NON-SPATIAL AND SPATIAL CHARACTERISTICS OF INTERNATIONAL TOURISTS' BEHAVIOUR IN MELAKA WORLD HERITAGE SITE

NURUL DIYANA BINTI MD KHAIRI

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Faculty of Built Environment
Universiti Teknologi Malaysia

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To my husband and family, I couldn't have done this without you.
Thank you for your support along the way

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ABSTRACT

World Heritage Sites (WHSs) nowadays are facing an increasing number of tourist arrivals after being designated as a WHS. This burgeoning popularity has negatively impacted the sustainability of the historic environment of the sites. Too many pressures from human activity, especially tourists at the WHS, could potentially damage the physical condition of the site and compromise its Outstanding Universal Value. Previous studies on managing a WHS have only focused on policy designation and participation from local stakeholders. However, the tourist perspective is often neglected. Therefore, there is an emerging view that tourists should be placed at the centre of the management and planning process. In this context, understanding tourist behaviour is one of the important aspects in managing a WHS. However, tourist behaviour is a complex phenomenon. Tourist behaviour constantly changes because each tourist has his or her own preferences. One of the ways to determine tourist behaviour is through their consumption at the destination. Therefore, the study aims to measure international tourist behaviour through their consumption by integrating their non-spatial and spatial characteristics. In this case, Melaka WHS is used as the study area. The study used comparative quantitative techniques consisting of both traditional and advanced tracking methods. The method was conducted in two stages to acquire the non-spatial and spatial data of tourists at budget hotels within the core zone area in Melaka WHS. A total of 384 Free Independent Tourists participated in the survey for the study. Questionnaires, trip diaries, and tracking devices were the main instruments for capturing data. The results reveal a degree of attachment between the non-spatial and spatial characteristics of international tourists. Additionally, country of origin and age are found to influence the dynamic characteristics of tourists. On the other hand, the time factor strongly correlates with other tourist spatial characteristics. Interestingly, money spent at each attraction proves to be a reliable source in understanding tourist behaviour. The findings also indicate that tourist spatial behavioural pattern is highly influenced by dynamic characteristics. The evaluation of tourist behaviour based on their consumption shows that international tourists essentially consume more spaces and time at primary elements such as historical attractions. However, they consume more money at secondary elements such as food and shopping. The finding on tourist behaviour is important for responsible authorities. These provide a different point of view in managing tourist behaviour and movement. Interviews were also conducted to validate the findings from those responsible and knowledgeable in managing WHS. The results on tourist behaviour can be used to establish effective tools such as carrying capacity, wayfinding, and transportation management, to develop a better visitor management plan for Melaka WHS.

ABSTRAK

Tapak Warisan Dunia (TWD) kini berhadapan dengan peningkatan jumlah pelancong selepas tersenarai sebagai TWD. Peningkatan populariti ini memberi kesan negatif kepada kemampanan persekitaran tapak bersejarah. Terlalu banyak tekanan daripada aktiviti manusia ke atas TWD terutamanya pelancong berpotensi memudaratkan keadaan fizikal tapak dan kompromi terhadap *Outstanding Universal Value*. Sebelum ini, literatur dalam pengurusan TWD tertumpu kepada penyediaan polisi serta penglibatan daripada pihak berkepentingan tempatan. Walau bagaimanapun, perspektif dari pelancong seringkali diabaikan. Justeru itu, muncul pandangan bahawa pelancong seharusnya diletakkan sebagai asas kepada proses perancangan dan pengurusan. Memahami perilaku pelancong adalah aspek penting dalam pengurusan TWD. Walaubagaimanapun, perilaku pelancong merupakan suatu fenomena yang kompleks. Perilaku pelancong sentiasa berubah disebabkan setiap pelancong mempunyai kemahuan tersendiri. Salah satu cara dalam memahami perilaku pelancong ialah melalui kepenggunaan mereka di sesebuah destinasi. Oleh itu, kajian ini melihat kepada pengukuran perilaku pelancong antarabangsa berdasarkan kepenggunaan mereka. Bagi tujuan ini, Melaka TWD dipilih sebagai kawasan kajian. Pelbagai kaedah kuantitatif pengesanan tradisional dan terkini diguna pakai dalam dua peringkat bagi memperoleh data bukan ruang dan ruang pelancong di hotel bajet dalam kawasan zon teras di Melaka TWD. Seramai 384 Pelancong Bebas Berdikari mengambil bahagian dalam kaji selidik bagi kajian ini. Borang soal selidik, diari perjalanan dan peranti pengesanan antara peralatan utama bagi memperolehi data. Penemuan menunjukkan terdapat hubungan antara karakteristik bukan ruang dan ruang bagi pelancong antarabangsa. Hasil kajian juga mendapati bahawa negara asal dan umur mempengaruhi karakteristik dinamik dalam konteks karakteristik bukan ruang dan faktor masa mempunyai hubungkait yang kuat terhadap karakteristik ruang yang lain. Menariknya, jumlah wang yang dibelanjakan di setiap tarikan membuktikan ianya adalah sumber yang dipercayai dan boleh diguna pakai dalam memahami perilaku pelancong. Perbezaan yang ketara dapat dilihat pada tingkah laku pelancong di mana ia dipengaruhi oleh karakteristik dinamik. Penilaian terhadap perilaku pelancong berdasarkan kepenggunaan mereka menunjukkan pelancong menggunakan lebih banyak ruang dan masa di elemen utama seperti tempat bersejarah. Namun begitu, wang lebih banyak digunakan di elemen kedua seperti makanan dan membeli-belah. Penemuan kajian memberi sudut pandangan yang berlainan di dalam pengurusan perilaku dan pergerakan pelancong. Sesi temubual juga dijalankan bagi mengukuhkan hasil penemuan kajian daripada mereka yang bertanggungjawab dan berpengetahuan dalam pengurusan TWD. Implikasi kajian ini menunjukkan bahawa perilaku pelancong boleh diguna pakai sebagai asas pendekatan yang efektif seperti kapasiti penyimpanan, *wayfinding* dan pengurusan pengangkutan bagi membangunkan pelan pengurusan pengunjung yang lebih baik di Melaka TWD.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

CMP   -   Conservation Management Plan

FIT   -   Free Independent Tourist

GPS   -   Global Positioning System

ICOMOS   -   International Council on Monuments and Site

JPBD   -   Jabatan Perancangan Bandar dan Desa

MBMB   -   Majlis Bandaraya Melaka Bersejarah

MOCAT   -   Ministry of Culture, Arts and Tourism

MOTAC   -   Ministry of Tourism and Culture

MoTour   -   Ministry of Tourism

MP   -   Malaysia Plan

MWHO   -   Melaka World Heritage Office

OUV   -   Outstanding Universal Value

PERZIM   -   Perbadanan Muzium Melaka

SAP   -   Special Area Plan

UNESCO   -   United Nations Educational, Scientific and Cultural Organization

WHS   -   World Heritage Site

WTTC   -   World Travel and Tourism Council

WTO   -   World Tourism Organisation

LIST OF APPENDICES

CHAPTER 1

INTRODUCTION

1.1   Introduction

Tourism and World Heritage Sites (WHS) are unavoidable and often seen as primary destination choices due to their natural and cultural significance. This symbiosis has numerous economic benefits such as increased tourist visitation and length of stay. However, Cros (2008) stated that, if not actively or properly managed, the negative impacts of tourism such as congestion could result in poor visitor experiences for both tourists and the host community. Despite of that, World Heritage values could also degrade. Tourism impacts are multi-faceted and therefore are difficult to plan for and manage. Buckley (2012) highlighted that sustainable tourism is important in enhancing the positive social and economic impacts of tourism. At the same time, the negative impacts of tourism development can be reduced.

The study is conducted in Melaka WHS. The United Nations Educational, Scientific, and Cultural Organisation (UNESCO) recognised Melaka WHS in 2008 because of its Outstanding Universal Values (OUV). Following the establishment of the city as a World Heritage Site, significant growth in tourist arrivals to Melaka Heritage City can be observed (Tourism Malaysia, 2013). The tourist influx, however, has created new problems in the old city quarter of Melaka (Abdul Ghani *et al.*, 2015). Melaka's booming tourism development shows that its World Heritage designation has been particularly impactful. Melaka is now one of the must-visit places in Asia, as a result of being in UNESCO's World Heritage List.

UNESCO's recognition of Melaka as a WHS has also enhanced its international visibility, thus attracting more tourism development (Rasoolimanesh *et al.*, 2017). Likewise, public and financial support for conserving a WHS can potentially increase as a result of its development as a tourism destination (Aas *et al.*, 2005; Su and Wall, 2014). However, the increasing number of tourists can also negatively impact the heritage area. The year 2016 saw almost 16.28 million in tourist arrivals to Melaka, prompting the State to focus more on tourism projects, so as to increase the number of tourist arrivals by the year 2020. Chief Minister Datuk Seri Idris Haron also observed that Melaka is attracting a large number of tourists, with the majority being from Asian nations. Conclusively, it can be said that UNESCO has created economic, cultural, and social improvement for Melaka. The future seems promising for the historic city centre to continue to flourish with its massive development and benefits gained from tourism.

Values and the different tourist preferences toward management actions are important aspects in heritage tourism management (Alazaizeh *et al.*, 2016). Therefore, different stakeholders including tourists must be involved in tourism management, so as to achieve sustainability in heritage tourism. Tourists, host communities, and stakeholders are important key performance indicators in managing tourism impacts, especially for World Heritage Sites. Previous studies (Su and Wall, 2012, 2014; Su *et al.*, 2016) have investigated the impact of tourism on World Heritage Sites with a focus on the perspective of the host community and stakeholders. The tourist perspective, however, is often neglected. Su and Wall (2015) pointed out that understanding tourist behaviour when visiting a heritage destination is necessary in guiding the planning, management, and operation of the tourism products, services, and facilities provided at heritage sites.

To achieve sustainability in heritage tourism, tourists should be placed at the heart of the management and planning process (Alazaizeh *et al.*, 2016). However, tourists have been mostly ignored in the management of heritage destinations or attractions. Timothy and Boyd (2003, 2006) also support this fact, where they mentioned that strategies for heritage tourism have traditionally focused on the supply side (the resource) and have often ignored the demand side (the tourists).

Alazaizeh *et al.* (2016) also added that it might be difficult to implement management strategies to achieve sustainable heritage tourism without tourist support. Indeed, the tourism industry is now being overwhelmed with tourists of diverse profiles that choose to spend their time in different ways when visiting heritage destinations. To understand the spatiotemporal behaviour of tourists, their movement within a space and duration of time they spend at any given location must be studied. This could provide valuable information to all stakeholders involved in tourism development and tourism research. Caldeira and Kastenholz (2015) further added that knowledge of the spatiotemporal behaviour of tourists might help improve the quality of tourist experience. Besides that, the information could also prove useful in managing the attractions and destinations.

1.2   Current Issues in Managing a World Heritage Site

Tourism can act as a driver for preservation and conservation of cultural heritage. It could also become a vehicle for sustainable development if approached responsibly (DeBrine, 2017). If not planned or not properly managed, however, tourism could be socially, culturally, and economically disruptive. It could also cause devastating effects to the fragile environment and local community. Apart from that, the main goal of the World Heritage Convention is the protection of cultural properties of Outstanding Universal Value (OUV). Therefore, it can be pointed out that in order to achieve long-term economic, environmental, and social sustainability, heritage values and associated assets (tangible and intangible) should be preserved and maintained through appropriate and responsible tourism. This is in fulfilment of the responsibility given by the World Heritage Convention.

As far as the study is concerned, many countries across the world are now emphasising the development of tourism, as this represents a major source of income, employment, exports, and taxes. However, the increase in disposable income and the awareness of the importance of leisure has resulted in an increase in the number of tourists (Lim, 2006; Su and Lin, 2014). Su and Wall (2014) stated that the heritage area itself could be endangered. This could be due to the rising number of

tourists and efforts to cater to their needs via the provision of sufficient public facilities and infrastructure. Therefore, it is important to strike a balance between the positive economic and social impacts of tourism development in WHS destinations and the conservation efforts towards the WHS area (Nicholas *et al.*, 2009; Su and Wall, 2014; Telfer and Sharpley, 2015). This is mainly because, World Heritage properties are places of Outstanding Universal Value, which have been listed on the World Heritage List under the authority of UNESCO World Heritage Convention (Young, 2016). Therefore, these locations need to be well protected and conserved. As previously mentioned, Melaka was nominated as a World Heritage Site in 2008, which entails three (3) criteria of Outstanding Universal Value (OUV). ICOMOS (2008) also stated that one of the criterions highlights Melaka as the most complete surviving historic city in the Straits of Melaka with a multi-cultural living heritage originating from the historic trade routes of its glorious past.

Rodzi *et al.* (2016) added that the term 'living heritage' as stated in the justification of the OUV criteria (criterion iii) is proof of the extraordinary and unique existence of Intangible Cultural Heritage (ICH) value on the site. Previously, a study by Su and Lin (2014) on international tourist arrivals worldwide found that the existence of a WHS positively affects international tourism. As a result, the number of international tourist arrivals would normally increase. This phenomenon is now seen to benefit a country's economy through the increase in tourism expenditure. Other studies (Bille and Schulze, 2006; Su and Lin, 2014) also found that tourism destinations that are officially recognised on the WHS list constitute one of the main attractions for international tourists. Therefore, it can be said that that these attraction or destinations have a strong appeal to international tourists, and they can significantly impact a country's economy positively.

However, Kim (2006) highlighted that the WHS status has sometimes backfired or has not operated as planned. In most cases, the World Heritage Site (WHS) designation has increased tourism arrivals (Poria *et al.*, 2011). However, this has also caused unforeseen threats to designated sites. The increase in tourism activities in World Heritage Sites is seen as "a double-edged sword" (Harrison and Hitchcock, 2007). Both economic benefits and threats to the Heritage Urban

Landscape (HUL) or the fabric of the sites could result from this increase. Therefore, Kim (2016) stressed that it is essential that future management understand the benefits and threats that might occur from the increase in tourism activities following a WHS designation. Moreover, the WHS designation might be the most influential designation system in the world. This is because WHS entails that the universal value of the heritage as a designated site has been guaranteed by one of the most internationally renowned organisations: the United Nations Educational Scientific and Cultural Organisation (UNESCO).

A study by Alazaizeh *et al.* (2016) found that the increasing number of tourists to a destination positively impacts a country's economy. However, tourist acceptance levels have also decreased. This means that the tourists that are highly motivated to visit heritage sites are now faced with highly restrictive rules that bar them from visiting these sites. Following this phenomenon, the proper management of these areas should be undertaken to ensure its sustenance in the long term. This is partly because too much pressure from human activities inside the World Heritage area could potentially damage the physical condition of the site and thus compromise its OUV (Allan *et al.*, 2017). This would be incompatible with the objectives of the World Heritage Convention (UNESCO, 2016). King and Halpenny (2014) also support this fact, where they point out that the World Heritage (WH) brand is irreplaceable for humankind. Therefore, its values must be sustained for the benefit of future generations.

Melaka WHS is a living city that has encountered a variety of developmental pressures and demands, which, if left on its own, could threaten its OUV. As stated in the Conservation Management Plan (2011), Melaka has its own living population. At the same time, Melaka WHS also faces encroaching development and gentrification, which could, in the medium to long-term, undermine its cultural heritage particularly if no management plan and strategies have been put in place to guide and monitor these changes. Since 2008, cultural and heritage tourism has emerged as the main tourism attraction in Melaka WHS. However, the rapid tourism development has created various developmental pressures on a few properties within the boundary of Melaka WHS. Shophouses have been turned into boutique hotels

and commercial premises, and this in turn has impacted the living population, forcing them to move out and become uprooted (Conservation Management Plan, 2011).

It should be noted that the State and Local authorities have been drawing plans to manage the city centres and to protect the heritage values in Melaka as early as in the 1980s. However, pressures continue to exist, as the city centre in the WHS is forced to adapt to change and grow with the times while trying to conserve its heritage values. In order to ideally manage sustainable heritage tourism, Su *et al.* (2016) added that a variety of stakeholders must be involved, including the tourists. This is mainly because cities are multifunctional environments that attract tourists for a variety of reasons (Rasoolimanesh *et al.*, 2017). As can be seen in a historic city, many of its urban services and facilities such as public transport, roads, infrastructure, and services have been provided for the tourists as well as the local residents to use (Edwards *et al.*, 2008; Ashworth and Page, 2011). Jaafar *et al.* (2016) therefore states that it is important to manage a site and its surrounding area as a tourist destination to facilitate economic development. At the same time, sustainable conservation programmes within the area must be prioritised to maintain the site.

Since the 2000s, most researchers such as Moscardo *et al.* (2001) have stated that the increasing number of tourists, their concentration in some parts of the historic city, and the seasonality and periodicity of their visitations often negatively impact historic towns. Apart from that, the various functions of urban heritage tourism also contribute to the increasing number of tourists at the city centre. This negative impact remains significant even after ten years. Ashworth and Page (2011) found that tourism development has contributed to too many complexities and issues related to planning, management, and sustainability even though some positive economic impacts have been reported. Practical understanding of the way tourists consume activities in terms of space and time within a destination, particularly in urban spaces, would help shed light on the behaviour of tourists. This is because, one way to recognise tourist behaviour is from the way they consume a destination. However, capturing and measuring tourist behaviour is difficult and elusive since tourists tend to change their behaviour over time (Mahika, 2011). In fact, tourist behaviour is constantly changing while their consumption is definite. Therefore,

Shaw *et al.* (2000) highlighted that it is indeed easier to explore the patterns of tourism consumption rather than the behaviour that has produced them.

Nevertheless, psychological and sociological aspects are not sufficient in understanding tourist behaviour as a whole. There are a limited number of ideal theoretical frameworks associated with the spatial activity of tourists such as movement, time lapse, and activities at the tourist destination (Shoval and Isaaccson, 2010). Therefore, integrating space, time, and money with psychological and sociological aspects could help researchers understand tourist behaviour in a more comprehensive manner. For cities that highly encourage tourism like Melaka, tourists are the key target audience for urban management and planning. Therefore, planners and tourism managers need to study the urban tourism phenomena by understanding how tourists move and consume spaces within a city. Mechtild Rossler, the Director of UNESCO World Heritage Centre, added that determining how to manage these urban heritage areas is a complex and monumental task. Hence, incorporating tourist non-spatial (psychological and sociological) and spatial (space, time, and money) aspects will contribute to the understanding of overall tourist behaviour. Correspondingly, by doing so, proper tourism management and urban planning of a destination could be achieved.

1.3   Existing Gap

Tourist behaviour is ambiguously defined in tourism literature, where "tourist" and "behaviour" are frequently defined individually (Pearce, 2005). In some cases, tourist behaviour is associated with the way of behaving. In general, however, the term tourist behaviour normally equates to tourist activities (Zillinger, 2008). The different tourist behaviour is commonly associated with the activities they undertake during the holidays, as studied by several researchers (Pearce, 2005; McKercher *et al.*, 2015; Hultman *et al.*, 2016). The pioneering works of previous researchers have often constituted the basis for studies on tourist behaviour, specifically the ones that relate to tourist activities at a destination. In fact, these studies have also given an

overview of tourist behaviour, confirming that behavioural research is an integral part of tourism research.

The development of tourism in urban areas results from the increased popularity of holiday destinations as well as mass tourism. Cultural and heritage aspects have been used to strengthen the competitiveness of the given cities and to attract more tourists (Timothy, 2011). Historic resource is largely seen as a powerful tool from the social and economic dimension. This is mainly because heritage is among the growing segments in the tourism industry for which its economic, social, and environmental importance has been duly recognised (Timothy, 2011; Park, 2014). Heritage destinations can positively stimulate cultural revival, provide new experiences, as well as enrich tourism products in urban areas. Ashworth and Page (2011) added that many development strategies entirely based on urban heritage are now being given more priority. This is in an effort to manage heritage attributes, particularly at attractions where tourism is the main economic source. Basically, there are several key stakeholders in WHS management. However, despite several studies on WHS (Jaafar *et al.*, 2015; Su *et al.*, 2016; Su and Wall, 2017), too much attention has been given to the contribution of local authorities and communities, whereas the perspective of tourists has largely been neglected.

Understanding how tourists actually behave at a destination is important in the attempt to increase knowledge on tourist behaviour. Therefore, it is essential to analyse the role of tourist behaviour to enhance the efficiency and effectiveness of activities associated with tourism particularly for urban areas that seem to be more complex in definition and understanding. However, the wide-ranging and numerous tourist behavioural studies have often alluded to specific references of tourist psychological and sociological aspects without acknowledging their spatial aspects. Currently, studies on tourist spatial behaviour are placing too much emphasis on how tourists move within cities, which is through space and time. Acquiring and evaluating tourist spatial data is crucial in designing an urban form that meets the need of tourists (Edwards and Griffin, 2009). Shoval and Isaaccson (2010) also stressed that there is a clear lack of theoretical frameworks that deal with the spatial activity of tourists at a tourist destination. Edwards and Griffin (2013) also supports

this finding where they found that only a few studies had addressed the complexities of cities as spaces. Overall, the spatial behaviour of tourists is still a field that is not very well understood.

Numerous studies have recognised the relationship between the various aspects of behaviour that is relevant to tourism management as well as its theoretical understanding (Cohen *et al.*, 2014; McKercher *et al.*, 2015; Xiang *et al.*, 2015; Ozdemir and Yolal, 2016). For the past few decades, the rise of mass tourism has made significant waves in the economic, spatial, and social aspects of destinations (Arnegger and Job, 2010). The potential positive economic effects of tourism on cities have been quickly recognised, which in turn led to the rise of the city as a tourism destination and the introduction of new urban tourism spots, apart from the existing tourism in cities (Ashworth and Page, 2011). Recently, researchers have shown growing interest in tourist preferences and behaviour due to the increasing volume of tourism and urban tourism. Hall and Page (2014) added that tourism is mainly a geographic activity. Spatial sources are the essential information needed in tourism planning. Shoval and Isaacson (2010) also added that one of the ways to describe and understand tourist spatial behaviour is through time geography. Time-space constraints and the path that tourists take define the effective reach of the individual.

However, studies of tourist behaviour often reflect on tourist psychology and sociology without considering the geographical point of view, which mainly applies for urban spaces. Some authors have noted the possibility of applying time geography to tourism as a spatially implicit phenomenon (McKercher *et al.*, 2012; Hall and Page, 2014). This is partly because every activity that occurs in a tourism destination involves the use of space and time. Therefore, combining the non-spatial (psychology and sociology) and spatial (geographical point of view) characteristics of tourists can help in understanding tourist behaviour in a more comprehensive manner. Previous research on tourist behaviour has been over-dependent on the ideas generated from the sociological and psychological aspect of tourism. There have been many debates on adapting the nature of geography to the understanding of tourist behaviour in an urban setting. Hughes and Carlsen (2010) explained that some

tourists are highly motivated to visit heritage sites, and for others, visiting heritage sites does not play an important role in travel decisions.

Therefore, the study argues that the spatial aspects of tourists are an important criterion that influences tourist behaviour, as they are an inherent factor in tourism. Tourist spatial behaviour is hereby defined as tourist activity that involves space and time. In addition, money is also taken into consideration, so as to facilitate the understanding of tourist spatial behaviour at a destination. A previous study was done on the expenditure of tourists without considering where and how the tourists spent their money. Therefore, the study includes the use of money by tourists and analyses them in the context of space and time. It is note that the number and type of tourists also involved in the study. Apart from that, tourist behaviour is also influenced by the characteristics and uniqueness of a particular place, which offers a variety of activities for the tourists to participate in. The various types of tourist supply at different tourist attractions have a strong impact on the choice of activities. It also influences the amount of time and money tourists spend on these particular attractions.

1.4   Problem Statement

In reality, most locations, regardless of natural or cultural heritage, faced an increasing number of tourists after being designated as a WHS (Buckley, 2004; Shieldhouse, 2011). Like other WHSs, Melaka WHS is now faced with an increasing number of tourists following its WHS designation in 2008. Up until 2017, Melaka WHS still continues to receive a huge number of tourists each year. However, in many cases, the increase in tourists as a result of the WHS designation has also negatively affected the historic environmental sustainability of the designated sites (Kim, 2016). According to UNESCO, tourism is the second-most reported threat to World Heritage Sites, next to pressure from development (UNESCO, 2016). However, there is a reason to believe that increased visitation does not only result in negative impacts, but also helps increase the financial expansion of local communities. Therefore, it is important to

effectively manage tourists in order to sustain the World Heritage Site in the long term.

Many development strategies related to urban heritage have been given priority in managing heritage assets, especially areas where tourism is the main economic source. As highlighted by Pierret (2011), to ensure that a destination enjoys long-term success, space around the area must be managed properly. Ertan and Egercioglu (2016) mentioned that most heritage cities are now experiencing uncontrolled development due to rapid economic growth, which result in the decay of historic cores. This phenomenon is hugely critical because a city's historic centre is the heart of its urban identity which once abandoned; the identity of the city diminishes as well. As mentioned by Ismail *et al.* (2014), there are always issues and challenges when managing such destinations. These include issues arising from the increase in tourists at the surrounding areas. As such, the physical capacity of the site could become strained from having to handle a larger number of tourists. These are among the current challenges faced by Melaka WHS in positioning itself as a major heritage destination in Malaysia.

Hence, incorporation of tourist behaviour via the integration of their non-spatial (socio-demographic and travel behavioural pattern) and spatial characteristics (space, time and money) can help ensure proper space management and urban planning of a destination. It is also argued that understanding and managing heritage tourism as a social phenomenon is not entirely based on the presence of tourists but the actual relationship between the space and the tourists. To reiterate, it is important to understand how tourists actually behave and consume a destination, as this can increase knowledge on tourist behaviour. However, wide-ranging behavioural studies have often alluded to specific references on psychological and sociological aspects without acknowledging spatial aspects. As mentioned by Edwards and Griffin (2009), acquiring and evaluating tourist spatial data is crucial towards designing an urban form that meets the needs of tourists.

Nevertheless, tourist spatial behaviour within heritage cities is not relatively well understood because only a few studies have addressed this phenomenon

(Edwards and Griffin, 2013). In light of the above, the study argues that spatial aspects of tourists are an important criterion that needs to be considered, so as to understand tourist behaviour in a more comprehensive manner. The study also incorporated the value of money spent by tourists. This is framed in the context of space and time, which has not been previously studied. The tourism industry is now inundated with tourists of diverse profiles that choose to spend their time in different ways when visiting urban heritage destinations. Kellner and Egger (2016) pointed out the importance of studying specific aspects of tourists, so as to understand their spatial-temporal behaviour. According to them, tourist movement within a space, the duration of time they spend at any given location, and the services they utilise should be the main focus of such a study. The results can prove valuable to all stakeholders involved in tourism business and tourism research.

In the case of Melaka WHS, the responsible authorities in managing and conserving the World Heritage Site are the Jabatan Warisan Negara (JWN), Jabatan Perancangan Bandar dan Desa (JPBD) Melaka (PLANMalaysia@Melaka), Majlis Bandaraya Melaka Bersejarah (MBMB), Melaka World Heritage Office (MWHO), and Perbadanan Muzium Melaka (PERZIM). The analysis of opinions of stakeholders in the tourism management of Melaka World Heritage Site is also crucial. The results of this analysis will help stakeholders in managing Melaka as a World Heritage Site. Based on Section 5.2.8 of the Conservation Management Plan (2011), a major threat to WHS is the pressures generated by the onslaught of mass tourism. This is evident in Melaka WHS where the key strength of the site is its tourism attraction and potential where if not managed properly, mass tourism could bring with it undue pressures and challenges that may undermine the long-term sustainability of the WHS. As seen today, Melaka is now facing tremendous growth in tourism activities since its establishment as a World Heritage Site in 2008. Nine years onward, the number of tourists is still on the rise. Teo *et al.* (2014) also shared the same observation in that tourist interest to travel to Melaka has recently increased and is expected to continue to rise.

1.5   Aim and Objectives of the Study

The aim of the study is to adapt tourist behaviour so as to better plan and manage Melaka WHS as an urban heritage destination. This is done via the integration of tourist non- spatial and spatial characteristics. These characteristics are the key influential factors in measuring tourist consumption. Tourist consumption will in turn help in understanding tourist behaviour in a more comprehensive manner. This aim could be achieved through the following objectives:

i. To correlate the variables of the non-spatial and spatial characteristics of international tourists.
ii. To develop a relationship between the variables of non-spatial and spatial characteristics of international tourists.
iii. To analyse space, time, and money consumption in developing international tourist behaviour.
iv. To establish tourist behaviour understanding so as to assist the responsible authorities in managing Melaka World Heritage Site (WHS).

1.6   Research Questions

For the purpose of the study, the following research questions are examined:

i. What are the variables associated with the non-spatial and spatial characteristics of international tourists?
ii. Are there any relationships between the variables of the non-spatial and spatial characteristics of international tourists?
iii. What is the relationship between the variables of non-spatial and spatial characteristics of international tourists?
iv. How does knowledge on tourist space, time, and money consumption assist in developing tourist behaviour?
v. How does information regarding tourist behaviour assist responsible authorities in managing Melaka World Heritage Site (WHS)?

1.7   Scope of the Study

The study attempts to investigate tourist behaviour in urban heritage destinations through incorporating tourist non-spatial and spatial characteristics. The study focuses on Melaka World Heritage Site (WHS) due to its variety of heritage products and attractions. The distinctive tourism products and heritage elements of Melaka WHS have generated diverse tourist activities, which in turn contribute to different tourist behaviours at the destination. The integration of non-spatial and spatial characteristics helps in measuring tourist consumption. Understanding of tourist consumption will assist the responsible authorities in managing Melaka as a World Heritage Site, as this destination consistently receives a high number of tourists each year. In specific, the study investigates the non-spatial and spatial characteristics of international tourists that visit Melaka WHS base on a one-day tour.

The study first identifies the non-spatial characteristics of the tourists visiting Melaka WHS to determine their diverse backgrounds. The tourist profiles according to their socio-demographic background and travel behavioural characteristics are categorised as non-spatial data. Other key information about the tourists is obtained through their spatial characteristics, which consist of space, time, and money consumed at the destination. The integration of non-spatial and spatial data is the key component in understanding the overall tourist behaviour at an urban heritage destination. The non-spatial data is also a key to defining the characteristics of tourists and how they consume Melaka WHS in terms of space, time, and money. The study also investigates the different methods used to capture both the non-spatial and spatial data of tourists. Free Independent Tourists (FITs) are the main interest of the study due to the FIT characteristics. These include their eagerness to explore the destination independently as they are not restricted by any schedules and activities and because they are free to move within the destination (Hardy, 2005; Che, 2014). These unique characteristics of FIT are important in the evaluation of the different behavioural patterns of tourists.

1.8   Significance of the Study

The significance of the study can be divided into two viewpoints. The first is the contribution to the body of knowledge on tourist behavioural research. The second is the practical contributions that the responsible authorities can use (JPBD, PERZIM, MBMB and MWHO) to manage Melaka as a World Heritage Site. The study contributes to the body of knowledge on tourist behaviour by providing an empirical framework through the integration of non-spatial and spatial characteristics of tourists. Moreover, having good data on tourism pressures across time and physical space will help in proper planning when necessary. The key factors are identified from an extensive literature review. Then, statistical analyses are employed to determine the integration between these factors. It is worth noting that the study expands upon the body of literature in Chapter 2 concerning tourist non-spatial and spatial data for measuring overall tourist behaviour. This further helps in the visitor management of Melaka WHS.

The study also stresses on the importance of money spent by tourists, which is part of their spatial behaviour. Money spent at each attraction is seen to be a reliable source in understanding tourist behaviour in a more comprehensive manner, especially at heritage destinations like Melaka WHS. These locations serve a variety of tourism products and attractions. The study also identifies the differences in the non-spatial and spatial behaviour of tourists when consuming a heritage destination. The determination of this data is carried out using a combination of both traditional and advanced tracking methods. The use of different tracking methods ensures flexibility for the tourists during the survey. It also allows for the opportunity to test a new instrument for tracking tourists.

Finally, the findings from the study provide insightful understanding into tourist behavioural pattern in terms of space, time, and money. Apart from that, the factors that influence the consumption of tourists prove useful in describing tourist behaviour. Tourism managers, planners, and tourism State authorities would also benefit from this knowledge in their management of Melaka WHS as a sustainable tourism destination. The study could also be used as a source of reference for policy

makers and decision makers that aim for a better visitor management system for Melaka WHS. As far as concerned, most of the destinations and heritage sites are seasonal. This means that there is pressure to identify the exact time that too many people will crowd the attractions. This spoils the visitor experience and exposes the World Heritage Site to damage (UNESCO, 2016). In light of the above, the UNESCO World Heritage Sustainable Tourism Toolkit (2016) underlines that one of the ways to develop a visitor management system is through the understanding of tourists' movement and behaviour. The findings from the study are pertinent in providing directions for tourism planning, promotional activities, as well as conservation strategies for Melaka WHS. All as part of an effort to efficiently manage the heritage values that form the main tourism and economic source in Melaka WHS.

The study mainly gains understanding of tourist behaviour through tourist consumption. This is derived from the non-spatial and spatial characteristics of tourists. This analysis of tourists provides valuable information for stakeholders and responsible agencies to prepare an effective visitor management plan. As Melaka WHS marks its ninth year on UNESCO's list, it thus becomes crucial for the site to have a proper visitor management plan so as to protect its Outstanding Universal Value (OUV). This way, the increased arrival of tourists can be managed properly. As a result, the carrying capacity of the site will be improved and better way finding, accessibility, and linkages within the heritage area can be provided. Good understanding of tourist movement and behaviour is one of the ways to develop a better visitor management system. Until now, the Melaka authorities have yet to acknowledge such an approach for managing Melaka as a World Heritage Site.

1.9   Structure of the Thesis

The thesis is divided into five chapters. Each chapter addresses the following matters:

1.9.1 Chapter 1: Introduction

This chapter is the underpinning chapter of the thesis, in which the overall structure of the study is presented. The general introduction to the research is detailed out in this chapter. The whole process of the study is also outlined in general. The background of the study is also discussed. The discussion starts with a brief introduction on tourism development in a World Heritage Site, tourist behaviour and current issues surrounding the subject, and existing gaps in the area of study. The problem statements, research goal and objectives, research questions, scope of study, and significance of study conclude this chapter.

1.9.2 Chapter 2: Literature Review

The second chapter discusses an exhaustive review of the literature on the subject of urban heritage tourism, World Heritage Sites, and tourist behavioural studies. Other components that may contribute to the understanding of tourist behaviour and tourist consumption of a destination are also discussed and reviewed. This chapter starts with a review of urban tourism and how heritage is used as an instrument in the construction of urban tourism. This chapter continues with a discussion on the issues relevant to World Heritage Sites and the development of heritage tourism in Malaysia. This chapter also discusses Melaka as a UNESCO World Heritage Site and challenges faced as a result of the inscription. How tourist behaviour can help in managing Melaka as a World Heritage Site is also discussed. The policies and plans associated in managing and conserving heritage tourism in Melaka WHS are also outlined. A more detailed discussion on tourist behavioural knowledge comprising non-spatial and spatial characteristics of tourists is also highlighted in this chapter. This is then summarised into overall knowledge and understanding that can help local authorities and responsible agencies to manage Melaka WHS.

1.9.3   Chapter 3: Methodology

This chapter elaborates the methodologies applied in the study. This chapter comprises a discussion in developing the methodological design. The data collection process for gathering different types of non-spatial and spatial data of tourists is also elaborated. This chapter starts with a brief explanation of the paradigm of the study. The selection of Melaka WHS as the study area is also justified. This chapter also provides an explanation of the process of gathering data and how the data is analysed using different statistical analysis methods.

1.9.4   Chapter 4: Analysis and Findings

This chapter presents the analysis and findings of the study based on the survey of the respondents. An analysis of the stakeholders and responsible agencies involved in managing Melaka as a World Heritage Site is also included and discussed thoroughly. The analysis and findings are analysed and discussed based on the objectives of the study, as highlighted in Chapter 1.

1.9.5   Chapter 5: Conclusion

The final chapter of the thesis concludes the study. An overview of the study implications and theoretical, practical, and methodological contributions are first provided. Then, the directions and recommendations for future study are outlined. The concluding remarks are presented at the end. This chapter also highlights the importance of the study. Furthermore, its contribution to the responsible agencies and stakeholders in managing Melaka as a World Heritage Site is also emphasised.

1.10   Chapter Summary

This chapter presents the background and objectives of the study. This chapter also discusses the current issues as well as the existing gaps in tourist behavioural studies. The study focuses on measuring overall tourist consumption based on the evaluation of non-spatial and spatial behaviour of tourists. The study objectives and research questions are also outlined to determine the directions for conducting the study. This chapter also discusses the theoretical framework of the study, which involves a few major aspects consisting of urban tourism, heritage destination, heritage management, tourist behaviour, and tourist consumption. These aspects form the basis for a more comprehensive understanding of tourist behaviour, particularly for an urban heritage destination.

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