

# E-BOOK OF EXTENDED ABSTRACT

## THE 14<sup>TH</sup> INTERNATIONAL INVENTION, INNOVATION & DESIGN COMPETITION 2025



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# APPLICATION OF EKI STAMPS FOR CULTURAL PRESERVATION AND TOURIST ENGAGEMENT ALONG THE MELAKA RIVER

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## ABSTRACT

The fresh approach initiated requires the use of the Eki stamp system as a method of interaction among societies in river cruise located in Melaka. Captivating location is featured in the system as each of the stamp designs portrays various elements of local culture. Through this particular collecting and gathering activity, tourists are able to grasp deeper understanding of the city's heritage while enjoying Melaka River's scenery. Rather than just sightseeing, this strategy is expected to provide interactive and meaningful experience during the cruise. The Eki stamps can easily be acquired at popular locations namely Kampung Morten, Stadthuys and Dutch Square. Stimulating and promoting awareness as well as admiration of Melaka's past history and culture both at the same time is the main purpose of executing this system. It is a system that is able to make tourists enjoy more interactive, informative and fun activity and this can potentially draw in more visitors. Eventually, it is bound to have a positive impact on the local tourism economy. Other than tourists, this approach can also encourage locals to appreciate and acknowledge their own tradition, customs and culture. To add, these stamps can be updated along with the modern time and produce special limited editions to match cultural events. In the long run, it will encourage tourists to revisit. In all, the implementation of the Eki stamp concept is able to solidify efforts to protect and maintain Melaka's heritage through enjoyable and more in-depth experience.

**Keyword:** Eki Stamps, Cultural, Melakain-depth and enjoyable tourism experience

## 1. INTRODUCTION

As mentioned by Nayan et al (2020), Melaka's cultural tradition is a blend of historical landmarks, traditional customs, and architectural wonders for centuries. Formerly a crucial trade route, the Melaka River has depicted a pivotal role in moulding the city's cultural identity (Nayan et al., 2020). Popular attraction among tourists, the River Cruise offers beautiful and scenic views of traditional buildings and murals which represent the city's history. However, more interactive, informative and engaging methods are required in order to make sure tourists are able to connect, immerse and engage with the culture and traditions. Travelers mainly from Japan may discover and appreciate Eki stamps which originated from Japan, located at train stations all around the state. Every Eki stamp is specifically created in order to encapsulate the culture, history or significance of a certain place. These have evolved into an important element of the Japanese tourist experience, encouraging interaction and discovery with the locals' lifestyle.

Tourists and the locals both make the effort to collect these unique and interesting stamps in their albums in order to create their own tangible archive customary to their travels and experiences. This concept of Eki stamps could creatively be applied to Melaka's surroundings especially the river trip making the discovery actively interactive. A gamified and enriching experience may be provided by the state, by enforcing a system where tourists earn stamps at various cultural locations along the river trip. While upgrading cultural exploration into a more fun, engaging and appealing experience for visitors, this may also promote appreciation for local heritage.

This suggested theory is based on the implementation of Eki stamps as a way of cultural interaction along the Melaka River. The said stamps would feature charming places, and each design will incorporate aspects of the local culture. As tourists explore and obtain these stamps, they will also discover more about the places resulting into deeper connection to Melaka. Instead of normal sightseeing along Melaka River Cruise, tourists can also experience engaging and fun cultural experience by using Eki stamps. The stamps can easily be found at popular areas along the river such as Kampung Morten, Dutch Square and Stadthuys. The Eki stamp was introduced for Melaka's rivers cruise service and has a few objectives to attain and beneficial to promote cultural appreciation and education.

Innovation of the stamps are able to educate tourists on Melaka's past history as well as cultural significance (Nayan et al., 2020). Yip et al (2020) discussed the interesting thing about collecting stamps from various landmarks that can possibly entice a wider audience thus amplifying visitor counts and revenue for Melaka's river cruise services. Combining the experience of interaction and cultural engagement, this method is able to raise awareness regarding the importance of keeping Melaka's heritage alive. The charm of each stamp will accentuate distinct aspects of the city's history, making sure its significance is treasured.

Apart from positively impacting the increase of tourist numbers, the stamp collection approach may also motivate local residents to discover more on their own heritage. Enhancing cultural participation in Melaka's river cruise service through the concept of Eki stamps is backed up studies on the designation of urban rivers as national heritage assets as well as the role of cultural theme parks in conserving diverse side's to the place's heritage (Nayan et al., 2020) (Muzaini, 2016). Stamp collections, influencing in homogenization of educational and interactive elements, are able to transform mundane sightseeing experience into a worthwhile journey of culture as seen in Sarawak Cultural Village in East Malaysia.

## **2. METHODOLOGY**

Iconic structures and landmarks such as A Famosa, the Maritime and Kampung Kling Mosque as well as unique murals or architecture are highlighted in each stamp design showcasing Melaka's diverse cultural history. Unique tradition and stories will be displayed in the designs related to landmarks making each stamp a symbol of the city's tradition and culture. Special stamp books can be given out to visitors when they purchase their river cruise tickets. Along the cruise route, they can arrive at designated spots such as port or visit specific stations to gather stamps. Local historians, cultural experts and society should be involved in the design process in order to achieve maximum authenticity of the Eki stamp system.

This effort will safeguard and make sure that the heritage represented in each stamp is correct and respectful towards Melaka's multicultural identity. Stamp designs could be updated regularly to represent new cultural themes and events, and this may work in maintaining interest among visitors for upcoming years. Limited edition stamps may be introduced during events or festivals, encouraging visitor's revisit and continuous engagement with Melaka's tradition.

### 3. FINDINGS

Few key findings have been discovered in relation to elevating cultural engagement and tourism through the implementation of the Eki stamp system along the Melaka River Cruise. This has resulted into a noteworthy outcome of which passive sightseeing has shifted to interactive and engaging cultural experience. Visitors now not only merely observe but are able to immerse themselves in discovering Melaka's heritage through the use of the Eki stamp concept.

It has been discovered that stamp collecting activity directly encourages deeper cultural engagement. Unique landmarks such as Dutch Square, Stadthuys and Kampung Morten are portrayed by each individual stamp allowing tourists to connect with the specific location. This activity allows stronger intellectual and emotional connection between tourists and the unique destination making the visit more memorable and meaningful.

Eki stamps adds another layer to the river cruise experience as it provide a gamified layer making it attractive for younger tourists and family-based travellers. The act of collecting creates an impression of motivation and achievement, possibly resulting in better tourist satisfaction and increase in visitors coming in from all over the world. Collectively, this positively impacts the local tourism economy. Not only for visitors, it also has been discovered potentially increasing involvement among the local community. This approach ensures cultural authenticity and accuracy by including cultural practitioners, historians and local residents in the design and development of stamp content. This collaboration not only nurtures a sense of pride and responsibility but also strengthens the value of the stamps among locals toward their own heritage. On top of that, Eki stamp system showcases potential for sustainability in the long run through its adaptability. During cultural events or festivals, special edition stamp designs may be released. This not only keeps visitors interested in revisiting but also sustains engagement with Melaka's heritage all year round. To sum up, Eki stamp system is effective as a way to promote heritage appreciation, cultural awareness and meaningful tourist interaction as backed up by the findings.

### 4. CONCLUSION

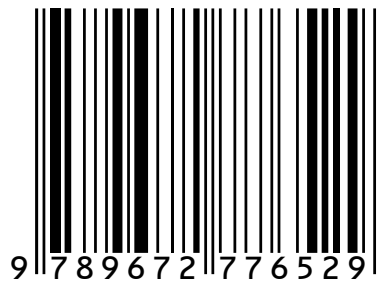
Eki stamp system's integration to Melaka's River Cruise services acts as a strategy to preserve culture, tradition and enhance tourism economy. Melaka can help tourists to appreciate and understand its history while conserving its cultural identity for future generations by providing unique experience for locals and tourists to immerse themselves in Melaka's multicultural heritage. Potentially becoming a major cultural and economic asset for Melaka, the suggested Eki stamp system perfectly aligns with modern tourism trends, mainly focusing on creating meaningful and cooperative and interactive experiences.

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