

THE POTENTIAL OF *MACHINOEKI* PRACTICE IN HERITAGE CITY OF
MELAKA

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Title

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ABSTRACT

Machinoeki or known as “Hentian Komuniti” is a concept from Japan, which has been implemented since year 2002 by Eii Tanaka. This concept provides hospitalities and facilities, such as free toilet, rest area, and knowledge about the places for the local people and tourist. This concept has already been implemented in Taiping and receives support from the local community. It can also help to engage the local people and tourist together as this concept involves these two important components. This research has been carried out with the goal to evaluate the acceptance of Machinoeki practice in heritage City of Melaka based on tourist and local community perception and with three clear objectives: to understand the concept of Machinoeki and how it’s being implemented in selected heritage cities, to access local tourist perception on Machinoeki practice in Melaka and to access readiness of local community in implementing Machinoeki practice. The research employs the quantitative method, which the questionnaire was conducted through online survey by using the google form to the local stakeholders and local tourist with total of 30 respondents. The research finds that Machinoeki is one of the programs that can be applied in Melaka, as this concept engage both local community and tourist. On top of that, this research concludes that majority of the local community agreed to implemented Machinoeki in Melaka City.

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