


Thematic Session B4
Tourism, Public Engagement and Green Education

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MELAKA

Visit Historic Melaka Means Visit Malaysia

AREA : 1,650 SQ KM
 STATE CAPITAL :
 MELAKA HISTORIC CITY
 DISTRICTS : 3 (ALOR GAJAH, JASIN
 AND CENTRAL MELAKA)
 LOCAL AUTHORITIES : 4
 POPULATION : 850,000
 GDP PER CAPITA : USD 9,506
 NO. OF TOURIST : 15 MILLION (2016)
 LABOR FORCE : 375,000
 UNEMPLOYMENT RATE : 0.7%
 INSTITUTE OF HIGHER LEARNING : 49
 TOTAL NO. OF STUDENT : 92,000



Melaka World Heritage City



Aerial View of Core Zone



The City Council is determined to :

- Safeguard heritage area with a history and heritage of universal value
- Increase participation and awareness of local communities and stakeholders in heritage preservation
- Ensuring a conducive environment and maintained effectively
- Enhance the image of Melaka City as a UNESCO World Heritage City as well as improving the living standards of the local communities

SUNGAI MELAKA (MELAKA RIVER) IS AN IMPORTANT COMPONENT OF THE HERITAGE AREA AND THE CITY



Commercial Benefits :

- a. Local Business (direct benefit) - Increase in Melaka River Cruise ridership by 30,700% (2006 : 3,290, 2015 : 1,010,964); over RM8,000,000 in revenue
- b. Tourism (fringe benefit) - Increase in inbound tourists by 309% (2006 : 5,097,832, 2015 : 15,736,859); over RM12,000,000,000 in tourist spending
- c. Local Council (fringe benefit) - Increase in trader license by 164% (2008 : 761, 2015 : 1250)
- d. Employment (direct benefit) - Creation of the Melaka River and Coastal Development Corporation; 104 new jobs created (on administration and management of the river alone)
- e. Real Estate (direct benefit) - Increase in real estate value by 349% (2008 : 310psf, 2015 : RM1,100psf)
- f. Investment (indirect benefit) - RM6.86b (RM4.79b Local, RM2.07b Foreign)
- g. Indicators (indirect benefit) - Gross Domestic Product (GDP) 5.0% - 6.0%; 47.1% Services (RM14.2b), 38.9% Manufacturing (RM11.7b)



BEFORE



AFTER



BEFORE



AFTER



Image: Bastion House Melaka



MELAKA HISTORIC CITY COUNCIL
INTERNATIONAL & NATIONAL LEVEL AWARDS AND RECOGNITIONS



ASEAN
SUSTAINABLE
CITY AWARD 2013

100
RESILIENT
CITIES

