READINGS IN MALAYSIAN URBAN AND REGIONAL PLANNING

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HOTEL ROOM SUPPLY AND DEMAND IN WORLD HERITAGE CITY OF MELAKA

Syakir Amir Ab. Rahman, Muhammad Abdul Mohit, Syahriah Bachok

INTRODUCTION

Tourism is an exclusive economic opportunity that leads to lifestyle changes. It potentially brings vitality and economic as well as cultural dynamism to a place. Hence, in order to attract domestic and international tourists, many countries embark on intensive efforts by providing and developing travel sites as well as facilities to facilitate the demands. In fact, although the provision of modern attraction places such as amusement parks, complex skyscrapers and others are the approaches and strategies to promote the tourism industry, the diversity of natural and heritage resources are also known as one of the tourism assets for a country.

MELAKA AS UNESCO WORLD HERITAGE CITY

On 8th July 2008, Melaka was announced as a World Heritage City by the United Nations Educational, Scientific and Cultural Organization (UNESCO). The recognition by UNESCO is the culmination of an eight years campaign by the state government to raise the status of heritage city. In addition, based on the official website of Melaka State Government, Melaka and George Town became the third and fourth Malaysian sites to be registered in the list of World Heritage sites after the Kinabalu National Park in Sabah and Mulu National Park in Sarawak. Melaka as well as George Town accounts for the historic cities of the Straits of Malacca which have developed over 500 years of trading and cultural exchanges between East and West. Moreover, the influences of Asia and Europe gave these two towns a specific multicultural heritage that is both tangible and intangible.

The State of Melaka comprises 214.6 hectares that covers two protected areas within the conservation zone of the city which is separated by the Melaka River. Hence, Melaka is divided into two areas, one being the St. Paul’s hills Civic Zone which contains government buildings, museum, churches, the original fortress town from the 16th century, Portuguese and Dutch period and Bukit Cina. The second area is the Historic Residential and Commercial Zone comprising 600 shop houses, commercial and residential buildings, religious buildings and tombs on four main streets.

Tourism is the second main industry after industrial evolution in the economic development of Melaka. It is well developed from few components of tourism. The main core of tourism component covers heritage and recreational tourism; supporting tourism