledge its significance through both appreciating the element itself and assessing the sentiments expressed by the persons involved. These values (Figure 2) are expressed by individuals familiar with the cultural context or by individuals who comprehend the environment. Scholars recognize the profound relationship between individuals and their surroundings since humans play an active role in changing and engaging with the environment. Individuals give specific places meaning through their thoughts, emotions, and deeds, which adds to the heritage value and character of an area. The quality of a place's surrounding environment is especially significant to people who appreciate its value. Individuals' assessment of the historic urban landscape is influenced by personal and collective recollections linked to the

place's history and cultural background. This finding from previous research (Shamsuddin et al., 2018) indicates that individuals' histories are mirrored in their memories of historical events, revealing communal and historical significance associated with the area. The values overlap with the surrounding settings, both historical and current, that hold aesthetic and evidentiary importance. A traditional event, whether seasonal, cultural, or festival-related, entails various concepts of place intertwined with the activities conducted. The location where persons congregate carries unique significance that differs among various groups and attendees of the event (Greenop, 2011).

The meanings are classified into five categories (Figure 1): place meaning, place attachment, place identity, place ownership, and sovereignty of place. While some people may have a strong relationship to a place, others may not feel the same way. For certain individuals, a location may be closely connected to their identity or family background, triggering a strong feeling of belonging. The values linked to a location symbolize a system of authority, indicating possession of a specific area. Topophilia, as defined by (Tuan, 1990), is the emotional connection that individuals have with their environment. The concept of "genius loci" or the spirit of a place, as described by Norberg-Schulz (Norberg-Schulz, 1980), is recognized in phenomenological study, architecture, and geography. Relph's (Seamon & Sowers, 2008) explanation of "sense of place" and "placelessness," together with Tuan's (Tuan, 1990) idea of positive emotional connections to place as "topophilia," enhance our comprehension of how individuals relate to their surroundings. The context includes physical and social components in a person's immediate surroundings, which affect how historical constructions are experienced, understood, and valued. The phrases "insideness" and "outsideness" introduced by Relph (Seamon & Sowers, 2008) and Tuan (Tuan, 1990), refer to individuals' sense of belonging or separation from a particular location. Tuan (Tuan, 1990) differentiates between "sense of place" and "rootedness," with the former indicating a positive emotional attachment to a location and the latter denoting a sense of belonging. The terms "sense of place", "place attachment", "place identity", and "place dependence" all refer to positive emotional connections to a location, which can be difficult to separate due to their subtle differences in meaning. People's emotional connection to a location is often based on their own past, creating a biographical bond that involves emotional, bodily, and cognitive ties. This bond exists between persons who assign emotional and affective importance to a specific area.

Conservation Strategies Challenges

Evidence through interviews and observation indicates that appreciation and knowledge, particularly among younger generations in this city, increased after the Rent Repeal Act in 2000, leading residents to relocate out from George Town's area, taking their culture with them. The individuals departed the place due to the rise in rent and their inability to upkeep their residences. These signs suggest that these groups place a higher value on the importance of the aspects in relation to the study area. They are the second and third generations of the inner-city population who have faced the risk of displacement. They are feeling displaced and alienated, particularly in relation to their cultural history, as many of their neighbors and acquaintances have begun to leave the area. The repeal of the Act necessitated most tenants to vacate the inner-city area of the study region due to financial constraints. The NGO Art-Eds has begun working with the children of George Town and has partnered with local individuals from diverse social backgrounds, artists, educators, and communities to explore their culture and legacy through numerous programs and cultural awareness campaigns. This research contends that the recognition and understanding of the heritage value, particularly among younger generations, has grown. This occurred when they became aware of a loss in their historic city. They play a crucial role in educating and

fostering cultural appreciation by working together with local individuals, artists, educators, and communities to explore their culture and heritage through different events, programs, and awareness campaigns. The values of communal spaces in the study area have changed due to shifts in activities following the abolition of the Rent Control Act. The community is being compelled to vacate the buildings that have been occupied for centuries.

The landlords retrofit the area's values by introducing new activities such as boutique hotels, cafes, fast food restaurants, and souvenir stores, leading to a transformation in the place's characteristics due to the new development. George Town has emphasized conservation efforts in its historic inner city since being a UNESCO World Heritage Site in 2008, with a focus on preserving heritage structures and upholding the uniqueness of its architectural treasures (Ching, 2013). The strict conservation policies following UNESCO criteria have created difficulties for residents, especially with the financial costs of renovating houses within the World Heritage Site. Consequently, numerous property owners have been forced to raise rental prices, resulting in the eviction of renters who are unable to meet the increased expenses. This regrettable outcome has led to the swift deterioration of George Town's initial communal structure, jeopardizing the essence of the location. If socio-economic difficulties are not carefully considered and addressed through proactive means, there is a possibility that George Town can lose its distinctive cultural identity as its historic character becomes more fractured and displaced. These are the primary issues that have been voiced by members of the community throughout the course of the interviews. It is crucial to balance heritage preservation with the local community's needs and livelihoods to secure the sustainable future of George Town as a UNESCO World Heritage Site. Collaboration among stakeholders, creative financing methods, and community-driven initiatives are crucial for developing fair solutions that protect both the physical and cultural legacy of George Town while maintaining its unique identity and community togetherness.

Concerns arose about the equilibrium between development and historical preservation in the state governments of Penang. Some stakeholders believed that these administrations may have favored large-scale development projects over conserving the historic townscape of the declared World Heritage Sites (WHS). In George Town, friction erupted over proposed major projects in adjacent neighborhoods due to fears that it might negatively impact the site's Outstanding Universal Value (OUV). George Town's management strategies involved collaborating with citizens to build a shared vision that considered many perspectives and concerns. The financial advantages of refurbishing old buildings have included local communities, and the tourist tax has aided in preserving and rejuvenating the architectural surroundings. This highlights the benefits of the management measures implemented after being designated as a World Heritage site. Discussions on the perception of cultural identity and heritage in George Town and Melaka were common. During interviews, stakeholders, particularly the community, voiced concerns that the heritage listed on the World Heritage List may not completely reflect Malaysian identity and could be linked to colonial values. Changes in the landscape, such as the remodeling of traditional family businesses in old shophouses into contemporary facilities, have sparked concerns about maintaining cultural authenticity among growth pressures.

The state government seeks to develop a dynamic and inclusive urban environment that respects the city's history while embracing its future by implementing these concepts and practices. This framework highlights the significance of working together and involving stakeholders at all levels to guarantee the successful conservation and sustainable growth of George Town as a UNESCO World Heritage Site. The vision and conservation principles outlined in the George Town UNESCO World Heritage Site Special Area Plan (SAP) (Wijaya & Susetyo, 2017; PLAN, n.d.-b; PLAN, n.d.-a) reflect a commitment to fostering a dynamic, historic city while safeguarding its cultural and built heritage. The objectives set forth by the authorities and state government prioritize the protection and preservation of the city's

originality and authenticity, particularly its multicultural living landscape. Central to these objectives is the aim to strengthen the bond between the community and its cultural heritage, fostering a sense of belonging and place:

- (i) An overall sustainability framework emphasizing sustainable development practices that balance economic, social, and environmental considerations to ensure the long-term viability of the city;
- (ii) A landscape approach to conservation: recognizing the interconnectedness of built and natural elements within the urban landscape and implementing holistic conservation strategies that consider the broader context;
- (iii) Observing connectivity between built and living culture: acknowledging the dynamic relationship between built heritage and the cultural practices of the community and integrating this understanding into conservation efforts;
- (iv) Comprehensive protection and development: striking a balance between preserving the city's heritage while allowing for appropriate development that respects its historic fabric and character;
- (v) Multi-cultural and historical layering as fabric and form: celebrating the diverse cultural influences and historical layers that have shaped George Town's identity and utilizing these as a foundation for conservation and development initiatives.

By adopting these principles and approaches, the state government aims to create a vibrant and inclusive urban environment that honors the city's past while embracing its future. This framework underscores the importance of collaboration and engagement with stakeholders at all levels to ensure the successful preservation and sustainable development of George Town as a UNESCO World Heritage Site. The act of conserving the George Town UNESCO World Heritage Site has been filled with many obstacles and successes. Since being designated in 2008, the city has experienced a challenging journey, encountering obstacles and achievements in its preservation endeavors. Initially, the city faced criticism due to anticipated hotel growth and extension projects that constituted a threat to UNESCO criteria. A conflict arose in the community between those supporting development and those advocating for historic conservation. During UNESCO's 33rd session in Seville, Spain, in June 2009, tensions escalated, leading to a strong warning about the considerable possibility of George Town losing its prestigious World Heritage status. The city's authorities and preservationists undertook a resolute effort to protect its unique heritage despite facing hurdles. The George Town Special Area Plan was developed via difficult negotiations and teamwork, serving as a guiding light for preserving the city's distinct architecture and legacy. Height limitations were made more stringent to demonstrate a strong dedication to maintaining UNESCO's criteria and promoting sustainable development.

The path to conservation faced numerous obstacles. The city faced numerous challenges, including governmental impediments and practical difficulties in implementing conservation measures. Economic constraints and conflicting interests frequently jeopardized advancements, raising uncertainty about the possibility of conserving George Town's unique heritage. However, despite facing challenges, the city persisted. Collaborative relationships among municipal authorities, heritage organizations, and community stakeholders have enhanced conservation efforts, promoting a shared responsibility for preserving the city's identity. Restoration initiatives continued despite setbacks, but progress was slower due to the impact of the COVID-19 pandemic on world economies. Today, George Town has overcome uncertainty and now serves as proof of the resilience of its inhabitants and the lasting significance of its heritage. The city's evolution highlights the difficulties of maintaining cultural heritage in the midst of industrialization and urban growth. However, it also provides a glimpse of optimism by demonstrating the transformational influence of group efforts and steadfast dedication to conserving history for future generations.

METHOD

The case study of George Town stands out among other historical cities in Malaysia due to the significant attention given to its character, meaning, and values both before and after being recognized as a UNESCO World Heritage Site. George Town, located in Penang, has been designated as a 'cultural townscape' for its old colonial quarter in the inner city, serving as a diverse hub for cultural and trading interactions between the East and West along the Malacca Straits for more than 200 years. The assessment will focus on a case study to evaluate the importance and scale of the historic urban landscape. This study will consist of three stages: (i) Description - gathering historical and current significant elements and information about the historic landscape of the location; (ii) Classification - an analytical process of categorizing resources into units with distinct, recognizable characteristics; and (iii) Evaluation - assessing the value of a landscape or visual resources based on specific criteria. The investigations also involve an examination of the allocation of resources by authorities, which offers fundamental information about this specific field of study. The sources of information consist of the Penang Structural and Local Plan, George Town Special Area Plan, informal planning documents, laws pertaining to the conservation and preservation of the areas, heritage organizations, historical documents such as journals, books, and paintings, as well as development-related materials and those relevant to the case study's issues.

This study will serve as the foundation for the field survey. Four hundred respondents took part in the poll. The respondents were individuals from the local community residing or working in the buffer zones and core zones of the George Town WHS research area. They included residents, store owners, merchants, street vendors, and caretakers. Most respondents are aged between 31-40, 41-50, and 51 years and beyond. The previous scholars posited that the cultural influences by individuals or groups may create an identifiable and significant values that inherited from previous generations. They also concluded the importance of differences created by a few factors such as age, gender, geographic location, and culture. These findings also suggested that race and ethnicity are dominant elements of the culture. In order to give an account of people's description of places and for them to value, it is necessary to deal with a variety of places being described by a variety of people the range of descriptions. In this case, the valuation by the community towards the study area will be categorized into the identification values. The character of place is place differentiation from others, and this is called the identification of place.

RESULT AND DISCUSSION

Assesing Significance Values in the Community

This study discovered notable variations in engagement duration based on the level of agreement in linking the historic elements' relevance with the location. They are emotionally connected to the place due to their dedication to preserving and conserving the area since George Town was inscribed as a UNESCO World Heritage Site in 2008. In the brief period of participation, they observed a tendency to misplace items. The scenario had adverse effects on the local community as it would result in the loss of their collective memory, identity, and historical significance of the area. This research's primary contribution is a new theory that suggests the value attributed to a place, especially in the study area, is influenced more by memories and historical significance rather than diverse social and cultural backgrounds. This study supports the idea that a place's identity is shaped by three key elements: long-term familiarity, memories, and festivals, as perceived and experienced by the local community. The three aspects mentioned above are depicted in the local community when people recognize the worth of the historic urban landscape elements

through analysis and observation. This paper presents evidence that emotional bond, meaning of place, and interaction process between individuals and the location are interconnected in the interaction process. Previous studies have noted that human actions and prior experiences influence the identity, values, norms, and cultural significance of a place. This affirms that memories, particularly early memories, have a significant impact on the cultural identity and domination of specific cultural groups in the case study.

People's experiences with a location are determined by the community's association with it and how they characterize the site or the stories behind it. These experiences enhance the significance of the location. The residents articulate the sentiment or sensation of the significance a location holds for them. This study has examined the notion of 'value,' suggesting its potential universality. Previous research suggested that individuals had specific values and demonstrated value towards particular historical elements. Understanding the value of a historic urban landscape aspect requires recognising and appreciating its valued components, which will then reflect the sentiment towards the case study. These values are articulated by individuals inside the cultural milieu or by those with the capacity to perceive and comprehend them. Scholars acknowledged that humans have a connection with their environment and play an active role in shaping the landscape. An individual's cognition, emotions, and behavior have contributed to the attribution of value to a particular area. The heritage value and character of a place are determined by the quality of its surrounding environs, which are significant to those who appreciate the location.

Place and Memory in George Town

This paper aims to elucidate the significance of the study area for the local community and how they perceive and narrate the stories related to the site. An individual's emotional connection to a physical location determines the significance of that place through the interaction and relationship between people and the environment. Three factors associated with the interaction process are emotional connection, significance of location, and its development. The focus will be on communal value, which is based on the significance of a place to individuals who have a connection to it or for whom it plays a role in their shared experiences or memories. Communal values are an integral part of historical and aesthetic values, with unique and specific characteristics. The commemorative and symbolic qualities within communal value pertain to the meanings associated with a location that shape its identity and evoke an emotional connection with the community. They are crucial components of collective memory, identity, and events that take place at specific locations with deep historical connections to the area's characteristics. Johnson's *Oriental Voyager* (Johnson, 1807), a renowned travel book from the early nineteenth century, provided a detailed account of the George Town WHS, highlighting the breathtaking beauty of Penang's landscape and predicting it to become the most attractive, healthy, and prosperous settlement in the East Indies. Johnson described Penang's skies as consistently clear and serene due to the island's pure atmosphere, which contributed to its reputation for having a superior climate and healthier conditions compared to the Indian subcontinent.

The heritage values of the George Town WHS stem from the interaction of four components that shape the place's character: (i) historic character and identity, (ii) landscape and open space, (iii) heritage and townscape, and (iv) the attached meaning. Research, along with earlier studies and inventories, demonstrated that George Town possesses a strong and significant character that embodies all the values. The cultural qualities identified in this research led the UNESCO World Heritage Committee to designate the values of GTWHS as a Primary Value (PV) when assessing the site before its inscription as a World Heritage Site in 2008. The selection criteria for UNESCO World Heritage Sites require that a site must possess at least one of the six Outstanding Universal Values (OUV) of cultural sites. George

Town World Heritage Site meets three out of the six criteria. The study area's historical character and identity are defined by UNESCO's Declaration of Outstanding Universal Value (OUV), which is based on three main criteria: (i) representing exceptional examples of multicultural trading towns in East and Southeast Asia with exchanges of Malay, Chinese, Indian, and European cultures; (ii) serving as a living testament to the multicultural heritage and traditions of Asia through the coexistence of various tangible and intangible elements, especially different religious buildings; and (iii) reflecting cultural influences from the Malay Archipelago, India, China, and Europe to create a unique architecture, culture, and townscape that is unparalleled in East and Southeast Asia. The analysis will identify the components that contribute to the city's image, including landmarks, paths/streets, edges, nodes, districts, heritage, townscape, setting, and landscape aspects.

The key aspect of character and identity is linked to the uniqueness of the physical environment that individuals remember or acknowledge. This study aligns with previous research by focusing on five core characteristics along with three supplementary elements to analyze the character and identity of a location. George Town has evolved into a port city and commerce hub with cultural influences from Asia and Europe. It was the first city in the Malay Peninsula where the British established a presence. The old storehouses, public structures, and multi-cultural groups in this city provide evidence of its history through literature analysis.

The connection among aspects of historic urban landscapes in different locations generates the activities that define the significance of a place. Place is categorised into two meanings: functional and emotional, based on the local community linked with it and the story behind it. The results validated that the concept of place has been conveyed through engagement, affiliation, familiarity, and historical importance. The findings indicate that the case study possesses a robust and noteworthy character influenced by the physical context and activities occurring within the site. The factors are interconnected and support the theories of earlier scholars that the physical context, activity, and meaning define the character of the place. The physical environment includes historical structures and monuments that preserve history and keep memories alive. Place attachment or engagement fosters a deep connection to a place, sometimes linked to early memories that carry significant personal value (Shamsuddin et al., 2018). The memory aligns with the historical significance of a place that holds great meaning for individuals. Despite their diverse social backgrounds, they have common emotions, experiences, and recollections. This finding indicates that a stronger attachment to a place occurs when an individual feels connected to the area and when others share similar sentiments. Despite their diverse social backgrounds, they have common feelings, experiences, and memories. This finding also demonstrates that a stronger link or attachment to a place occurs when an individual feels connected to the area and when others share similar sentiments. Previous studies did not evaluate the local community's perception of the location and the significance they attribute to the heritage landscape.



Source Map: Encyclopedia Britannia Inc and George Town SAP 2016

Figure 4. Location of George Town UNESCO World Heritage Site

This study addresses a gap by demonstrating how the personal values and recollections of a particular community might inspire historical events or nostalgia. This has shaped the significance of the place and introduced the new concept that the significance of the place is represented by (i) personal perspective, where individuals interpret the historical elements they have inherited through their perception, representation, and understanding of their personal space; and (ii) the social connection between personal and communal spaces shared by family and community, where most activities take place. In George Town, such a strong sense of trust and community cohesion among long-time neighbors and shopkeepers align with the ideals articulated by Jane Jacobs in "The Death and Life of Great American Cities." The crucial significance of social interaction and urban development in promoting a dynamic and inclusive atmosphere that supports the creation of memories in this historic city. The shophouse design adheres to its original purpose, serving as a practical architectural solution that addresses both residential and economic needs. The arrangement of buildings was adopted to create vibrant commercial activities and promote accessibility. The interaction between architecture, social dynamics, and economic activity influenced both the physical environment and the development of a shared identity and collective memory among community members. These findings convey insight into the complex

connection between urban architecture, social unity, and the creation of lasting memories in urban contexts.

The strong trust and support among people help create common memories and stories about the neighborhood, strengthening the community and fostering a sense of belonging. Jacobs' principles (Jacobs, 1992) emphasize the importance of clearly separating public and private spaces, having 'natural proprietors' overseeing the street, and maintaining constant sidewalk activity to create an interactive streetscape that promotes social interaction and enriches the sense of place. George Town preserves social customs and traditions, accumulating collective memories and cultural legacy. This influences individuals' experiences and views of the city, strengthening a common sense of place identity. The security of the place is not an issue to the local community, as these historic buildings or shophouses were designed in such a manner that the owner stays on the top, where the childcare inside the house and the workforce are within the family members, members of a community are close to each other, and people recognize one another. Hence, the significant findings to emerge from this research is that human activities are an important element in portraying the identity of place, which where the place derives its communal value. This research confirms and corroborates with previous scholar's theories by (Proshansky, 1978; Seamon & Sowers, 2008) that human activities and memories of place shape the values and identity of George Town, a UNESCO World Heritage Site.

The local community has expressed their good moments and pleasant memories that accumulate enjoyable experiences of their past or indulging in enjoyable experiences of the past events that have happened in the study area. These statements posited that by remembering their nostalgic memories, people will value the place and enjoy the moment which is marked in their memories. They shared their positive moments and pleasant memories, reflecting on nice experiences from prior events in the study area. The responses suggest that recalling nostalgic recollections can lead people to appreciate a place and savor the moment it represents. The research suggests that the unique characteristic of the study area, which is valued and cherished by the local community, is its sentimental historical significance in the evolution of this historic city. Findings from the interviews show that the length of an individual's engagement with a place has the most significant impact on their perception of the place. The longer someone has been engaged with a place, the more positive their feelings are towards it. The finding also indicates that the idea of home encompasses more than just a repository of emotions related to belonging and safety. It also includes the way individuals interact with and connect to the place, its familiarity, and its historical importance. Individuals will articulate the emotion or sentiment on the significance of the area to them. Each person's interpretation of the George Town UNESCO World Heritage Site will vary, but all interpretations will enhance the site's values and significance, contributing to its overall character. This research validates the previous scholars' idea that individuals who have a relationship with a place are bonded to that space.

CONCLUSION

Childhood memories greatly influence an individual's perception of a place, especially when the physical structures from that time are still preserved. The memories and experiences given by them reflect their profound emotions towards the place. Meanwhile, the length of an individual's engagement with a place has the most significant impact on their perception of the place. The longer someone has been engaged with a place, the more positive their feelings are towards it. The interconnection between location and recollection serves as a fundamental element in the commemoration of the historical significance of George Town, a UNESCO World Heritage Site. The city strengthens its cultural character and historical relevance by preserving physical sites as well as establishing memorial

practices. Nevertheless, this relationship is constantly changing, requiring ongoing adjustment to the evolving urban environment. The dedication of George Town to fostering shared recollection and preserving its cultural legacy for future generations relies on recognizing the intricacies of memory interpretation, addressing inherent biases in memorial customs, and embracing narratives that promote inclusivity.

In the future, it is recommended that future research efforts focused on the George Town UNESCO World Heritage Site explore innovative methodologies and interdisciplinary approaches in order to comprehensively understand the complex relationship between location and memory. Conducting comparative studies with similar UNESCO World Heritage Sites shows the potential for revealing the most effective approaches for preserving cultural resources and commemorating events. In order to maintain George Town's conservation goals, it is crucial to prioritize community involvement and the implementation of sustainable development approaches. Collaborative synergy among community stakeholders, corporate entities, and governmental bodies can effectively balance historical preservation with urban progress. Moreover, the incorporation of traditional knowledge and indigenous customs into conservation efforts has the potential to augment the genuineness and cultural significance of the heritage site, guaranteeing its lasting impact on the records of worldwide heritage.

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