

**THE IMPLICATIONS OF STREETScape IMPROVEMENT ON  
TOURIST BEHAVIOUR AT THE OLD QUARTER OF MELAKA**

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## ABSTRACT

Melaka is currently applying to be listed as a World Heritage Site. The Old Quarter of Melaka is a part of the conservation area under consideration. In the year 2004, streetscape improvement was completed here. This introduction caused various implications to the behaviour of those utilising this area. In the case of the Old Quarter of Melaka, tourist was one such group. In order to fulfil new tourists need and behaviour, many changes have taken place in this area. Would these changes affect Melaka's application for the listing? Using quantitative method, this research began by identifying who are the tourists visiting this area, the sites they visited, the activities they participated in, and information and experience they sought. All these factors contribute in determining what was their behaviour within this area. By utilising the Expectation Disconfirmation Method, a clear picture was unveiled about the level of their pre-trip expectation compared to their actual experiences. Their overall satisfaction level was also ascertained. The outcome of this research highlighted the urgency for the need of proper visitor management techniques in order to minimize negative impact and ensure the success of Melaka in becoming a World Heritage Site.

## ABSTRAK

Bandar Melaka kini dalam proses permohonan untuk penyenaian sebagai salah satu kawasan Warisan Dunia “World Heritage Site.” Petempatan lama Melaka merupakan sebahagian daripada kawasan konservasi yang terlibat. Pada tahun 2004 pengindahan “streetscape” telah dilakukan di kawasan ini. Pengindahan ini telah menyebabkan pelbagai implikasi terhadap tingkahlaku pengguna di kawasan tersebut. Di kawasan Petempatan Lama Melaka, pelancong adalah salah satu kumpulan pengguna yang terlibat. Dalam usaha untuk memenuhi kehendak dan tingkahlaku pelancong tersebut telah berlaku berbagai perubahan di kawasan ini. Adakah perubahan yang berlaku ini akan memberi kesan terhadap permohonan penyenaian Melaka sebagai sebuah kawasan Warisan Dunia? Kajian ini, menggunakan kaedah Kuantitatif, dimulakan dengan mengkaji tarikan-tarikan yang dilawati oleh pelancong, aktiviti yang dilakukan, maklumat dan pengalaman yang dicari. Kesemua faktor-faktor di atas menyumbang untuk memastikan apakah sebenarnya tingkahlaku pelancong di kawasan ini. Kaedah “Expectation Disconfirmation” digunakan untuk membandingkan jangkaan pelancong sebelum perjalanan mereka dengan pengalaman sebenar di kawasan kajian. Gambaran yang jelas dapat dibentangkan berkenaan tahap kepuasan yang boleh mereka dapati di kawasan ini. Hasil kajian ini mendapati perlunya penggunaan system pengurusan pengunjung yang betul untuk mengurangkan kesan negative dan memastikan kejayaan Melaka menjadi satu kawasan Warisan Dunia (World Heritage Site).

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background of Study**

The worldwide growth of tourism in recent decades has seen the emergence of new forms of tourism. In the late 1980's and early 1990s, heritage tourism has gained increasing attention worldwide (Balcar and Pearce, 1996). Zepple and Hall (1991) see heritage tourism as a broad field of specialty travel, 'based on nostalgia for the past and the desire to experience diverse cultural landscapes and forms'

In Malaysia, the historical city of Melaka has always been in the forefront of Heritage Tourism. The writer of the best selling travel guidebook "Let's go guide to Southeast Asia," calls Melaka, Malaysia's historic city, where the pulse of national pride is preserved for public consumption (St Martin's Press, 1998). Indeed, Melaka provides splendid example of the way in which history is packaged and promoted as heritage. It is the very model of what Ashworth and Turnbridge (1990) have described as the 'tourist historic city'. Melaka is also currently applying to be listed as a World Heritage Site to strengthen its standing in the tourism scene.

The old city is divided by the Melaka River into 2 distinct parts the Civic Areas and the Old Quarter. While there are abundant of museums and other tourist attractions within the Civic Area, the Old Quarter has largely remained residential. In the year 2004, the Melaka state government, in order to improve conservation in the city, had embarked on streetscape improvement at the Old Quarter. The main thrust is



to reduce vehicular traffic vibration that would affect the fragile heritage buildings. Another strategy is to provide a functional pedestrian network and creating harmonious streetscape that improves the overall quality to the living environment. (JICA/MPMBB, 2002)

## **1.2 Statement of Problem**

The Streetscape improvements had practically opened up this previously quite residential area to the arrival of hordes of tourists. In addition, as the novelty of the Civic Area wanes, more and more tourists are now exploring the Old Quarter of Melaka to fulfil their curiosity. A study is needed to uncover what types of tourists are currently visiting this area. What are their needs and behaviour at this area? What are the changes taking place in order to fulfil their requirements? Would these changes affect the chances of Melaka being listed as a World Heritage Site? As most studies conducted in this area are mainly on heritage conservation and architecture appreciation, a much-needed study on tourism is required.

Therefore, the following question transpired in relation to the current situation at this site. ‘How did the streetscape improvement influence tourist behaviour at the Old quarter of Melaka and what changes have transpired at this location to fulfil this behaviour?’

## **1.3 Purpose and Objectives of Study**

The purpose of this study is to investigate the implications of the streetscape improvements at the Old Quarter of Melaka on tourists’ behaviour. To achieve this study, the objectives are:

- i) to identify the typology of tourists visiting this area,
- ii) to determine their motivation in visiting this area,
- iii) to determine whether enough information is provided before and after their arrival at this site,
- iv) to uncover what are their expectations before visiting this area,

- v) to compare their expectation with their actual experience of this area,
- vi) to observe the activities they participate,
- vii) to determine their overall satisfaction level, and
- viii) to recommend possible visitor improvement techniques to enhance tourist experience of this area while at the same time improve the chance of Melaka being listed as a World Heritage Site.

#### **1.4 Research Question**

From the objectives above, the following research questions were developed.

- i) Are the tourists at the Old Quarter cultural tourists or mass tourists?
- ii) Is enough pre arrival information about the Old Quarter available to tourist?
- iii) Are there enough information provided at this site?
- iv) Are the tourist expectation confirmed after visiting this area?
- v) Are they satisfied with their visit to this area?
- vi) What are the attractions that they visited in this area?
- vii) What are the activities that they participated in this area?
- viii) What are the improvements tourists deem important to enhance their experience at the Old Quarter?
- ix) To what extent are the changes allowed without derailing the effort to enlist Melaka as a World Heritage Site?

#### **1.5 Scope of Research**

The scope of the study was divided into ten main areas. The following are the areas covered in this study.

### **1.5.1 Literature Review**

The literature review focused on the theoretical understanding of the following elements: cultural heritage tourism, cultural heritage management, World Heritage listing, tourist motivation and typology, and Visitor Management Techniques.

### **1.5.2 Assessment of Visitors Profile and Typology**

In order to understand the tourists, profiling was done to group their common traits such as:

- Age
- Gender
- Place of Origin
- Educational Attainment
- Occupation
- Number of Trips to the Melaka
- Number of Trips to the Old Quarter
- Party Composition
- Length of Visit to Melaka
- Motivations in visiting the Old Quarter
- Cultural Inclinations in decision making
- Willingness to seek deep cultural understanding

### **1.5.3 Information Evaluation**

The source of information used by tourists before their arrival to the Old Quarter was compared with their own assessment of its adequateness after their arrival at the site to measure gap level.

### **1.5.4 Assessment of Attractions and Resources**

Tourist attractions and other tourism recourses in the old quarter of Melaka were evaluated. These sites included buildings specifically designed for tourists; structures originally built for other use but are now becoming tourist attractions and special events held in the area. The criteria used in the evaluation are:

- i) tourists awareness of the sites,
- ii) tourists interests to visit the sites,
- iii) tourist actual visitation to the sites,
- iv) the information availability at these sites,
- v) the activities undertaken at these sites, and
- vi) the level of tourists satisfaction at each site.

### **1.5.5 Tourists Expectation and Experience**

Expectations of tourists were compared with their experience level at these site to determine whether they were confirmed, positively disconfirmed, or negatively disconfirmed using the Expectancy Disconfirmation model.

### **1.5.6 Tourists Behaviour**

In order to study the implications of the streetscape improvement on tourist behaviour, trends such as visitation and flow pattern were monitored.

### **1.5.7 Tourists Overall Satisfaction**

The overall tourists' satisfaction of the Old Quarter of Melaka was also measured.

### **1.5.8 Assess Changes Happening At the Old Quarter**

To understand what are the changes happening at the Old Quarter in order to cater for tourist requirement.

### **1.5.9 Understanding Cultural Heritage Management**

To understand what are the principles, aims, and components of Cultural Heritage Management.

### **1.5.10 Understanding Visitor Impact Management**

To understand what are aims and components of Visitor Impact Management.

## **1.6 Study Approach**

The study approach was divided into four stages. All the stages were described briefly under several headings below. (See figure 1.1)

### **1.6.1 Stage 1 – Preliminary Stage**

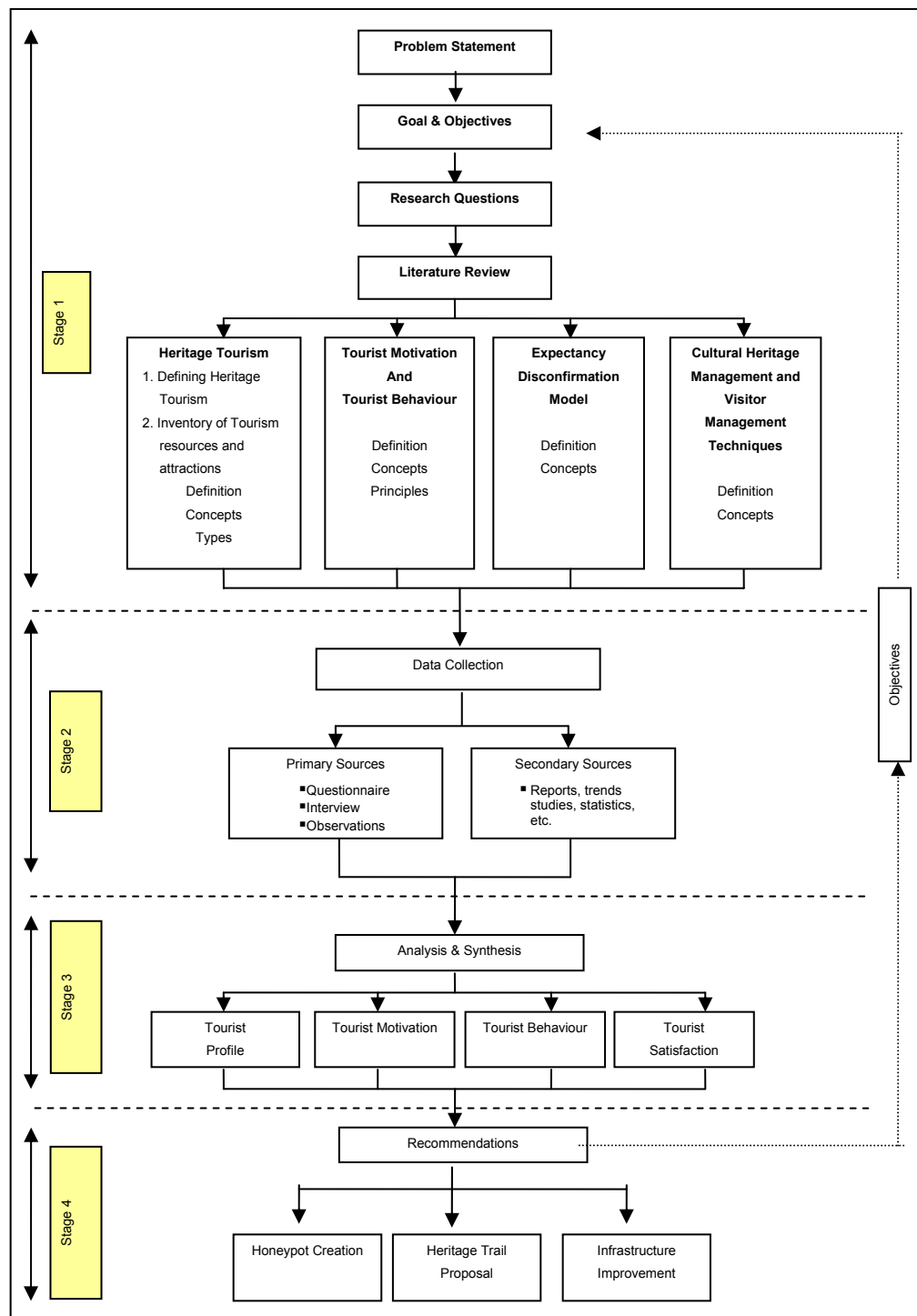
The preliminary stage included refining of the study objectives and scoping as well as literature review. The main aim of the literature review was to establish the base of there research area such as heritage tourism, cultural heritage management, tourist motivation, and tourist satisfactions studies. The main source of information came from books, journals, and publications. A study design was also initiated at this stage.

### **1.6.2 Stage 2- Data Collection**

The data gathered for this study came from two categories namely primary data and secondary data. The primary data was obtained through fieldwork done at the Old Quarter of Melaka using self-administered questionnaires (in two versions: Malay and English). In addition, unstructured interview were also conducted with shop owners, museum authority, heritage NGOs, local community, police, local authority and selected tourists. Non-participation observation was also used to

monitor the movement and activities of tourists in the study area.

Secondary information was gathered from Bahagian Promosi Pelancongan Jabatan Ketua Menteri Melaka, Unit Perancang Ekonomi Negeri, Majlis Bandaraya Melaka Bandaraya Bersejarah, other previous research, and journals.



**Figure 1.1: Study Approach**

### **1.6.3 Stage 3 - Analysis and Synthesis**

The analysis of the data collected was done using Microsoft Excel and SPSS (Statistical Package for Social Sciences). Descriptive analysis such as frequencies, percentages, means, and standard deviations were used to examine visitors' profile, visitors' trip characteristics and experience, and the level of awareness of, interests in, and actual visitations of the attractions available at this site.

In addition, using the Expectancy Disconfirmation Method, the expectation, and performance of attributes of the Old Quarter was compared to determine the level of confirmation received by the tourists. The outcome of the analysis would provide the basis for the synthesis of the recommendations.

### **1.6.4 Stage 4 – Recommendation**

The final stage was the formulation of recommendations for the Old Quarter of Melaka.

## **1.7 Research Method and Research Instruments**

### **1.7.1 Quantitative Research Method**

In order to understand trends of a variable and to measure the experience and satisfaction level a quantitative research method was undertaken. Ryan (1995) stated that quantitative research would provide both valid and reliable results. The processing and analysing of data can also be completed faster using available computer software. This approach provided strength of proving using numbers in the analysis. In addition, this method was more suitable since Qualitative survey would take longer to complete and would require highly skilled assistance to conduct the interviews (Briggs, 2001).

## **1.7.2 Expectancy Disconfirmation Method**

Satisfaction research in general has proliferated mainly in the discipline of management and marketing. Tourist satisfaction depicts the success of amenities, products, and services that is prepared for the tourists. A prevalent method of measuring service quality consists of simply comparing the expectation of service with the perceptions of actual services received.

This approach is epitomised by the expectancy disconfirmation theory, which was proposed by Clemons and Woodruff (1992). A refinement of the Consumer Satisfaction/Dissatisfaction (CS/D) model, it consist of two independent process affecting customer satisfaction namely the formation of expectation and the disconfirmation of those expectation by comparing it to actual performance. Expectancy-Disconfirmation theory holds that consumers first form their expectation of products or service performance prior to purchase or use. Subsequently after purchasing and usage, consumers make up their mind about the actual or perceived performance of the product or service. The result of this comparison can be summarised by the three following outcomes:

- i) Confirmed- when the expectation and experience match
- ii) Positively disconfirmed- when the experience exceed expectation
- iii) Negatively disconfirmed - when the expectation exceeds experience.

## **1.7.3 Research Instruments**

### **1.7.3.1 Questionnaires**

A self-administered questionnaire for the visitors was designed (Refer to Appendix A & B) It was divided into five sections. The first section was respondents profile or demographic such as gender, race, age, country origin, profession, educational level, and the purpose of visit.



The second section encompassed questions regarding their trip to Melaka and the Old Quarter such as, their prior experience, duration of stay, trip companion, source of information, motivation to visit Melaka and the Old Quarter, extent of cultural influence in decision-making and willingness to participate in cultural activity.

The third section concentrated on the attractions and resources available in the area under study. The measurement of the level of awareness, interests to visit, and actual tourists visitation to the available attractions were collected. The level of information, activities, and satisfaction for each attraction was also measured here.

The fourth section measured the implication of the streetscape improvement on tourists at this area. The main questions on tourists' expectation and actual performance experienced in the Old Quarter were based according to Expectancy Disconfirmation model. Respondents were requested to give a score to each of the seven attributes on the level of expectation and performance using a 5-point Likert type scale ranging from *strongly disagree* (1) to *strongly agree* (5).

While the final section measures the overall satisfaction towards their experience during their travel to the Old Quarter of Melaka. To evaluate the extent of tourists' satisfaction with their visit in Melaka, the following Likert scale is used:

- |   |                              |
|---|------------------------------|
| 1 | <i>Strongly Dissatisfied</i> |
| 2 | <i>Dissatisfied</i>          |
| 3 | <i>No Opinion</i>            |
| 4 | <i>Satisfied</i>             |
| 5 | <i>Strongly Satisfied</i>    |

### **1.7.3.2 Interview**

Unstructured interview were conducted with other respondents related to this study. Questions were designed to solicit information about the impact experienced after the completion of the streetscape improvement at this area. The main outcome of these interviews was to determine the changes in the tourist behaviour as perceived by those involved in the supply side such as tourists guide, shop owners, and police

officers.

### **1.7.3.3 Non Participant Observation**

Non participant observation is used to capture data that is not available in the survey form such as the choice of roads used by tourists leading to the actual site visited.

## **1.8 Population and Sampling**

The tourists numbers for Melaka was based on the data gathered from hotels and attractions in this state (Bahagian Promosi Pelancongan Melaka). There are no data collected specifically on the arrival of tourists at the Old Quarter. However, the Baba and Nyonya Museum which is located with the study area recorded 23,709 visitors in the year 2005 (Bahagian Promosi Pelancongan Melaka.) Using this number as reflective of the visitors to the Old Quarter, the monthly average was 1,975 while the weekly average was 493. The daily average was then calculated at 70 person per day. Since sampling would be done for 8 hours from 9:00 pm to 5:00 pm, the daily expected average is at 25 person. For a four-day survey, the expected number of respondents was 100.

## **1.9 Actual Survey**

The actual survey were completed on four days during the period of 9<sup>th</sup> April until 22<sup>nd</sup>. April 2006, 2 weekdays and 2 weekends were chosen to avoid bias. Three sampling stations were chosen at the Tan Kim Seng Bridge, within the compound of Kampung Kling Mosque, and along Jalan Tokong. (See figure 1.2) Tourists that passed by these points were invited to take part in the survey. Out of 200 tourists approached, 150 agreed to fill the questionnaires. Twenty-four forms were incomplete; therefore, only 126 were accepted as good forms.

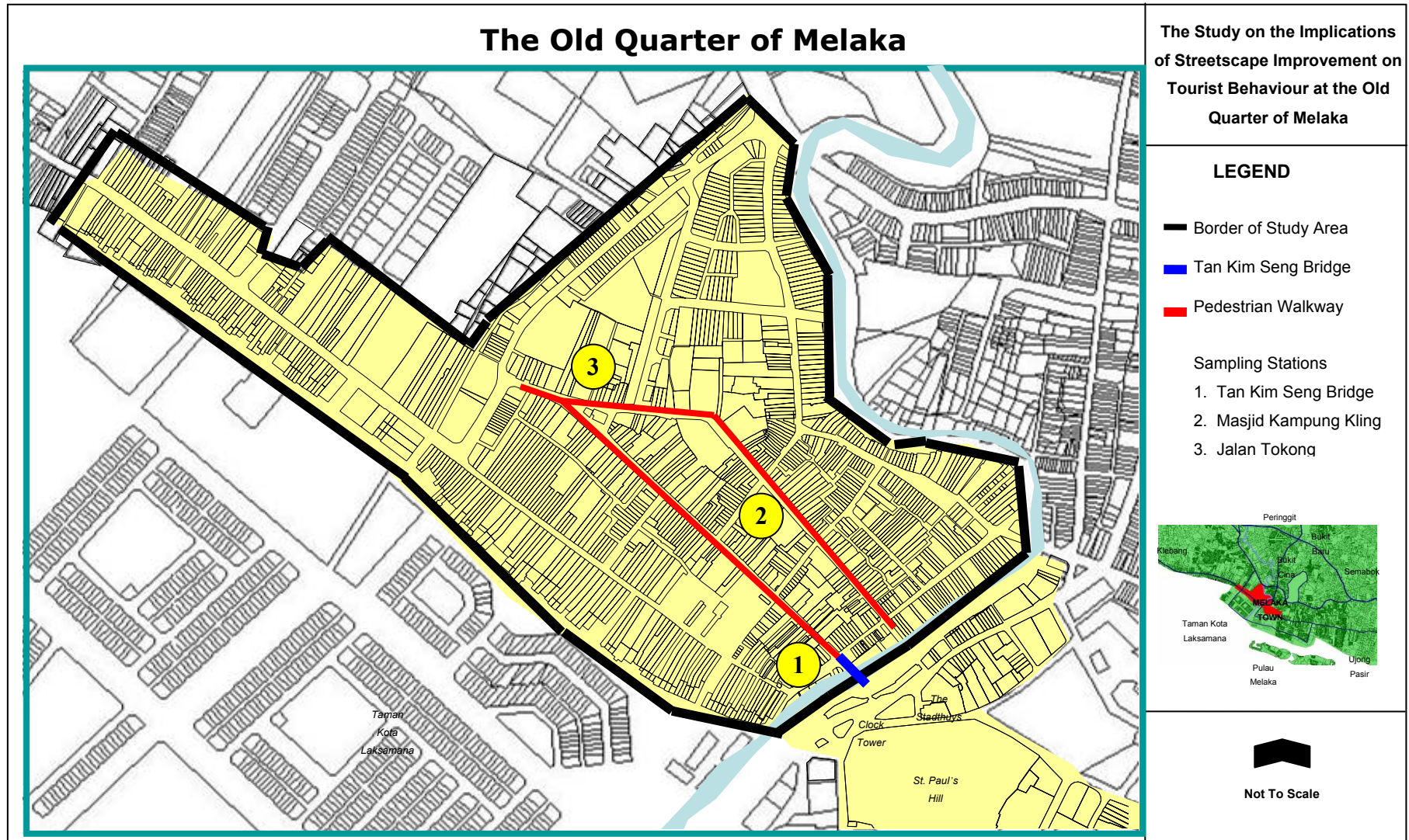


Figure 1.2: Map of the Old Quarter of Melaka Showing the Study area and Sampling Stations

### **1.10 Study Area**

Although Tourism in Melaka City was well established, previous tourism studies had been concentrated on the Civic area where the museums, historical buildings, and monuments were located. This study on the other hand was done exclusively in the old quarter of Melaka, (see figure 1.1) a predominantly residential area with a Chinese, Baba majority and a small Malay minority.

The main thoroughfares in this area are Jalan Tun Tan Cheng Lock or Heeren Street, Jalan Hang Jebat or Jonker Street. Other notable streets are Jalan Tokong, Jalan Tukang Besi, and Jalan Tukang Emas. Each of these streets has its own theme; for example, Jalan Tun Tan Cheng Lock was also known as the millionaires' row while Jalan Hang Jebat is known for its antiques shops. Jalan Tukang Besi, Jalan Tukang Emas and Jalan Tokong were also dubbed Harmony Street since there are three religious houses of worship on the same street representing the three main community groups in Melaka.

With the various resources and attractions at this area, tourists who are interested in culture have always been seen plying the streets of the Old Quarter. In the year 2003, the Melaka Government, working on the JICA studies started urban rejuvenation program. One main component is to reduce vehicular traffic and improve the streetscape of this area. The main thrust is to reduce vibration pressure to conserve the buildings, which foundations were sitting on relatively soft ground. As part of this exercise, a pedestrian pavement was constructed along the streets mentioned above.

### **1.11 Significance of the Study**

The introduction of a new pedestrian walkway as part of the streetscape improvement at this area practically opens up the whole area to an unprecedented increase in influx of tourists. Various studies have been done at this area, mainly concentrating on architectural or urban and heritage conservation. However, main study on tourism has not been completed to find out who are the tourists coming to this part of town and what do they do at this area. With the implementation of the

streetscape improvement and clear increase in tourists arriving there, a study is warranted to explore this area from the tourism perspectives. The result of this study can be used to further enhance the tourists experience and satisfaction, which while at the same time ensuring the success of Melaka's listing as a World Heritage Site.

### **1.12 Limitation of the Study**

The main limitation of the study is the fact the surveys were done in English and Malay. This practically excludes non-English and non-Malay speaking group of tourists to this area. The limitation of time and labour prohibits a year round survey, which is more desirable. Furthermore, the instrument used is limited to self-report measures. Respondents may interpret the items differently due to differences in background and experience. Since quantitative method was used, lack of in-depth knowledge is expected (Briggs, 2001).