

**TOURISM DEVELOPMENT AND ITS IMPACT ON RESIDENTS' QUALITY OF LIFE:
THE CASE OF HISTORIC CITY OF MELAKA, MALAYSIA**



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OCTOBER 2012

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1. Letter of Report Submission

BAHAGIAN A : MAKLUMAT KETUA PROJEK	
Nama	AKMAL ADANAN
Alamat Pusat Tanggung Jawab (PTJ)	UNIVERSITI TEKNOLOGI MARA, KAMPUS ALOR GAJAH, MELAKA
Tajuk Projek:	TOURISM DEVELOPMENT AND ITS IMPACT ON RESIDENTS' QUALITY OF LIFE: THE CASE OF HISTORIC CITY OF MELAKA, MALAYSIA
BAHAGIAN B : MAKLUMAT PROJEK PENYELIDIKAN	
No Rujukan Projek RMI :	600-RMI/SSP/DANA 5/3/Dsp. (74/2010)
Tarikh Mula Projek :	JAN2011
Tarikh Tamat Projek :	DEC2011/ OCT 2012
BAHAGIAN C : HASIL PENYELIDIKAN	
Penerbitan Berindeks (Tajuk dan Penerbit)	The Conference on Sustainable Business in ASIA (COSA 2012), by PRESDA Foundation <i>Landmark Bangkok Hotel, Thailand</i>
Harta Intelekt (No Patent/No IP)	
Pelajar yang di latih (Nama, KP, Kod Program)	
Tandatangan Ketua Projek	:  Tarikh : 21/10/12
Pengesahan RMI	: Tarikh :

5. Report

5.1 Proposed Executive Summary

(Original proposal – 300 words) – 1 page only

This study will examine the impact of tourism development to the residents in one of the historical city in Malaysia, Melaka; where UNESCO has listed the city as the World Heritage Sites in July 7th, 2008 (UNESCO, 2008). Being among Malaysia's popular heritage destinations, Melaka has received a significant increase of tourist arrivals from 2008 to 2009. The number of tourists have increased by 23.6% from 7,205,492 million (2008) to 9,905,273 million tourists (2009), (Tourism Melaka, 2010). It was observed that the residents in Melaka comprise of different social classes, namely, the upper class, middle class, and lower class. With the influx of tourists, this would possibly generate benefits as well as create problems to the communities in the area.

The objectives of this study are: (1) To investigate the residents' overall perceptions on tourism development in Melaka and their QoL, and (2) To investigate the relationship of tourism development in Melaka towards residents' QoL.

The scope of study covers the population of Melaka Tengah, one of the districts in the state of Melaka, where tourism attractions and activities are carried out. This study will use a descriptive correlational design to examine how tourism development influences the residents' QoL. The suggested sample size is 384 residents. This figure is derived through a probability sampling technique using the area sampling method whereby samples are drawn from the UNESCO designated zones.

The results will assist both the State Government and various tourism stakeholders in planning and managing tourism resources in a sustainable manner as well as enhancing the QoL of local residents. It is hoped that the research outcome will provide a significant contribution to the fields of sustainable tourism development in Malaysia, heritage cities worldwide as well as to the body of knowledge (theories).

5.2 Enhanced Executive Summary

(Abstract of the research) – 1 page only

This study focuses on the historical city of Melaka, listed as a World Heritage Site in July 7th, 2008 by UNESCO. Melaka received a significant increase of tourist arrivals in 2008, where it gained 19.63% from 7.2 million visitors from the previous year. With the influx of tourists, positive tourism benefits have been acclaimed, nonetheless, problems arose for the communities. Traffic congestion, price hike for products and services, and among others have been the result of the booming tourism industry in Melaka. Based on these scenarios, this paper aims to look on the perceived social and physical impacts of tourism development affecting the quality of life residents in the heritage city of Melaka. The main objective of this study is to determine the residents' overall perceptions on tourism development in heritage city, Melaka and whether it affects their Quality of Life (QoL). Aside from that, this research was carried out to identify the relationship between the key indicators of tourism development and the factors affecting QoL. Specific research objectives include: (1) To investigate the residents' overall perceptions on tourism development, and (2) To investigate the residents' overall perceptions on their QoL. The scope of study covers the population of Melaka Tengah, one of the districts in the state of Melaka, where heritage buildings and sites are located and designated within the core and buffer zones, as inscribed by UNESCO. The sample's perceived quality of life was measured using the survey instrument and later analyze using a thematic analysis. The result and findings describes positive connotations from the residents in view of their QoL. Although tourists and tourism developments are greatly welcomed, the residents' QoL are not greatly affected through the higher cost of living, depletion of greenery and pollution. The result of this study may give valuable insights to the Melaka State Government in their planning towards achieving the Green Technology City status in Malaysia by year 2020, as well as contributing to academia specifically in the field of sustainable tourism.

Keywords: *sustainable tourism, tourism development, quality of life (QoL), Melaka*