

THE INFLUENCE OF TOURISM ON COMMERCIAL GENTRIFICATION IN  
JONKER STREET, MELAKA

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## **DEDICATION**

This thesis is dedicated to my father, who taught me that the best kind of knowledge to have is that which is learned for its own sake. It is also dedicated to my mother, who taught me that even the largest task can be accomplished if it is done one step at a time.

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## **ABSTRACT**

This research explores the effect of tourism that led to the commercial gentrification in Jonker Street, Malacca. The commercial gentrification process brings positive and negative impacts to the residents in their communities. In Jonker Street, the revitalization of the economies can be seen from the emergences of business activities by the multinational company and local company entry with emergence of café, multi chain retail, hotel and restaurant. Residential displacement driven by this process of tourism activity has been noted by several authors. The commercial gentrification process seems as the important part into changing the places into more friendly for both visitor and resident as it improves the quality of the facilities and quality of life. Furthermore, this research also summarizes the effect of commercial gentrification and the policies that have been implements. This research is a qualitative where in depth interview, observation and Instagram survey are use and also secondary data to develop the themes for the findings. The total of five themes have been identified to answer the objectives one and two. Moreover, there are policies that have been review after the Control of Rent (Repeal) Act 1997. In conclusion of the analysis, the development of the city as renown tourism attraction arouses the indirect displacement pressures whereby the exclusion constrains the quality of life that in long term make them seek migration into other places.

## ABSTRAK

Kajian ini dilakukan bertujuan untuk meneroka kesan pelancongan yang membawa kepada gentrifikasi komersial di Jonker Street, Melaka. Proses gentrifikasi komersial membawa impak positif dan negative kepada penduduk dan komuniti setempat. Di Jonker Street, pemulihan ekonomi dapat di lihat dengan kemunculan aktiviti perniagaan oleh kemasukan syarikat multinasional dan syarikat tempatan iaitu dengan kemunculan Kafe', rangkaian runcit, hotel dan restoran. Pemindahan kediaman yang didorong oleh aktiviti pelancongan ini telah diperhatikan oleh beberapa penulis. Proses gentrifikasi komersial dilihat sebagai sebahagian penting untuk mempertingkatkan sesuatu tempat untuk menjadi lebih mesra untuk pelawat dan penduduk kerana peningkatan kualiti kemudahan utiliti dan kualiti hidup. Seterusnya, kajian ini juga merumuskan kesan gentrifikasi komersial dan dasar yang telah dilaksanakan. Penyelidikan ini berbentuk kualitatif di mana temu bual secara mendalam, pemerhatian dan tinjauan di Instagram dan data sekunder juga digunakan untuk membangunkan tema untuk dapatan kajian. Sebanyak lima tema telah dikenal pasti untuk menjawab objektif satu dan dua. Selain itu juga, terdapat dasar yang telah dikaji semula selepas Akta Kawalan Sewa (Pemansuhan) 1997. Sebagai kesimpulan analisis, pembangunan bandar sebagai tarikan pelancongan terkenal telah menimbulkan tekanan pemindahan secara tidak langsung di mana ia menyebabkan penghijrahan ke tempat lain untuk kesan jangka masa panjang.

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## **LIST OF ABBREVIATIONS**

OUV	-	Outstanding Universal Value.
UNESCO	-	United Nations Educational, Scientific and Cultural Organization.
F&B	-	Food and beverage.
SOP	-	Standard Operation Procedure.

# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

The urbanization of city due to the development has led the increased the need of land for development activity, these often accompanied by increased the price of land and cost of living in the place. Due to these development drawbacks, local and regional policymakers were confronted dilemma that must be addressed at the state or even federal level in order to find the most appropriate policy to prevent or mitigate the negative effects of urbanisation. Gentrification topic are not something new to the developing country as it is the forces behind the urban development in the areas. Gentrification has been identified since 1950s as it's the main driving and part of phenomenon for economic forces. Some scholars indicates that the gentrification stated in 1970s as it the catalyst of shaping the neighbourhoods in decades (Freeman & Braconi, 2004). Gentrification process has been recognised long time ago, but somewhat the new specific term has emerged. Instead of gentrification which is generalise, more specific type of gentrification which is "commercial gentrification" has taken place in developing city. The researcher determines that there are many consequences which is good and bad as the result of increasing urban population, social needs demand, economic activity and tourism development, are the reason of the phenomenon. The increasing urban population has caused the market prices for real estate to increase more than the local residents to afford since it attracts expatriate or outsider to buy the property due to the higher power purchase. This includes the multinational company that set up multi-international chain of hotel or restaurants in the area. As the results it increases the rent prices for the shop lot thus the small and medium business owner will be affected to the increases rent and consequently the market prices are beyond the middle and upper class local to purchased. The affordable property that located far from the urban area or least developed seem as the most attractive to middle class and low community, thus it led to the movement to the areas.

The influx of these community eventually led to the revitalisation and redevelopment in the area that considered traditionally economically deprived. The aim of this study is to assess the effect of commercial gentrification in Jonker Street, Melaka due to tourism. A profound study will be conducted in the Jonker Street in order to identify the factor of commercial gentrification in Jonker Street and what changes that have been done, is it more to the positive or negative towards multiple perspective. Lastly to summarize, the effect of commercial gentrification in Jonker Street.”

## **1.2 Research Background**

Local shops and houses in Jonker Street, Melaka have recently in few years have drastic change to convenient chain stores, western café and hotel. In this drastic change that seems to be revitalisation of the Jonker Street that seems to give positive impact in terms of economy. This revitalisation can be classified as commercial gentrification. According to Hubbard (2017), commercial gentrification is comparatively a new field of study. Commercial gentrification is the extension from the gentrification that have been introduced by Ruth Glass in 1964. Gentrification can be considered as sensitive issues as it can be seen to give positive and negative impact towards the neighbourhoods and cities. According to Byrne (2003), gentrification process has positive impact toward the rejuvenation of neighbourhoods and cities. However, Slater (2006) also implies that gentrification that happens can brings negative impacts.

The impacts of gentrification widely discussed by scholars and concern toward displacement have rakes gentrification around the city. Thus, organization such like Brooklyn based group Right to the city, stated that gentrification cause the displacement is one of human right violation according to Knafo (2015). This can be seen through the displacement from increase the economic segregation and exacerbate inequality. The relevant of this study is to identify the factor of commercial gentrification that happened in Jonker Street. As it seems the physical changes happened each year through the observation as a tourist. The factor of commercial gentrification can be catered in order to optimize or to reduce the positive of negative

impacts. The study also can be implemented in other place in Malaysia in order to rejuvenate the old street and prevent it from being undeveloped.

This study focusing in Jonker Street Malacca that famous for its culture and heritage. Receives the influx of tourist every years attract many businesses venture to invest in the city centre. The relevant of this study can identify the current situation in Jonker Street and add on the study of commercial gentrification related to tourism attraction as its main catalyst in the place. The commercial gentrification according to the past research are lack of emphasis as it seems to be controversial in some places as it related to the interested party.

This study consists of research framework, conceptual framework, data collection, data processing and data analysis. This study will be done during pandemic outbreak in Jonker Street Malacca area as it will be the limitation of the study area. The data and respondent are based on the shop owner, stakeholders, tourist and local peoples. The focus of the study will identify the key factors in tourist attraction as main factors that induces the revitalisation of the Jonker Street through commercial gentrification

### **1.3 Problem Statement**

Commercial gentrification can give positive impact on the physical commercial building in the city where it improves the property as the landmark or face of the town in respect of the revitalisation of the area by the which have the historical values and monumental values. Malacca attracts the middle and upper classes since it has been designated as a United Nations Educational, Scientific and Cultural Organization (UNESCO) World Heritage Site based on the Outstanding Universal Value (OUV) of cultural diversity embodied and embedded in living heritage and built heritage. Before Malacca received this recognition, Malacca already been the tourist destination, it attracts more tourists than before after the UNESCO recognition. With the influx of these tourist, it attracts more people to Malacca whether as tourists or

investors. These new residents have washed over the area which is raising the price of property value in the area. The new middle class and upper middle-class resident will give enormous benefits towards the local resident economy in terms of the purchasing power; thus, the local business may generate income.

A part of that, the current resident may convert their property into commercial lots, this seems as the commercial change due to the influx of tourist that bring economical values. The current resident converts their property into grocery stores, spa, boutiques and café. Some of older resident also shift from traditional business into more modern business in order to compete with the modern environment. These changes can be the tourist's attraction as it will attract the tourist to spend there. According to Godsil (2013), gentrification is one of the roots for the increases price of housing, property taxes, rental property, commercial rent and due to that the business owner cannot afford to pay in long term. Due to the process, it transforms the working-class area and low-income area in the city into wealthier residential area. Regarding to that, in 1990 until 2000 in United States of America, it indicates that almost 15% of all central city experienced the gentrification process which resulted the changes of the demographical changes that lead to reduce the capital and spending power (McKinnish, Walsh, & White, 2010).

A part from that, the main issues is that the small business store are affected (Zukin, 2011). Into the deeper understanding and research, the small business store owner or leader lack the knowledge in order to survive due to gentrification. The phenomenon of commercial gentrification seems to contribute to several issues to the community, local business and urban dwellers. Therefore, this study will assess how tourism will affect the commercial gentrification in Jonker Street Malacca towards physical, social, economic fabric and local authorities, as a result, a recommendation for resolving those difficulties is made.



## **1.4 Research Questions**

Q1: What the factor of commercial gentrification in Jonker Street?

Q2: What the changes of commercial gentrification involves in Jonker Street?

Q3: Is there any ways to mitigate or conservation that have been applied to lessen the impacts of commercial gentrification?

## **1.5 Aim and Objective**

This study aims to assess the effect of commercial gentrification in Jonker Street, Melaka due to tourism. Based on the research questions, the following objectives have been identified;

1. To identify the factor of commercial gentrification in Jonker Street.
2. To analyse commercial gentrification changes in Jonker Street.
3. To analyse the conservation management that have been applied at Jonker Street in adapting sustainable gentrification.

## **1.6 The Importance of the study**

The findings of this study are intended at finding a solution to the problem that has arisen as a result of tourism activities in Jonker Street, Malacca, which has sparked the process of commercial gentrification. There are a few main points that will be focused that can be the key for better development of Jonker Street as well preserved the authenticity of the cultural value that reside in the place.

### **1.6.1 Proposed law and Knowledge to Handle Urban Issues**

For the certain issues that emerges from the urbanisation in that area that led to differ impact, it's the opportunity for the researcher to suggest the best way to handle the issues. With the research involve city council, it would be the best platform to use. The findings, which might be used on a larger scale in terms of economic and social elements, could be used to gauge how to conduct commercial gentrification with minimal physical and emotional consequences. The information that gathered in this research can be further studies for the developer, local authority, law maker and planner to formulate policies, strategies and regulation to handle the progressive gentrification process. The deeper data regarding the issues may be able to use to the related authorities in resolving the commercial gentrification issues.

### **1.6.2 Neighborhood and Community**

Apart from the local authorities, the neighbourhood and community also need to take care regarding the impact of commercial gentrification. Some of the traditional businesses have taken the damages of the development in the places. The rent gap in the area seem to spike with the influx of tourist that bring more investment from multinational company. It will be difficult for small and medium enterprise to compete in term of capital, management, technology and marketing as they have advantage almost in every angle. The commercial gentrification gave the economic growth in the area, but its need to be manage well from the regulation by the government as it will not give negative impact towards the cultural heritage and history in the place. The government should promote and educate the community about commercial activity awareness so that these communities can acquire information about commercial gentrification and its social, environmental, and economic consequences. As a result, residents will be more aware of the harmful effects of commercial gentrification and will be able to combat them.

## **1.7 Scope and Limitation**

The research's scope and limitations are derived from the research question provided in section 1.4. However, significant limitations were encountered throughout the study's completion, which will be discussed further in this section. The primary goal of this research is to determine the factors that contribute to commercial gentrification in Jonker Street. To do so, the study will concentrate on Jonker Street, also known as Jalan Hang Jebat, which runs through Malacca's old quarter and encompasses Chinatown. The objective will be identifying the factor of the commercial gentrification in the place as there are many old shops lining up the street as well as the new shop. The suitable method will be used to determine the factor of the commercial gentrification and qualitative method will be used in this study.

The study's second objective is to analyse commercial gentrification changes in Jonker Street. Through this, the observation will be done with the analysis of the physical changes of the commercial building and the interview session will be held with the local authorities in order to go to deeper information related to the law structure of the urbanisation.

The third goal of this research is to summarise the effect of commercial gentrification on Jonker Street and come up with ideas and recommendations to address the issue. Additionally, these approaches and ideas will be able to serve as guidelines for taking preventative actions. The procedure of developing a recommendation based on the outcomes of analysis and supporting it with literature is a constraint in this scope.

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