

## **Creative And Innovative Destination Branding for Penang Tourism**

### **ABSTRACT**

As the economies of Southeast Asian countries continue to develop at a faster pace, the opportunity to preserve and promote indigenous heritage and culture is critical. While the heritage buildings and culture of Malaysia may appear familiar and unpopular among locals, they continue to be in greater demand among foreign tourists. The purpose of this study is to examine the local attractions in Penang, which has been perceived as an unpopular tourism destination in recent years due to a lack of creative destination branding but has been recognized as a World Heritage Site by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) for its historical heritage. Historical destinations should be rebranded through the creation of brand histories, as each heritage structure has a unique backstory. To summarize, innovative destination branding strategies were used to accomplish the objective. The foundation of destination branding is to promote the destination and attract new tourists. Observation and questionnaires were used to generate concept proposals. Three critical aspects of a heritage destination can be improved through this research project: the reputation, identity, and perception of the local attraction. Local historic structures should be maintained and protected for aesthetic and safety reasons. This proposal may be accepted as a viable solution for reviving Penang's tourism industry through a creative and innovative approach to destination branding.