Sustainable Tourism Development Issues: An Assessment Towards the Urban and Communities of Malacca Historical City

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ABSTRACT

In the targets stated in Sustainable Development Goals (SDG) 11, we identified Malacca City from its initiative through various sustainable policies they have implemented. The city's Green City Action Plan (2014) was established based on the 14 SDG's main goals and outlines three key tourism sustainable development issues in Melaka in conserving its culture and heritage. Therefore, a precise problem statement was established from these issues: tourism development affects heritage sustainability and escalates conflicts on the host community's needs. Three objectives were derived from this study: to study the impact of tourism intensity in Malacca city, to evaluate the maintenance of historic properties and heritage areas in Malacca city, and to analyse the conflicts between tourism goals, heritage properties and the interests of residents. The data collection for this study was done through Google Forms, the quantitative data collection platform. The survey questionnaire was divided into four main sections: section A was for demographics, while sections B, C, and D were for the three indicators to be measured for this research. A multi-criteria option was used for section A while the remaining used a 5-level Likert to obtain the final score of the Sustainable Development Goals 11 performance in Malacca City. A total of 39 questionnaires that represented different perspectives were distributed to various respondents through Google Forms. Based on the analysis, the score for the overall SDG indicator stands at 74 %, which means a moderate level of sustainable city and community being implemented in Melaka City. Tourism is growing, and many tourists are happy to explore the beauty of Melaka, including culture and heritage. Maintenance of this treasure is essential as Melaka is a UNESCO World Heritage Site. The influx of tourists brings many socio-economic benefits to the local community, and there is no rejection towards the development. However, the state government and other tourism stakeholders in Melaka must foster action to apply sustainable concepts in their development.

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1. Introduction

Sustainable Development Goal 11 (SDG 11) vision is to make cities and human settlements inclusive, safe, resilient, and sustainable. It outlines ten targets covering the aspect of housing, transportation, environmental and sustainable development in the urban area. From a tourism perspective, it leans towards targets 11-4, where cultural and natural heritage is the tourism resource.
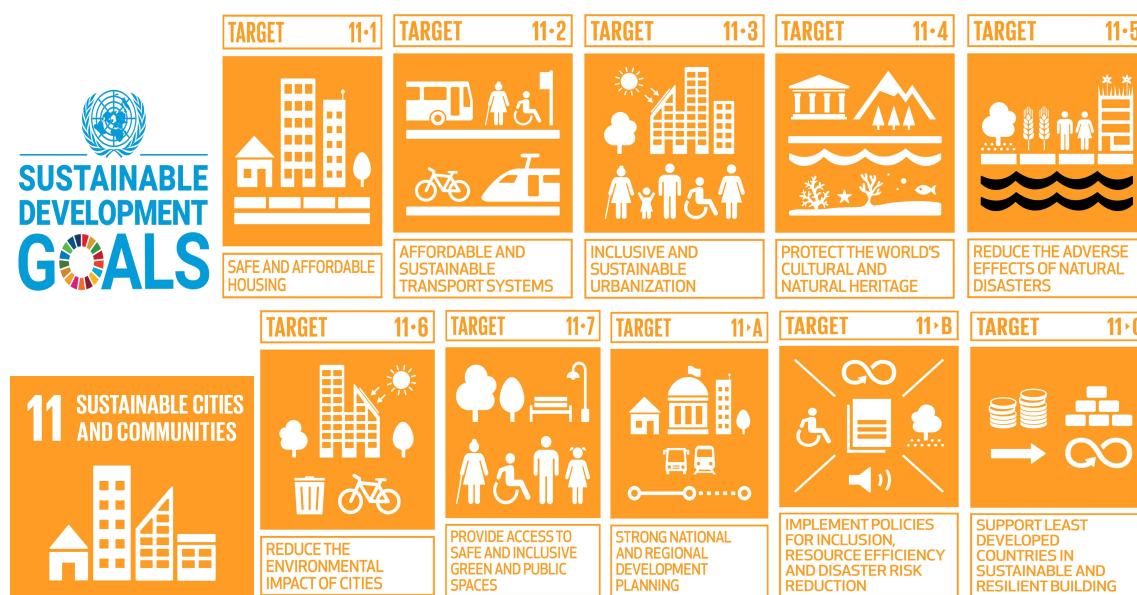
Figure 1. Sustainable Development Goal 11 (SDG 11)

1.1 Problem Statement

In the targets stated in Sustainable Development Goals (SDG) 11, we identified Malacca City from its initiative through various sustainable policies they have implemented. The city's Green City Action Plan (2014) was established based on the 14 SDG's main goals and outlines three key tourism sustainable development issues in Melaka in conserving its culture and heritage.

Therefore, from these issues, a precise problem statement can be established:

i. Rapidly growing tourism

ii. Maintenance of historic properties and heritage areas, and

iii. Conflicts between tourism goals, heritage properties, and the interests of residents

Addressing these challenges requires a multifaceted approach that considers the delicate balance between promoting tourism for economic benefits and preserving the cultural and historical integrity of the region. Moreover, finding sustainable solutions necessitates collaboration among stakeholders, including local communities, government bodies, and the tourism industry, to ensure that the growth of tourism aligns with the long-term conservation and well-being of the heritage sites and the people living in the area. Balancing these competing interests is essential for creating a harmonious and sustainable future for both tourism and the preservation of cultural heritage.

2. Literature Review

2.1 Rapidly Growing Tourism

Rapidly growing tourism brings about the need for effective control over tourist activities and levels. As destinations become more popular, the influx of tourists can lead to various challenges, including overcrowding, environmental degradation, and cultural disruptions. Implementing measures to control tourist activities and levels is crucial to address these issues. One approach is the establishment of sustainable tourism management practices. This involves setting limits on the number of tourists allowed in specific areas, implementing entry fees or permits, and developing responsible tourism guidelines. By doing so, authorities can regulate the flow of visitors, preventing overcrowding and minimising the negative impact on local ecosystems and communities.

2.1.1 Controlling tourist activities and levels

Furthermore, technology can be pivotal in monitoring and controlling tourist activities. Smart tourism solutions, such as crowd monitoring systems and data analytics, enable authorities to gather real-time visitor numbers and behaviour information. This data can inform decision-making processes and help implement adaptive strategies to manage tourism effectively. Community engagement is another essential aspect of controlling tourist activities. Involving residents in decision-making and seeking their input can foster a sense of ownership and responsibility. Collaborative efforts between the government, local communities, and the

tourism industry can lead to sustainable tourism models that balance economic growth with environmental and cultural preservation. Controlling tourist activities and levels is critical to managing the challenges associated with rapidly growing tourism. Implementing sustainable practices, leveraging technology, and fostering community engagement are essential strategies for ensuring tourism benefits the industry and its destinations.

2.1.2 Controlling use intensity

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Community engagement is another essential aspect of controlling tourist activities. Involving residents in decision-making and seeking their input can foster a sense of ownership and responsibility. Collaborative efforts between the government, local communities, and the tourism industry can lead to sustainable tourism models that balance economic growth with environmental and cultural preservation. In conclusion, controlling tourist activities and levels is critical to managing the challenges associated with rapidly growing tourism. Implementing sustainable practices, leveraging technology, and fostering community engagement are essential strategies for ensuring tourism benefits the industry and its destinations.

2.2 Maintenance of Historic Properties and Heritage Area

Maintenance of historic properties and heritage areas is essential for sustaining cultural assets and conserving built heritage. Preserving these tangible elements of a community's history contributes to cultural identity, educates future generations, and enhances the overall appeal of a destination. Sustaining cultural assets, particularly in conserving-built heritage, involves a multifaceted and dedicated approach.

2.2.1 Sustaining cultural assets (conserving built heritage)

Maintenance of historic properties and heritage areas is essential for sustaining cultural assets and conserving built heritage. Preserving these tangible elements of a community's history contributes to cultural identity, educates future generations, and enhances the overall appeal of a destination. Sustaining cultural assets, particularly in conserving-built heritage, involves a multifaceted and dedicated approach. Regular inspection and maintenance can be implemented systematically, as inspecting historic properties is crucial to identify potential issues early on. Routine maintenance, including repairs and restoration work, helps prevent deterioration and ensures the longevity of these cultural assets. Rather than allowing historic structures to fall into disrepair, adaptive reuse involves repurposing them for contemporary needs. Adaptive reuse preserves the building and contributes to the sustainable use of space within a community.

2.3 Conflicts Between Tourism Goals, Heritage Properties, and Interest in Residence

Addressing conflicts between tourism goals, heritage properties, and the interests of residents requires a nuanced understanding of the level of community satisfaction. The successful integration of tourism with the preservation of heritage properties hinges on the support and contentment of residents. Here are key considerations related to the level of community satisfaction.

2.3.1 Level of community satisfaction

Addressing conflicts between tourism goals, heritage properties, and the interests of residents requires a nuanced understanding of the level of community satisfaction. The successful integration of tourism with the preservation of heritage properties hinges on the support and contentment of residents. Actively involving residents in decision-making is crucial for understanding their concerns and aspirations. Community consultation forums, surveys, and regular meetings can provide valuable insights into residents' issues and help tailor tourism strategies that align with their expectations.

Recognising and respecting the cultural identity of the local community is essential. Tourism initiatives should be developed to celebrate and preserve the area's unique heritage, avoiding activities or developments that may be perceived as disrespectful or intrusive. Ensuring that residents benefit economically from tourism

can enhance community satisfaction. This may involve creating job opportunities, supporting local businesses, and implementing revenue-sharing mechanisms directly contributing to the community's well-being. Proactively addressing and mitigating the negative impacts of tourism on residents, such as increased traffic, noise, and changes in the cost of living, is crucial. Implementing effective infrastructure planning, traffic management strategies, and noise reduction measures can help maintain a high quality of life for residents.

2.3.2 Effects of tourism on communities

The effects of tourism on communities can be diverse, encompassing both positive and negative aspects. Various factors, including the scale of tourism, the nature of the destination, and the level of community involvement, influence these effects. Here are some common effects of tourism on communities. Tourism can generate income and employment opportunities for residents. Jobs may be created in hospitality, transportation, guiding, and other related sectors, contributing to the community's economic development. Tourism often leads to improvements in infrastructure, such as roads, airports, and public facilities, which can benefit both tourists and residents. Tourism facilitates cultural exchange between visitors and residents. This interaction can promote understanding, appreciation, and preservation of local traditions, customs, and heritage.

3. Methodology

There are seven steps in the methodological framework for this study. They are beginning with identifying problem statements and issues of sustainable tourism development. Then, through a literature review, we can identify the indicators to measure Sustainable Development Goal 11. Once analysed, the final selection of indicators can be obtained. Then, these indicators will be translated into survey questions based on the criteria suggested by one of the literatures used in this study. The data collection is done through Google Forms, and all will be analysed in the next step to calculate each indicator's performance in the area. The details of the data collection method will be discussed in the next subtopic. The result can then be obtained on the performance of the SDG based on the indicators, and recommendations can be suggested based on the result obtained.
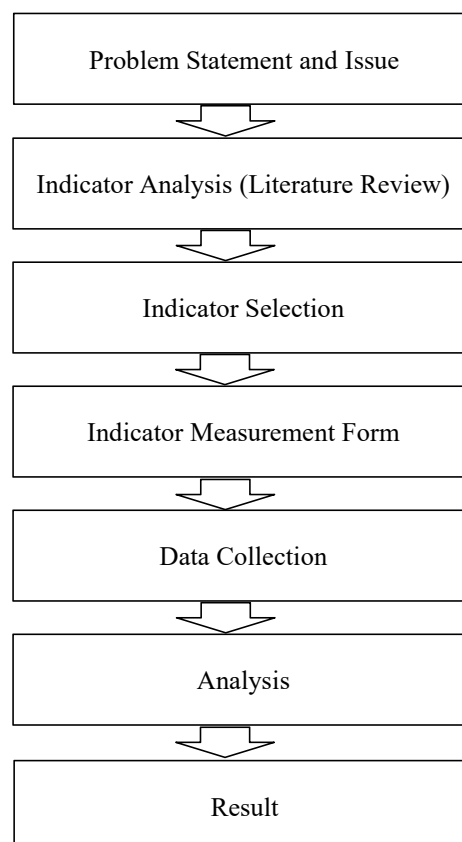

Figure 2. Methodological Framework

The survey questionnaire will be divided into four main sections: section A is for demographics, while sections B, C, and D are for the three indicators to be measured for this research. Multi-criteria option will be used for section A while the remaining will use a 5-level Likert scale to measure the scoring of each indicator performance with a total mark of 75. 6 demographic criteria will be measured in section A while five criteria for each of the indicators will be employed to obtain the final score of the Sustainable Development Goals 11 performance in Malacca City. All this will be done using Google Forms as the platform for the quantitative data collection for this study.
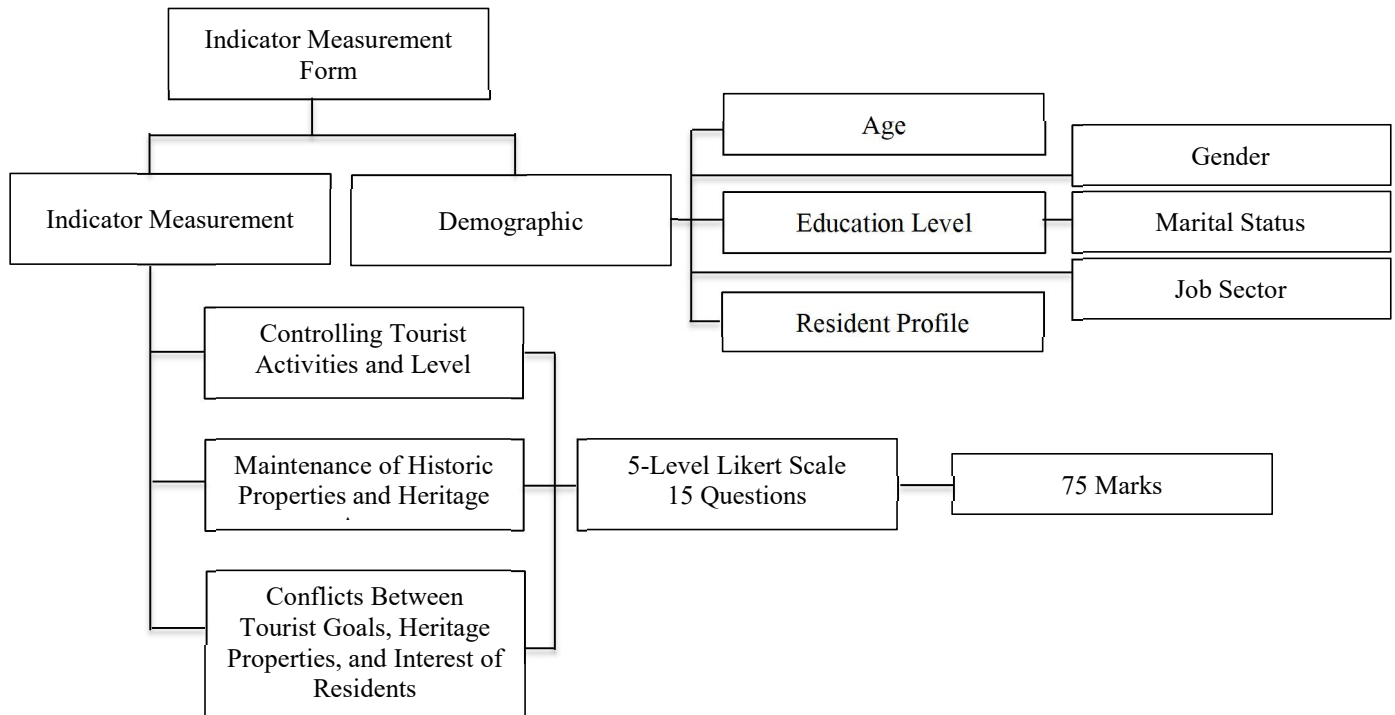

Figure 3. Questionnaire Indicators

4. Results and Discussion

The analysis was done based on the indicators that had been identified earlier. A total of 39 questionnaires that represented different perspectives were distributed to various respondents through Google Forms. There are five categories of respondent profiles from diverse backgrounds: government agencies, tour operators, Melaka residents, educational institutions, and visitors who have been to Melaka. All the data was then analysed using the formula to get the SDG score.
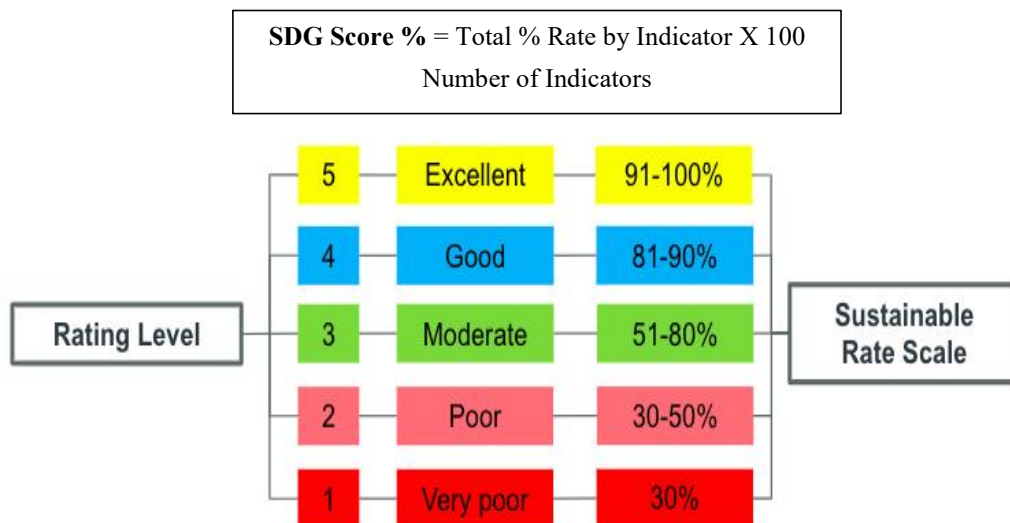
$$\text{SDG Score \%} = \frac{\text{Total \% Rate by Indicator X 100}}{\text{Number of Indicators}}$$

Figure 4. SDG Measurement Formula

Table 1. SDG Measurement Criteria

Excellent	The authorities have a very good approach to controlling tourist activities in the city and sustaining cultural assets, and the community satisfaction towards tourism development is high, as the impact on socioeconomics can be seen clearly.
Good	Tourism development has a good approach to controlling tourist activities and sustaining cultural assets. The community is satisfied with tourism development as they receive significant socioeconomic benefits.
Moderate	There is an effort to control tourist activities and action on sustaining cultural assets, but the approach is somehow not fixed. The community is satisfied with the tourism development as they receive the socioeconomic benefits.
Poor	A weak approach is being implemented in controlling tourist activities and limited effort in sustaining cultural assets. Low level of community satisfaction due to unclear socioeconomic benefits through the development.
Very Poor	Very weak approach in controlling tourist activities, very low effort in sustaining cultural assets. very low level of community satisfaction due to no socioeconomic impact towards the development.

5. Conclusion

In conclusion, Malacca city's tourism development almost meets the SDG indicator as its status as a World Heritage Site. The influx of tourists at one time would need to maintain the capacity of the place as it was designed based on the number of certain people at one time. Destination management is essential because it prevents any negative impact due to over-tourism that affects the monument and the residents and tenant businesses in the area. Any aspect of socioeconomic and physical needs to be improved occasionally, whether political changes happen or not. The federal government needs to implement policies, especially for the World Heritage Sites, so that the images and heritage can be preserved and well maintained.

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