Malaysia: Papers On Society And Culture

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Cultural Tourism Promotion and policy in Malaysia - HBP - USM Malaysia has a population of about 25 million. It is a multi-racial country whose social integration has become a model for the rest of the world. Almost 80% of the population is Malay, followed by the Chinese and Indians respectively. There are also smaller communities of ethnic groups such as Indians, Chinese, and other minorities. The unique culture of Malaysia stems from its rich cultural heritage and diversity. Malaysia is a multicultural and multi-ethnic country, which has a significant influence on its tourism industry. Traditional and modern festivals are celebrated throughout the year, attracting tourists from around the world. The government has emphasized the development of cultural tourism as a means of promoting national identity and enhancing the country's economy. This paper discusses the impact of cultural tourism on the development of Malaysia and examines the challenges and strategies for sustainable cultural tourism development in the country.
give an overview and discuss the status, issues. Heritage is often of particular importance to non-literate societies.