

**A STUDY ON LOCAL COMMUNITY  
PARTICIPATION IN MELAKA CITY  
HERITAGE TRAIL**

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## **ABSTRACT**

This study discusses the participation of local communities in tourism development at Melaka City Heritage Trail. The research objective for this study is community participation in the tourism development decision-making process and community participation in the sharing of tourism benefits. Based on the findings obtained, this research concludes that local people wish to play a role in the tourism development decision-making process. In general, local people want to see decisions about tourism development in their area made jointly by government officials and local leaders in consultation with the local community. They also want to be involved in the sharing of tourism benefits. Tourism development is contributing positively to communities and has improved better quality of goods and services, entrepreneurial training, household income and also general quality of life from one aspect to another.

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# CHAPTER 1

## 1.0 INTRODUCTION

### 1.1 Background of Study

Tourism industry had become extremely important to the industry around the world. In fact, tourism industry becomes a second largest and fastest growing industry in our country. In order to diversify the economy and gain more income, Malaysia government has pushed to increase tourism in Malaysia. According to Aruna (2013), tourism remained as one of the 12 National Key Economic Areas (NKEAs) under the Economic Transformation Programmed (ETP) and it driven Malaysia's economic growth with numerous missions being planned in line with the Malaysia Tourism Transformation Plan towards achieving the 36 million tourists and RM168bil in receipts by 2020 targets. In the early growth of tourism industry in Malaysia, tourism was focused most at beach resort as a destination for relaxations and today Malaysia tourism industry is going towards sustainable tourism.

Sustainable tourism was defined as a form of tourism that meet today's needs of tourist, tourism industry and host communities without affect the ability of next generations to meet their own needs (Swarbrooke, 2009:13). Meanwhile, the world tourism organization defined sustainable tourism as tourism which brought to management of all resources while sustaining the multi biological, cultural integrity, important ecological processes, and life supporting systems (Shah, Mc Harry &