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The Shopping Activities in Melaka UNESCO World Heritage Site: Local Community Benefited?

Aktiviti Membeli-belah di Melaka UNESCO World Heritage Site: Adakah Komuniti Setempat Mendapat Manfaat?

Syakir Amir[1], Lukman Hakim[2], Samsuddin Jaafar[3]

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ABSTRACT

Tourism is a significant sector to boost the local economic development with its strength to offer the economic sources to the destination. However, to date, there has been no discussion on the local economic in cultural heritage destinations in Malaysia. This study examined tourists' expenditure on shopping sector, and its contribution to the local economic in Melaka UNESCO World Heritage area. A total of 1000 questionnaire survey were collected. Inferential analysis was used to identify the expenditure pattern of domestic and international tourist and its contribution to the local economy. The results revealed that the shopping sector recorded the third highest expenditure and were benefited to the local economy.

***Keyword**: tourists expenditure, shopping, local economy, Melaka UNESCO World Heritage area*

Introduction

Tourism is one of the major economic industries in the world (Godfrey and Clarke, 2000; Beal, 2003; Singh, 2009; Telfer and Sharpley, 2008) created by the influx of international tourism that give the positive economic performance to the country's national gross domestic product (Asamoah, 2013; Havi and Enu, 2013). On the other hand, it has caused significant negative consequences to the host destinations especially in terms of socio-cultural and environmental aspects (Mowforth and Munt, 2003; Wall and Mathieson, 2006; Hickman, 2007). Tourism in the 1980's and 1990's were identified to be unsustainable as they had maximized usage of depleting resources, created adverse effect to cultural and natural environment and tended to maximize the profit of certain groups. Tourism is an expenditure-driven economic sector (Mihalic, 2002) that become one of the source of income in most the countries in the world (Song & Li, 2008). The pattern of tourists expenditure is different in several tourism activities such as transportation, entertainment, shopping and accommodation (Wang, Rompf, Severt & Peerapatdit, 2006). Tourist expenditure in the tourism activities is considered as one of the potential tools to improve the local economy (Beeton, 2006: Sutawa, 2012). Therefore, tourism is believed to be able to generate income and enhance the economic opportunities of the local

[1] Syakir Amir, Assistant Professor, Department of Urban and Regional Planning, International Islamic University Malaysia, syakiramir@iium.edu.my
[2] Lukman Hakim, Assistant Professor, Department of Urban and Regional Planning, International Islamic University Malaysia, lukmanh@iium.edu.my
[3] Samsuddin Jaafar, Senior Lecturer, Department of Urban and Regional Planning, International Islamic University Malaysia, samsuddin@iium.edu.my

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community. However, several researchers have confirmed that the benefits from tourism activities are low to the local economy (Crompton, Lee & Shuster, 2001; Tyrrell & Johnston, 2001; Kasimati, 2003; Daniels, Norman & Henry, 2004). Therefore, the aim of this paper is to identify and analyze the local economic benefits from one of the main tourism sectors - shopping in Melaka UNESCO World Heritage Site.

Literature Review

Shopping activity is one of the must activity (Choi, Chan and Wu, 1999; MacCannell, 2002; Snepenger, Murohy, O'Connell and Gregg, 2003; Timothy, 2005) and leisure activity among tourists in destinations (Choi et al., 1999; Snepenger et al., 2003) than other activities such as sightseeing and recreation (Reisinger and Waryzack, 1999). Lehto et al. (2004) and Moscardo (2008) argue that shopping is a factor in choosing a tourist destination, as one third of tourists spend 5-8 hours shopping and another one third spend between 9-16 hours (Keown, 1989). This retail and shopping activity is increasingly important in the travel industry because of its significant economic contribution as compared to other sectors (Michopoulou and Buhalis, 2013). Thus, shopping is recognized by all tourism players and government as a significant component in the tourism industry.

Studies on shopping expenditure have been carried out in other dimensions, such as shopping behavior (e.g. Cox, Cox and Anderson, 2005; Rosenbaum and Spears, 2005; Kemperman, Borgers and Timmermans, 2009), shopping preferences (e.g. Kim et al., 2011; Lo and Qu, 2015) and satisfaction of shopping users (e.g. Bitner and Hubber, 1994; Parasuraman, Zeithaml and Berry, 1994; Johnson, Anderson and Fornell, 1995; McCollough, Berry and Yadav, 2000; Turner and Reisinger, 2001). Hence, this study is crucial in identifying the shopping expenditure pattern among tourist particularly in one of the heritage cities in Malaysia. Among the study concentrated on tourist expenditure pattern was conducted by Kim et al. (2011) on Seoul City. The researcher observed that the Japanese tourists (comprised 41.2% of the Korea inbound market) spent 36.2% for shopping. The distribution of preferable shopping venues were airport duty free shops (42.5%), department stores (30.4%); duty free shops in Seoul City (28.7%) within Myeongdong shopping district (74.2%), Namdaemun market (65.1%) and Dongdaemun market (45.3%). This shows that shopping dominated the tourists' overall expenditure. This is supported by Ashley (2006), FIAS (2006), Mitchell and Faal (2008), Kim et al. (2011), Anyango et al. (2013), Soteriades and Arvanitis (2003), whereby it has been stated that shopping is one of the major expenditures of the inbound market in many countries.

Several studies have confirmed that a number of socio-demographic factors have significantly influenced tourist expenditure, which among others are gender (Turner and Reisinger, 2001) that observe women spending more on shopping compared to men; age factor (Turner and Reisinger, 2001) whereby tourists under 35 year old and the middle aged group between 45-55 year old spent more on shopping. Products that are normally purchased by the tourists includes arts and crafts (Turner and Reisinger, 2001), gem stones (Turner and Reisinger, 2001), leather goods, house wares, objects that depict wildlife and nature, markers or souvenirs (e.g. plates, mugs, tea towels, and t-shirts) depicting by word, picture, or symbol the place represented by the souvenir (Gordon, 1986; Bell and Lattin, 1998); collectibles such as porcelains and paintings (Michael, 2002); clothing and jewelry (Asplet and Cooper, 2000; Turner and Reisinger, 2001); antiques such as watches and sculptures (Grado, Strauss and Lord, 1997); postcards and stamps (Markwick, 2001); and local products such as food (Gordon and Low, 1998). Souvenir products related to the tourism industry as commercially produced

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and to ensure the visitor's travel experience is tangible-valued (Swanson and Horridge, 2006). Based on Belk and Coon (1993) and Gordon and low (1998), shopping and purchasing souvenirs from local destinations serves the purpose of storing memories and feelings from the visitor's past experience of the particular destination visited. Keown (1989) reports that Japanese travelers liked to purchase liquor, souvenirs, cosmetics for women, candy and chocolate, jewelry and clothing for women.

Methodology

The questionnaire survey was employed to record the expenses of domestic and inbound tourists that visited the study area with the cluster sampling approach. It has evenly distributed a total of 1000 questionnaire in selected hotels within the UNESCO Melaka UNESCO Heritage site. For this study, Chi-square Automatic Interaction Detection (CHAID) analysis method was used to identify the tourist expenditure patter in several tourism sectors especially shopping.

Result and Findings

Result of Tourist Expenditure

The demographic profile of 1000 respondents (n=1000). It was recorded that 52.5% (n=525) were domestic respondents and 47.5% (n=475) were international respondents. From the initial cohort of domestic respondents, 39.0% were male and 13.5% were female, while from the total international respondents, 29.3% were male and 18.2% were female. Thus, the male respondents contributed towards 68.3% of the total responses and the female respondents contributed towards 31.7% of the total responses. This shows that the male gender was more interested to answer the survey. Moreover, 21-30 years age group was recorded as the highest percentage (26.6%) of domestic respondents participating in the survey, followed by 31-40 years age group (18.3%), 11-20 years age group (3.4%), 41-50 years age group (2.9%), 51-60 years age group (10%) and 61-70 years age group (3%). Similarly, the 21-30 years age group was recorded as the highest percentage (17.4%) of international respondents participating in the survey, followed by 31-40 years age group (17.2%), 41-50 years age group (6.4%), 51-60 years age group (5.4%) and 61-70 years age group (6%). Next, single status was recorded as the highest percentage among domestic respondents, which was 28.8%, followed by married (23.3%), divorced/separated (0.3%) and widowed (0.1%); while married status was recorded as the highest percentage among international respondents, which was 23%, followed by single (22.6%), divorced/separated (1.4%), and widowed (0.5%).

Almost half (47.4%) of those surveyed worked in the private sector with 19.4% were domestic respondents and 28% were international respondents. This followed by 22.4% that were government servants; 14% of which were among domestic respondents, and 8.4% were international respondents; 13.6% were self-employed which comprised of 9% domestic respondents and 4.6% international respondents; 12.3% were students comprising of 9.5% domestic respondents and 2.8% international tourists; 3.9% were pensioners, which comprised of 0.6% domestic tourists and 3.3% international respondents. Lastly, 0.4% unemployed were recorded among international respondents. For education level, bachelor's degree was recorded as the highest percentage among domestic respondents, specifically 24%, followed by diploma (12.7%), master's degree (5.6%), SPM/O-level (5.4%), certificate (4.1%), PhD (0.4%) and STPM/Matriculation/A-Level (0.3%). Similarly, bachelor's degree was recorded as the highest percentage among international respondents, specifically 31.4%, followed by master's degree

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(7.1%), diploma (3.9%), certificate (2.1%), PhD (1.7%), SPM/O-level (0.8) and STPM/Matriculation/A-Level (0.4%). Of the initial cohort of 1000 respondents, 83.5% visited Melaka for holiday purposes where 45.5% of those were domestic respondents and 38% were international respondents. It followed by business purposes (6.5%), 3.5% of which were domestic respondents and 3.0% were international respondents; visiting family (2.7%) comprising of 1.5% domestic respondents and 1. 2% international respondents; Education trip (2.5%) comprising of 1.2% domestic respondents and 1.3% international respondents; Shopping (1.9) comprising of 0.6% domestic respondents and 1.3% international respondents; Conference/seminar (1.6%) comprising of 0.1% domestic respondents and 1.5% international respondents; and lastly, health treatment purposes (1.3%) comprising of 0.1% domestic respondents and 1.2% international respondents. Moreover, 36.9% of the international respondents visited Melaka for the first time compared to domestic respondents of only 8.1%, while 44.4% of the domestic respondents had visited Melaka several times compared to only 10.6% international respondents. Next, in response to the number of visiting adults and children, 46% of the respondents were traveling single, 27.3% of which were domestic respondents and 18.7% were international respondents, while 85.2% travelled to Melaka without children, comprising of 40.8% domestic and 44.4% international respondents.

Table 1: Total Tourist Expenditure Based on Sector (by Value and Percentage) in March and April 2016

Sectors	**Total Expenditure (Domestic)**		**Total Expenditure (International)**		**Total Expenditure**	
	(RM)	**(%)**	**(RM)**	**(%)**	**(RM)**	**(%)**
Accommodation	RM 97 485.00	50.0%	RM 210 624.00	75.0%	RM 308, 109.50	64.7%
Food & beverage	RM 61 241.00	31.3%	RM 50 202.00	17.9%	RM 111, 443.40	23.4%
Shopping	RM 27 983.90	14.3%	RM 11 971.00	4.3%	RM 39, 954.90	8.4%
Entertainment	RM 6 875.50	3.5%	RM 3 025.00	1.1%	RM 9,900.50	2.1%
Transportation	RM 1957.00	1.0%	RM 5 038.40	1.8%	RM 6,995.40	1.5%
Total	**RM 195 542.80**	**100%**	**RM 280 860.90**	**100%**	**RM 476 403.70**	**100%**

Source: Questionnaire survey, 2016

Based on the Table above, the accommodation sector was recorded as the major contributor to the total expenditure in the study area, constituting 64.7% of total expenditure, followed by food and beverage, constituting 23.4%; shopping, constituting 8.4%; entertainment, constituting 2.1%; and transportation, constituting 1.5%. There are similarities between the percentage and value of respondents' expenditure in the study area and Malaysia in 2013. Based on MOTAC (2014), the accommodation sector remained as the highest expenditure spent by tourists, constituting 30.3% of total expenditures. The entertainment sector recorded the lowest percentage spent at 3.1% which is congruous with the analysis. Moreover, the percentage spent by the respondents on food and beverage as well as transportation sector were consistent with the national statistics. However, the shopping sector in the study area produced a different result from the national tourists' expenditure statistics. In the study, the shopping sector recorded only 8.4% expenditure while the national statistics recorded an expenditure of 30.2%. It seems that these results are possible due to the dominance of heritage and cultural sightseeing activities in the study area as compared to shopping activities.

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Result of Local Economic Benefit

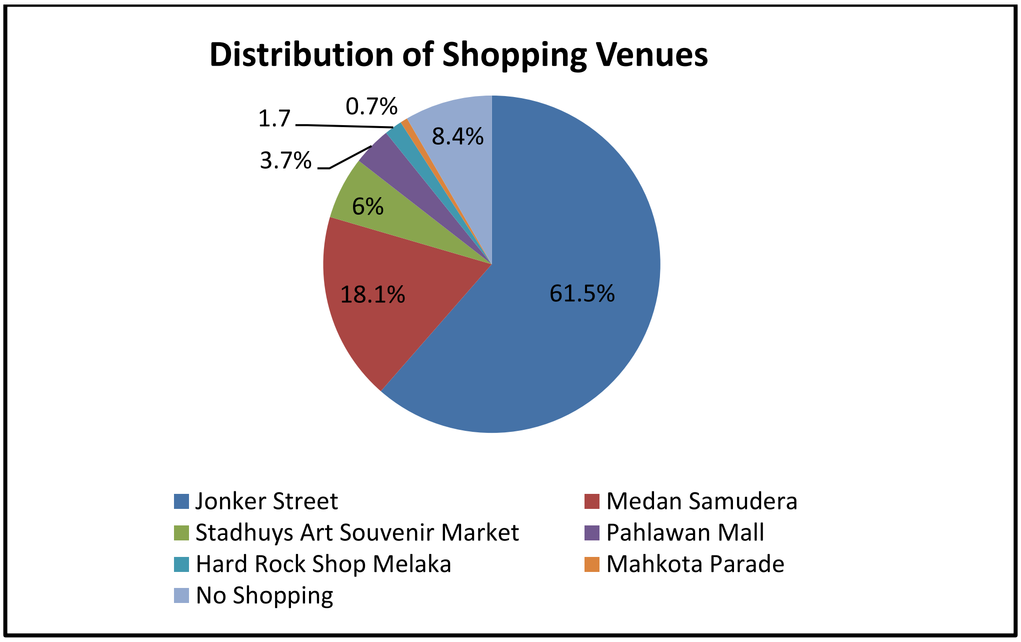
The cross-tabulation analysis as presented in table below involves identification of the shopping choices and estimation of the local economic benefits. The result was obtained from the contribution of 1000 domestic and international respondents.

Table 2: Summary of Cross-tabulation Result for Shopping Sector

Shopping	Percentage (%)	Frequency (Person)
Jonker Street	61.5	615
Medan Samudera	18.1	181
Mahkota Parade	0.7	7
Hard Rock Shop	1.7	17
Stadhuys art and souvenir market	6.0	60
Pahlawan Mall	3.7	37
No answer	8.4	84
Total	**100%**	**1000**

Source: Questionnaire survey, 2016

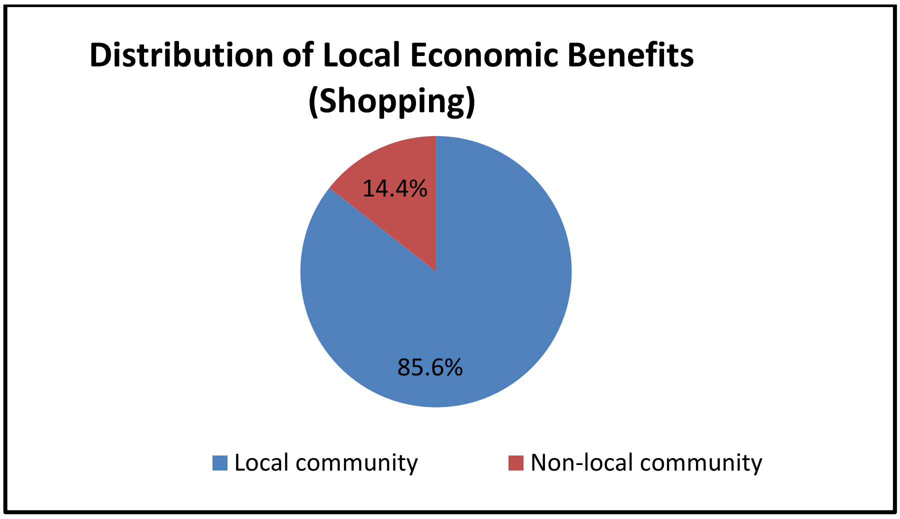
Figure 1: The Distribution of Shopping Venues Selected by Tourists



Source: Questionnaire survey, 2016

Table and Figure above illustrate the cross-tabulation result between 1000 respondents and the shopping venues in which they have spent between RM0-RM26.50 in the study area. Jonker Street was recorded as the venue with the highest respondents' expenditure, with 615 respondents (61.5%). It was followed by 181 respondents (18.1%) spending at Medan Samudera, 60 respondents (6%) spending at Stadhuys art market, 37 respondents (3.7%) spending at Pahlawan Mall, 17 respondents (1.7%) spending at the Hard Rock Shop Melaka and 7 respondents (0.7%) spending at Mahkota Parade. However 84 respondents (8.4%) provided 'no answer' to indicate their shopping venue.

Figure 2: The Distribution of Local Economic Benefit



Source: Questionnaire survey, 2016

The categorization of local businesses (local community) and non-local businesses (non-local community) provided the comparison and estimation in examining the benefits from tourism contribution in the study area. Figure above reveals the distribution of local economic benefits from the tourists' expenditure in the shopping sector. The categorization was based on the shopping venues that were chosen and spent upon by the domestic and international respondents. Pahlawan Mall, Mahkota Parade Mall, Hard Rock Shop Melaka as well as 'no shopping' were categorized as 'non-local community', as this category indicated less economic benefits for the local community. On the other hand, Jonker Street, Medan Samudera, Stadhuys arts and souvenir market was indicated as economically beneficial to the local community. The validation and estimation of local involvement and ownership in the shopping sector was verified by the officer from Business Premises Management and Customer Service Department, Melaka Historic City Council. Additionally, the verification was supported by the government officers and operators during the interview session.

Therefore, based on the Figure above, only 85.6% of the local community gained economic benefits from the shopping sector in the study area, hence revealed the strong linkage between shopping businesses and the local community in the area. Moreover, the proportion of benefits for the 'non-local community' was only 14.4% from the respondents' spending at Pahlawan Mall, Mahkota Parade Mall and the Hard Rock Shop Melaka, and this was where the leakages occur along the tourism value chain in the heritage area.

Discussion

Shopping is one of the main activities and highly spent by tourists (MacCannell, 2002; Timothy, 2005). However, the trend of the tourist expenditure in the study area was considerably different. There are several possible explanations for this result. Firstly, the price of the souvenirs and products in study area is relatively low compared to other countries. This can be proven through the t-test statistical analysis between expected and actual expenditure among tourists. Their expenditure was 56.2% lower than their expected expenditure which indicated the possibility of the tourism souvenirs and products' price being lower, which in detail may be caused by a few factors. For the first factor, high competition leads to reduction in price. This price competition is based on the substitutability of the products and souvenirs

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offered, whereby products with high substitutability have more potential for price competition. The high competition in the souvenir industry has been discussed by Kalnins, (2006) and Bojanic (2011). In the study area where the local products and souvenirs are perfectly substitutability and offered in the same radius and location, the tourists were naturally attracted toward the lowest priced products. According to them, a tourist finding a local Kebaya Nyonya would survey other shops along Jonker Street located sufficiently close to each other, and consequently, she would choose the shop offering the lowest price. Moreover, the advancement of technology nowadays enables tourists to search for the costs and sources of products offered. This further encouraged sellers to offer cheaper products and souvenirs.

The second factor is imitation products from China. Most of the product and souvenirs offered in Melaka are originally imported from China, and are labeled as ‘Made in China’. The products such as key chains, fridge magnets, necklaces, and accessories are those demanded by tourists to bring back as souvenirs. The products from China are relatively cheaper and provided a better variety of choices. As the largest manufacturer and exporter of more than 100 different consumer goods, China remains a leader in producing high quality and prestige labels. This is supported by Kim and Littrell (2000), who state that products with labels of ‘Made in China’ are easy to find in shops all around the world. Most of the souvenir shops along Jonker Street Melaka, the souvenirs are mostly labeled ‘Made in China’ and are offered at a low price. This scenario indirectly creates competition and results in price variation. As price is responsive towards demand, price competition intensifies among product retailers, and as a result, the price is reduced to attract more customers.

Secondly, the tourists did not spend much for shopping purposes in the study area. This is caused by a few factors. For the first factor, the tourists were attracted to shopping in Kuala Lumpur rather than Melaka. Shopping promotion and advertisement for products in Kuala Lumpur are more dominant compared to other cities. This can be seen as early as their arrival at the airport. Department store coupons and discount promotions influence the mind of the tourists, hence changing the tourists’ purchasing intentions. The theory of sales volume through sales promotion and advertising is widely discussed in most marketing research (Anselmi, 2000; Jones, 2003; Moorthy, 2005; Huang et al., 2012). The shopping experience in Kuala Lumpur is likely to be more exciting with wider choices of local souvenirs which Melaka is highly concentrated on heritage and conservation attractions rather than other attractions such as shopping. Thus, tourists visited Melaka mainly for sightseeing and appreciating the richness of Melaka’s heritage products.

As for the second factor, Melaka can be cat/egorized as a short stay vacation destination with low average length of stay. The tourists choose Melaka as a transit destination to Kuala Lumpur or to Southern Malaysia during the weekend. Thus, the potential to purchase products in Melaka is marginally low. Moreover, return visits also influence shopping preferences among tourists. Based on the survey findings, 55% of the total respondents were return visitors to Melaka, 44.4% of which were domestic and 10.6% were international. Thus, their preference in spending for shopping activities was low. Furthermore, based on the survey findings, 55% of return visitors only spent an average of RM7.50 for shopping, and most of them purchased small local souvenirs such as key chains and fridge magnets. This finding was in agreement with Huang and Hsu (2005) stating that first-time visitors spent more than regular visitors. Above all, the low prices offered and decision of not spending in Melaka were considered critical variables as they were the impelling and compelling force behind the low expenditure for shopping among domestic and inbound tourists.

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The high involvement and direct benefits to the local economy in the shopping sector in study area can be explained based on a few factors. Firstly, Jonker Street is known as the local Chinese-dominated area. It is an authentic exhibition gallery for the history and culture of Melaka. This gallery concept is presented through the living museum concept, similar to Beamish Open Air Museum, England and Kampung Budaya, Sarawak. Thus, Jonker Street represents the centre of cultural, commercial, historical and social activities of Melaka. Ong and Ong (2003) describe Jonker Street as a collection of nine Chinese clan and dialect associations, which among others are Hokkien, Cantonese, Hainan, Teochew, Hokkienese and Hakka. These dialect associations were originally from Mainland China, coming to Melaka during the mid-ninetieth centuries through thousands of Chinese migrants. These early Chinese migrants established a community system in Melaka old town and thus, contributing to the historical and cultural street until the present day. During the British occupation in 1795-1818, 1824- 1957 (19th and 20th centuries), most of the shop houses in Jonker Street were bought by the rich Chinese after the Dutch merchants left Melaka (Wan Hashimah Wan Ismail, 2012a). Thus, all the simple forms of the Dutch houses were transformed to suit the needs of the new Chinese owners whom then dominated the area. According to Wan Hashimah Wan Ismail (2012a), all the buildings were then categorized as shop houses during the British colonial rule since 1916. This shows that Melaka experienced a transformation and became a town dominated by Asian migrants (Nordin Hussin, 2002; Lim and Fernando, 2006). Recently, Wan Hashimah Wan Ismail (2012a) has conducted a research which found that 86.9% Chinese, 5.68% Malay, 4.5% Indians and 2.8% others were living in the particular area. Therefore, it reflects the actual population of the area, dominated by the local Chinese community actively engaging in small businesses and trading activities.

Wee (2001) explains that most of the local community in the study area operates their businesses during the daytime in their own shop houses, and 70% of them open small booths along Jonker Walk every Friday, Saturday and Sunday evening from 6.00pm until 12.00am. Wee (2001) further explains that the purpose of Jonker Walk is to introduce the tourists to Melaka's history and improve the economy of the Chinese community. Thus, the traders are required to sell and promote the products and services that reflect the culture of Melaka. Wee (2001) adds that the local traders in Jonker Street have been benefiting from this move based on their high profits. The operating costs are also kept low due the lack of rules and overhead expenses involved. Wee (2001) describes that the residences of the traders are located on Jonker Street, and thus give them the opportunity to open shops in front of their houses to earn additional income for their families. The locals are inspired to open small business for tourists because of the encouragement from their own dialect associations as well as the high number of visitors interested in the cultural and heritage products of Melaka. This has provided them with a great opportunity to earn alternative income.

Conclusion

This paper highlights the local economic benefits from tourists' expenditure in shopping sector. This study contributes to the body of knowledge by providing more accurate evidence of local economic benefits in the shopping activities in the cultural heritage area, especially that it has been recognized as UNESCO World Heritage Site. Further research might investigate the local economic benefits in other tourism destinations.

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