

Theme 1 : Promotion of Tourism / Regional Report

Name of theme	Promotion of Tourism	Name of Local or Regional Government	Melaka State
Name of Undertaking	Localizing Sustainable Tourism Agenda		
Outline	<p>Melaka has been recognized by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as the Historic Cities of Malaysia on 7th July 2008.</p> <p>Melaka State via Tourism Melaka currently emphasizing on achieving Target 8.9 of Sustainable Development Goals (SDGs) set by United Nations, by 2030 devise and implement policies to promote sustainable tourism which create jobs and businesses, promote local culture and products.</p> <p>Melaka State is in way to create more tourism products, attractions and retrieve the hidden local cultural values by organizing community involved programs.</p> <p>State government has declared 'Visit Melaka Year 2019' and targeting for 20 million tourists in current year and moving towards achieving the remarkable goal.</p> <p>Various tourism aspects such as historical places, festivals, traditions, celebrations, costumes, food and medical being introduced to tourists either local or foreigners to ensure sustainable tourism development.</p> <p>Locals are more eager to introduce their own tourism products as attraction points to ensure more tourists visit to Melaka and indirectly supporting economy, social and cultural developments.</p>		
Amount of budget	RM40,000,000.00	USD 10,000,000.00	

1. Tasks (current situation)

- Tourism industry as a main contributor for state economics and public are actively involved in tourism agenda especially in cultural, social and economics.
- In Melaka, Tourism Promotion Division formed to take lead on promoting and developing tourism agenda.
- Total tourists to Melaka in 2016 are 16.3 million and the number increased to 17 million in 2017. In 2018, the number tourists visited Melaka was almost 18 million.
- 'Visit Melaka Year 2019' has successfully launched to showcase and celebrate Melaka's bountiful and diverse cultures and festivities as a tourist attraction. The promotion of various local festivities and cultural element will be further boost as tourism offerings in VMY 2019 campaign.
- Local communities manage to develop their business and government encourage locals in enhancing local food promotions, traditional costumes and dance and cultural events from Malay, Chinese, Indian, Baba Nyonya and Chetti communities (Morten Village, Chetti Village, Jonker Walk, Riverside Food Attraction Spots, Historical spots in Bandar Hilir).

2. Goals (future image)

- To ensure the heritage, cultural and historical values of locals being promoted to tourists and preserved for future generation.
- Local communities moving towards development in social, economical and cultural agenda while improving their lifestyle and localizing the tourism agenda in natural lifestyle.

3. Details of undertaking

(Overview)

- Melaka State expect to welcome about 20 million tourists to Melaka with tourist receipts reaching RM24 Billion.
- Optimise the use of environmental resources while preserving the natural heritage and biodiversity with engagement of stakeholders (State Government, Local Councils, Planning Department and Tourism Promotion Division)
 - controlled development planning and approval in UNESCO preserved area; and
 - managing 10% green area in any development approvals and state policies towards planting 10,000 trees in a year in Melaka State.
- Promote the local culture of the local community through conserving the living cultural heritage especially Baba Nyonya and Chetti communities.
 - promoting Baba Nyonya food (developing food industries in certain areas)
 - Introduction of culture (festivals, food recipes, living style such as houses and buildings)
- Ensure sustainable and equitable economic operations and employment opportunities and social services to local community while contributing to poverty alleviation through Sustainable Tourism Agenda.

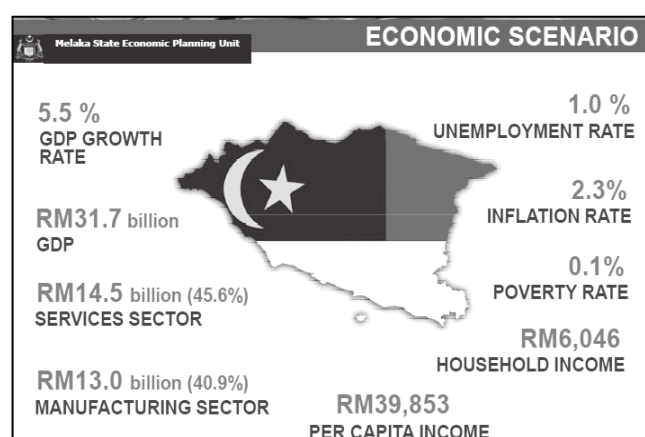
(Things that are going well)

- The number of tourists to Melaka State is keep on increasing about 5-10% every year and in 2019, the target is 20 million people will visit Melaka.
- Encouragement and special fund allocation from Federal Government in maintaining and developing tourism products in Melaka especially on UNESCO certified areas in city centre.
- Involvement of locals in developing food industry including 'halal hub', organizing cultural events and festivals, preserving heritage value by well-maintained villages in city area as a tourist attraction spot (Morten Village).

(Things that are not going well)

- State Government is allocating more funds to maintain heritage and historical places due to expectation of public and request from related agencies.
- Limited fund allocation from Federal Government.
- Lack of local's involvement as a whole in implementation of State Tourism Agenda. Only certain parties are actively involved in tourism development and promoting local values.

4. References



TOURIST ARRIVAL

YEAR	ACHIEVEMENT (MIL.)	INCREASE IN %	COUNTRY	2014	2015	2016
2000	2.2	-	China	750,101	879,050	1,351,742
2001	2.6	18.1%				
2002	3.0	15.4%	Singapore	1,272,190	1,471,048	1,263,904
2003	3.6	20.0%				
2004	4.0	11.1%				
2005	4.7	17.5%	Indonesia	486,536	591,324	678,572
2006	5.1	8.5%				
2007	6.1	19.6%	Taiwan	135,532	137,490	157,546
2008	7.2	18.0%				
2009	8.9	23.6%	Hong Kong	96,288	129,753	119,425
2010	10.4	16.9%				
2011	12.2	17.3%				
2012	13.7	12.3%				
2013	14.3	4.3%				
2014	15.0	5.0%				
2015	15.7	4.7%				
2016	16.3	3.5%				

SOURCE: Tourism Melaka