Thematic Session B4
Tourism, Public Engagement and Green Education
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MELAKA HISTORIC CITY COUNCIL, MALAYSIA

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 : 11 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

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

Melaka Sultanate Palace
Tourist Information Centre
Stadhuys
Jonker Walk
Bastion House
Sungai Melaka
St. Paul Hill

Aerial View of Core Zone

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**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)
WELAKA HISTORIC CITY COUNCIL
INTERNATIONAL & NATIONAL LEVEL AWARDS AND RECOGNITIONS

Malaysia Sustainable City Award 2007 - 2016

ANUGERAH INOVASI PERDANA MENTERI
PRIME MINISTER INNOVATION AWARD 2016

THANK YOU