TOURISM IN THE 21ST CENTURY MARITIME SILK ROAD: MALAYSIA

MOHD DAUD MOHD ARIF
Ministry of Tourism and Culture, Malaysia (MOTAC)
MALACCA PORT DURING ANCIENT SILK ROAD

Visits by traders all over the world including China

84 languages were spoken in Malacca, with Malay being the lingua franca

Strategically located at the confluence of the South China Sea, the Indian Ocean and Sunda

Meeting point for traders and travelers from East and West

Malacca as a fishing village

Malacca Sultanate

Iskandar Shah laid down development of trade port

1377

1400

1400

Ming Dynasty send his envoy headed by Ying Qin to Malacca

Malacca headed to royal visit to China in 1418 to raise concerns about Siamese threat

Responded in Oct 1419, by sending his envoy to warn the Siamese ruler

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HISTORIC UNESCO WORLD HERITAGE CITIES OF THE STRAITS OF MALACCA

Melaka

George Town
GOVERNMENT INITIATIVES UNDER MARITIME (CRUISE)

Economic Transformation Programme (ETP)
Tourism as one of the 12 National Key Economic Areas (NKEA)

“Family Fun” Theme
EPP6 – Creation of Straits Riviera Playground

Straits Riviera Tourism Lab
Establishment of Straits Riviera Council – Malaysia Cruise Council (MCC)

Tourism NKEA
2010
12 Entry Point Projects (EPP) across six themes

Straits Riviera Playground
Formulation of a Cruise & Ferry Integrated Seaport Infrastructure Blueprint

Malaysia Cruise Council
Co-chaired by SG MOT & SG MOTAC
Supported by Straits/Borneo Riviera Working Group & 8 Cruise Task Forces

2010
2011
2012
2012 - present
Cruise tourism has continued to grow in Malaysia over the past few years...

**Cruise Passengers**

<table>
<thead>
<tr>
<th>Year</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017*</th>
</tr>
</thead>
<tbody>
<tr>
<td>pax</td>
<td>352,322</td>
<td>534,821</td>
<td>682,063</td>
<td>924,885</td>
</tr>
</tbody>
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**Number of international cruise call to Malaysia**

- 2014: 421
- 2015: 487
- 2016: 435
- 2017: 599
- 2020: 628

**Cruise Destinations in Malaysia**

- Jeti Star Cruise, Langkawi
- Jeti Lumut, Perak
- Swettenham Pier Cruise Terminal, Penang
- Kuantan Port, Terengganu
- Pulau Redang, Sabah
- Pulau Tioman, Pahang
- Boustead Cruise Centre, Port Klang
- Melaka Marina, Melaka City
- Kota Kinabalu Port, Sabah
- Sandakan Sabah
- Tawau Sabah
- Bintulu Port, Sarawak
- Kuching Port, Sarawak
Thomson Cruises & Malaysia Cruise Winter Programme 2018/2019

Seatrade Cruise Global

TUI Group Management Site Visit

Malaysia – A Preferred Cruise Destination (Brochure 2nd Edition)
M O V I N G F O R W A R D
New Venture for Malacca

Supported by Government

Economic Transformation Plan

Tourism Island Status

A National Project

One-Belt
One-Road Initiative
THANK YOU

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