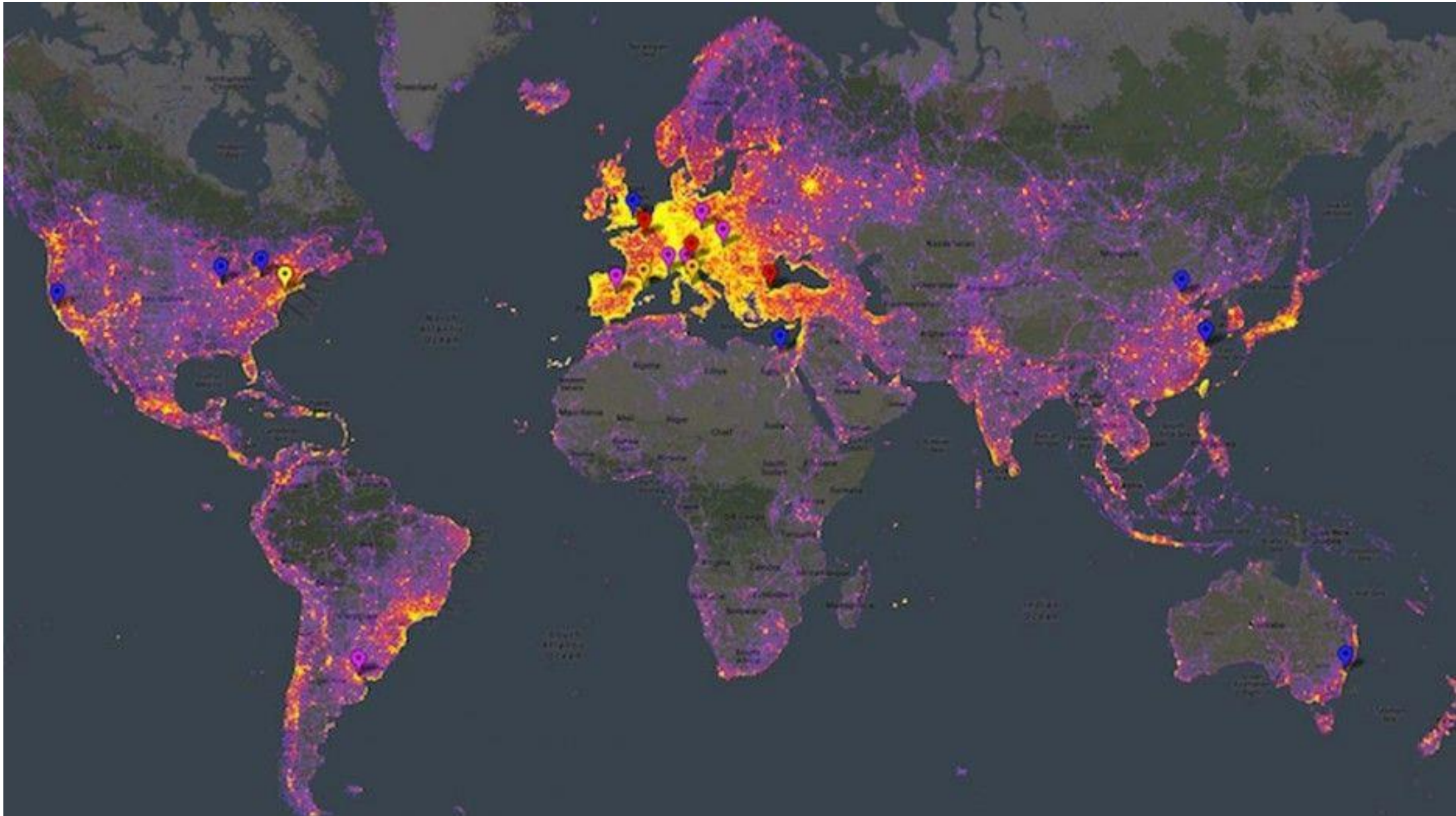


**Place,
Identity,
Authenticity.**


thinkCITY
REJUVENATING THE CITY TOGETHER



Map of most photographed places – from Pinterest



☰ Venice, Italy



Metropolitan City of Venice

Città Metropolitana di Venezia

Italy

Directions


SAVE

NEARBY

SEND TO YOUR PHONE

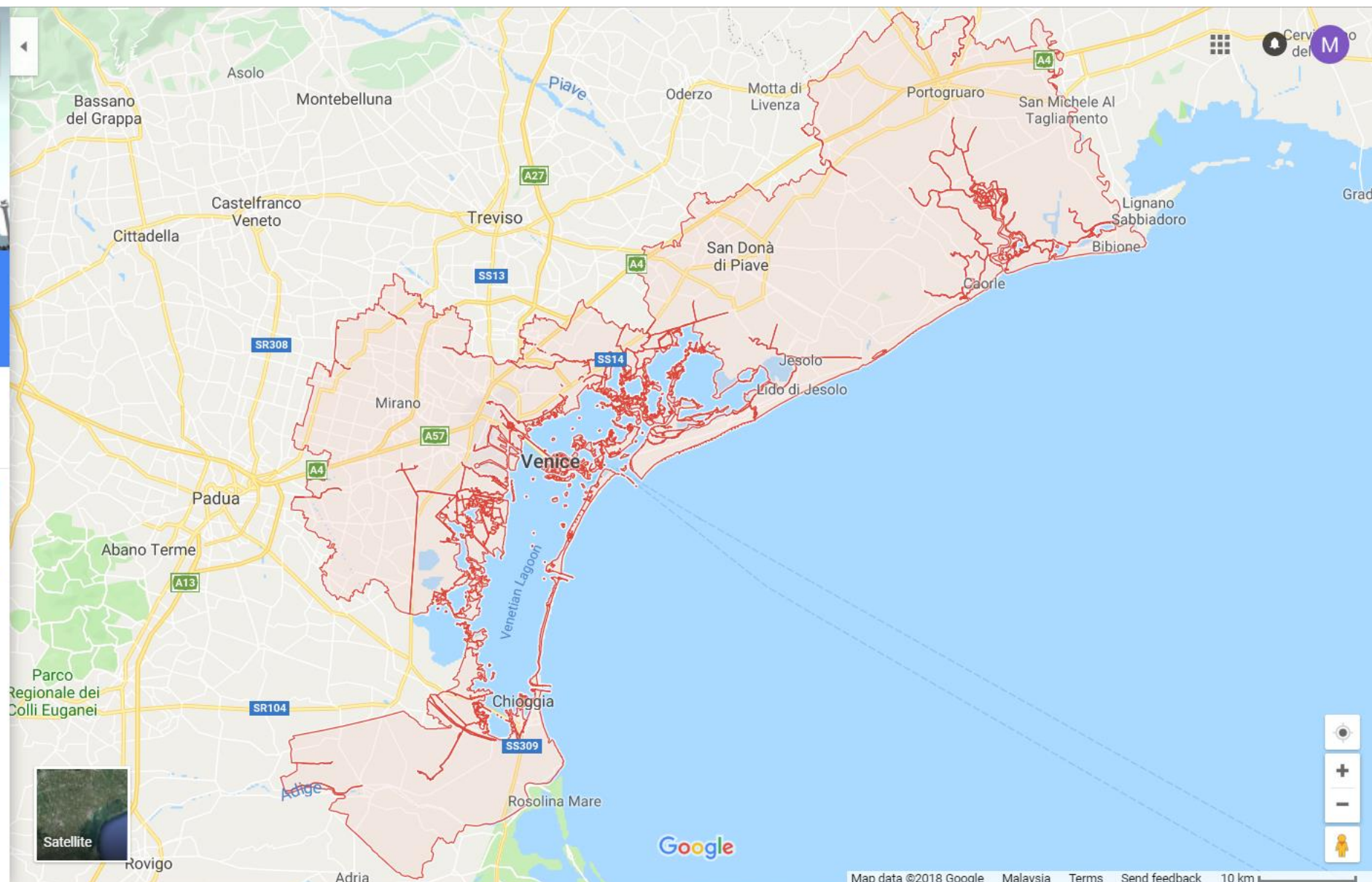
SHARE

Photos



Quick facts

The Province of Venice was a province in the Veneto region of northern Italy. Its capital is the city of Venice. It had an area of 2,467 km², and a total population of 846,962. The province became the Metropolitan City of Venice by 1 January 2015. [Wikipedia](#)



20 million tourists annually (and rising) – approx. 55,000 tourists daily. 55,000 residents in old city (2018); was 164,000 in 1931.







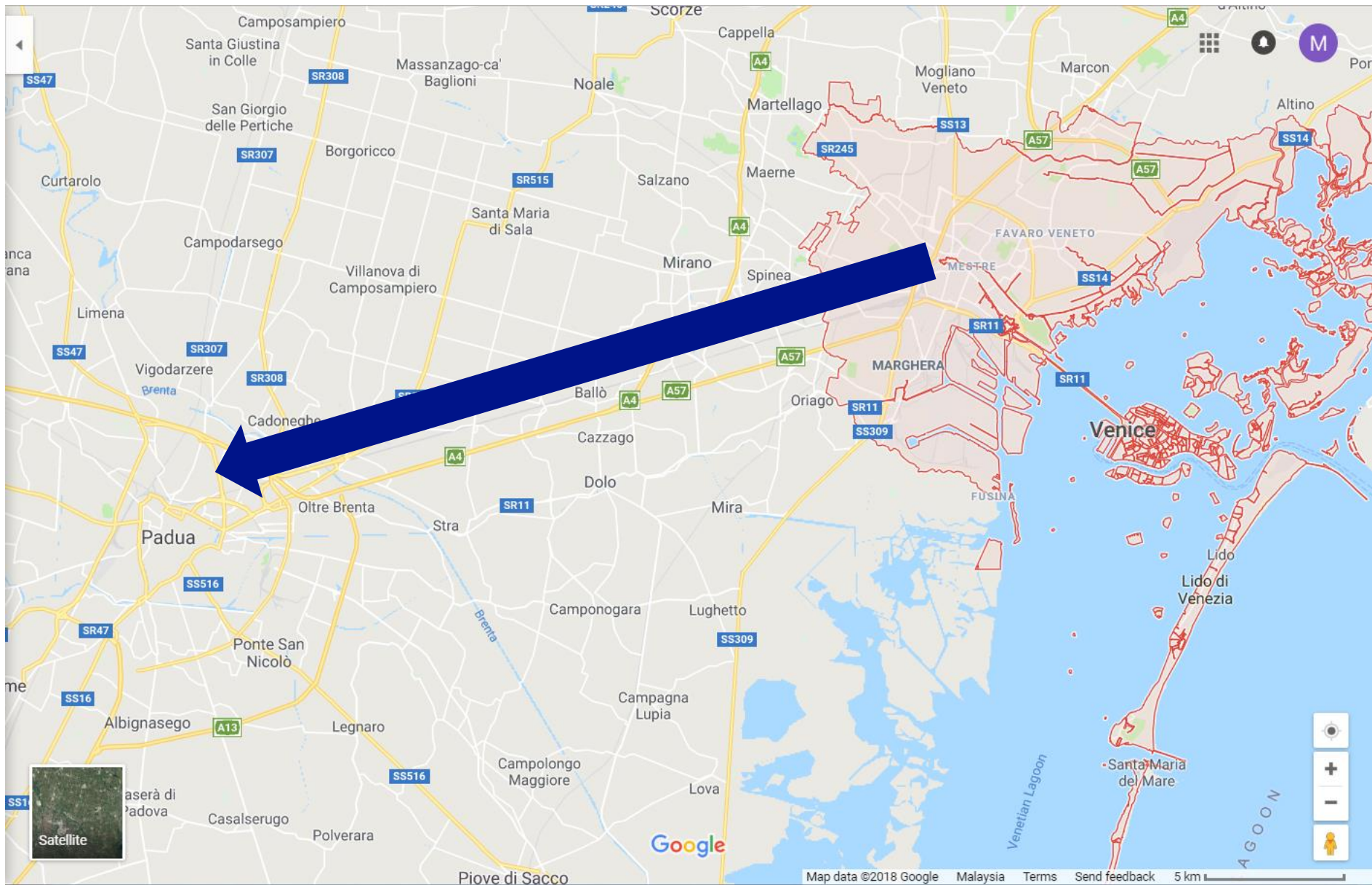






"This kind of destructive mass tourism that has hit Venice since the '80s, it has changed the structure of the city. When I was a child, the three shops underneath my home sold eggs, bread, milk and vegetables. Now they all sell rubbish for tourists. When everything is just for tourists, the residents are pushed outside."

"There was a symbolic operation to put a gate at the entrance. We're not in a zoo, we're not animals."









What Millennial travellers want: Culture and Adventure

Ben Groundwater (2018)

“Young people today want to have authentic, immersive experiences. Younger travellers want to do things that other people haven't done, but they also want to make sure the things they're doing aren't detrimental to the local people or the natural environment in which they're doing them.”

These are travellers who have grown up with practices like recycling as the norm. They're keenly aware of social justice issues. When they go overseas they want to minimise the harm they do to the environment. They want to meet people who actually live in the destinations they're visiting. They want to eat good, legit local food. They want to experience the local culture.

It's just that there's a new generation of more socially conscious travellers who want to make sure they have authentic experiences, who want to benefit local communities when they travel, they want to travel in smaller groups and ensure their form of travel is sustainable."

That often means travelling on local public transport instead of the traditional large coaches or cruise ships.

“What that will be in demand however, is mobile apps. It's predicted that multi-functional apps - such as the popular WeChat in China - will lead to a more integrated travel experience in 2018.

Meanwhile, it looks like the term "millennial" is now a mindset instead of an age bracket. By definition, millennials are generally regarded as those born between 1980 and 1994.

Agoda's global Travel & Tech Study showed that regardless of whether a traveller is a millennial or not, what interests them is the same.

For example, the top two preferred travel activities are seeking out nature or scenery (67 per cent for millennials vs 72 per cent for non-millennials), and food and dining (67 per cent for millennials vs 70 per cent for non-millennials).

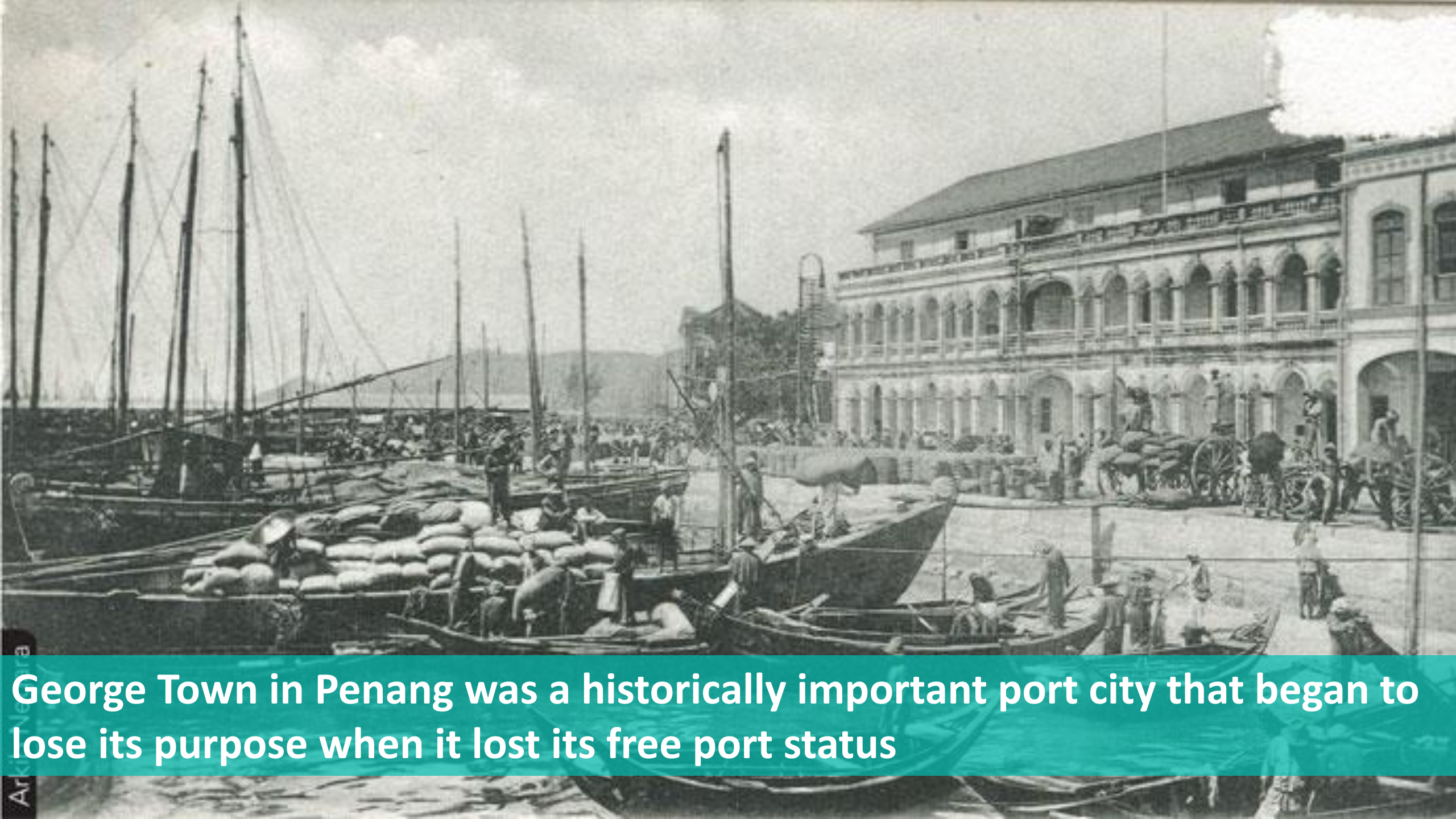
(The quantitative online survey was tabulated with responses from 16,000 respondents aged 18-64 across 15 countries.)

Penang



George Town World Heritage Site





George Town in Penang was a historically important port city that began to lose its purpose when it lost its free port status



In 2008, George Town was listed as a UNESCO World Cultural Heritage Site



Parts of George Town was in a state of decay and neglect

George Town's Outstanding Universal Values

*"I) Melaka and George Town, Malaysia, are remarkable examples of historic colonial towns on the Straits of Malacca that demonstrate a succession of **historical and cultural** influences arising from their former function as **trading ports linking East and West**. These are the most complete surviving historic city centres on the Straits of Malacca with a multi-cultural living heritage originating from the trade routes from Great Britain and Europe through the Middle East, the Indian subcontinent and the Malay Archipelago to China.*

*II) Both towns bear testimony to a **living multi-cultural heritage and tradition** of Asia, where the many religions and cultures met and coexisted.*

*III) They reflect the coming together of cultural elements from the Malay Archipelago, India and China with those of Europe, to create **a unique architecture, culture and townscape**."*

– UNESCO



George Town World Heritage Site



REBRANDING GEORGE TOWN

Heritage



COLONIAL SHOPHOUSES

Culture



NYONYA WEDDING

Cuisine



STREET FOOD





Urban rejuvenation should not focus merely on the physical



The George Town Festival – Celebrating the city's soul

Penang's Georgetown named No. 4 in Lonely Planet's list of top 10 cities for travel

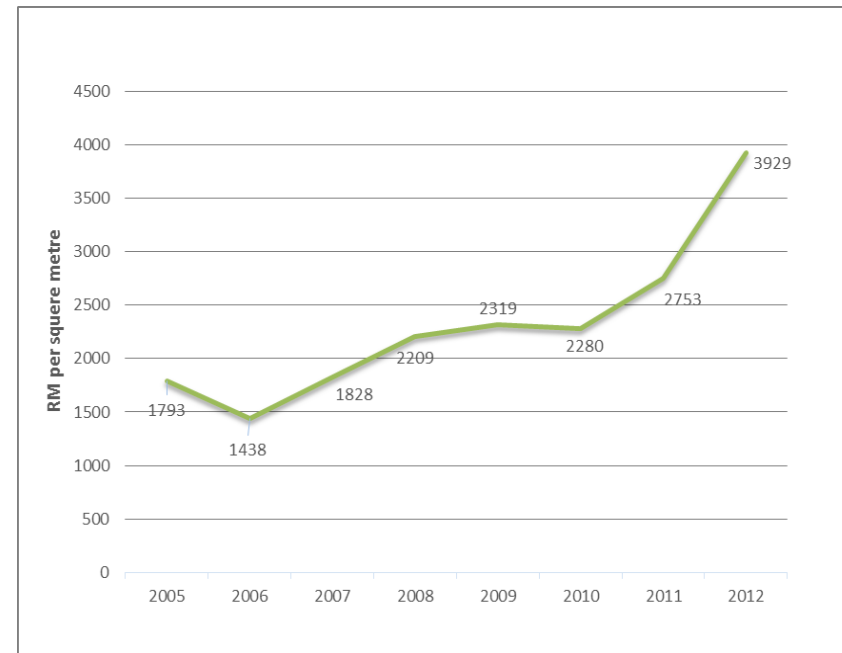
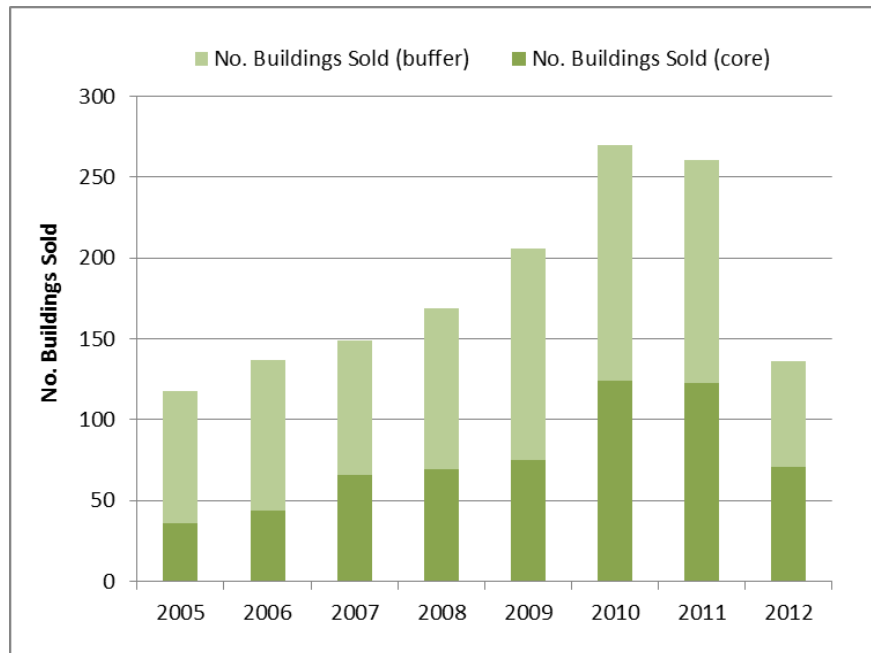


Shophouses in Georgetown, Penang. Penang's city of Georgetown is No. 4 in Lonely Planet's Top 10 Cities list for Best in Travel 2016. PHOTO: ST FILE

Source: The Straits Times Singapore - Oct 29, 2015



Property Market



Rapid increase in property prices

Table 4: Change in Household Characteristics (2009 - 2013)

Household Characteristic (2009 - 2013)	2009	2013	Change
No. Residents	10,159	9,425	-734
No. Households	2,533	2,302	-231
No. New Households	-	360	n.a.
Average Household Size	4.4	4.3	-0.1
No. Males	5,600	5,365	-235
No. Females	4,489	3,879	-610
Percentage Males	55.51%	58.04%	2.5%
Percentage Females	44.49%	41.96%	-2.5%
No. of Students (Polytechnic, University, College)	378	323	-55
No. of Children 15 yrs and Under	1,284	974	-310
No. of Adults 60 yrs and Older	1,623	1,490	-133

Loss of females and families

Table 6: Change in Main Household Ethnicity (2009 - 2013)

Ethnicity	2009		2013		Change 2009-13	
	No.	%	No.	%	No.	%
Malaysian Chinese	1701	69.9%	1505	64.8%	-196	-5.1%
Malaysian Indian	304	12.5%	242	10.4%	-62	-2.1%
Malay	225	9.2%	252	10.9%	27	1.6%
Malaysian Other	11	0.5%	6	0.3%	-5	-0.2%
Bangladeshi	47	1.9%	82	3.5%	35	1.6%
Cambodian	0	0.0%	0	0.0%	0	0.0%
Chinese - From China	8	0.3%	12	0.5%	4	0.2%
Indian - From India	49	2.0%	74	3.2%	25	1.2%
Indonesian	46	1.9%	49	2.1%	3	0.2%
Filipino	2	0.1%	7	0.3%	5	0.2%
Myanmar	14	0.6%	18	0.8%	4	0.2%
Nepalese	13	0.5%	20	0.9%	7	0.3%
Pakistani - from Pakistan	0	0.0%	1	0.0%	1	0.0%
Thai	2	0.1%	5	0.2%	3	0.1%
Vietnamese	5	0.2%	11	0.5%	6	0.3%
United Kingdom	1	0.0%	4	0.2%	3	0.1%
Australian	1	0.0%	5	0.2%	4	0.2%
Mixed Nationality/other	4	0.2%	28	1.2%	24	1.0%

Table 7: Change in Main Language Spoken at Home (2009 - 2013)

Main Language Spoken at Home	2009		2013		Change 2009-13	
	No.	%	No.	%	No.	%
Bahasa Malaysia	382	13.1%	435	15.7%	53	2.7%
Bahasa Indonesian	22	0.8%	30	1.1%	8	0.3%
Bangladeshi	20	0.7%	64	2.3%	44	1.6%
Bengali	3	0.1%	2	0.1%	-1	0.0%
Cantonese	347	11.9%	250	9.0%	-97	-2.8%
English	133	4.6%	169	6.1%	36	1.6%
Filipino	1	0.0%	1	0.0%	0	0.0%
Hainanese	12	0.4%	7	0.3%	-5	-0.2%
Hindi	46	1.6%	52	1.9%	6	0.3%
Hockchew	13	0.4%	18	0.7%	5	0.2%
Hokkien	1285	44.0%	1167	42.2%	-118	-1.8%
Hakka	25	0.9%	15	0.5%	-10	-0.3%
Mandarin	320	11.0%	266	9.6%	-54	-1.3%
Punjabi	3	0.1%	4	0.1%	1	0.0%
Tamil	247	8.5%	234	8.5%	-13	0.0%
Teochew	52	1.8%	36	1.3%	-16	-0.5%
Thai	1	0.0%	5	0.2%	4	0.1%
Urdu	5	0.2%	0	0.0%	-5	-0.2%
Vietnamese	2	0.1%	9	0.3%	7	0.3%

Loss of traditional communities | ethnic and language diversification

George town strategic master plan: improving livability by building on the city's unique character and heritage assets



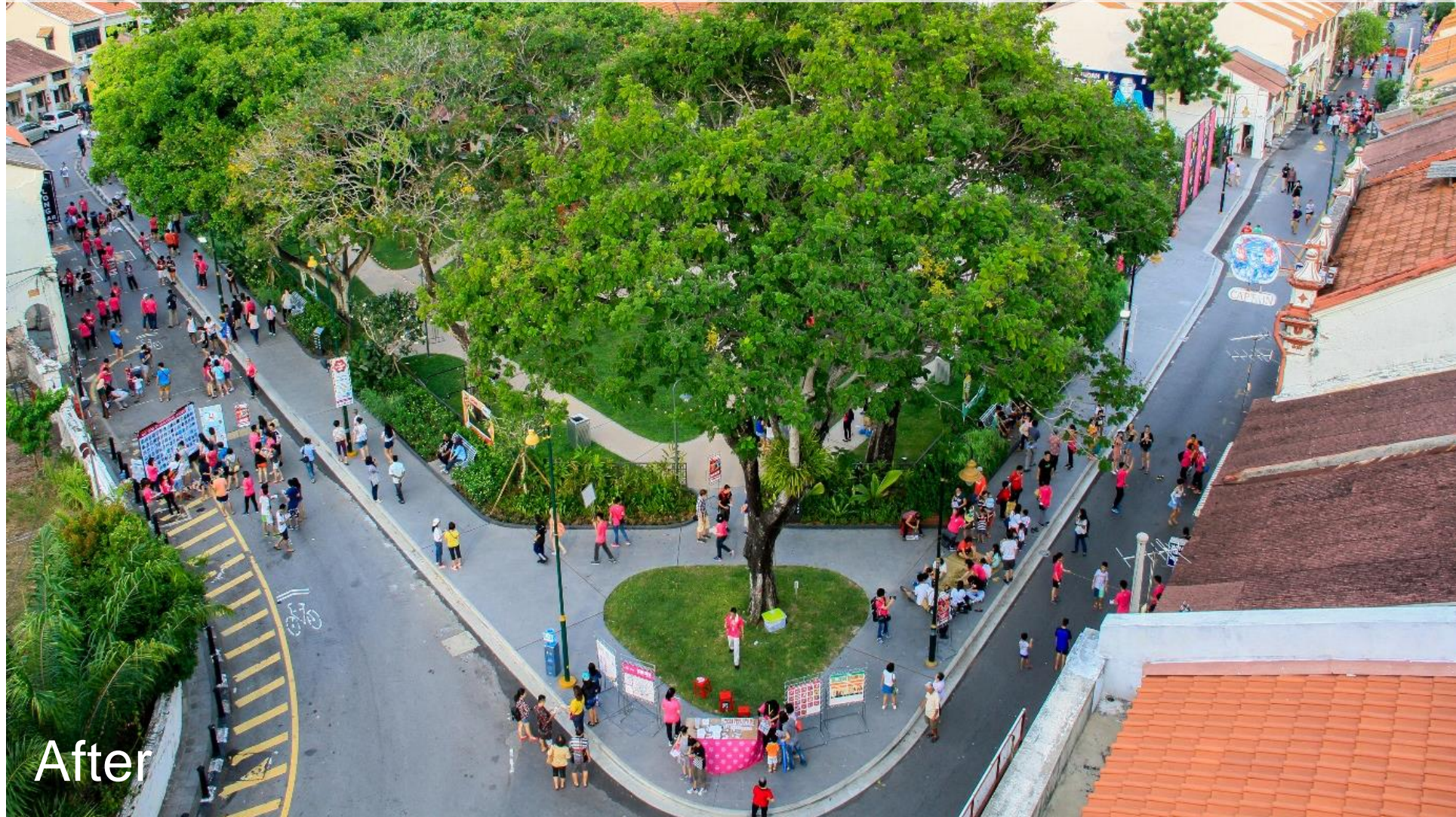
Public Spaces



Before

Jalan Armenian, George Town

A good city is like a good party, People don't want to leave early
Jan Gehl



After



2016

FORT CORNWALLIS

CONSERVATION MANAGEMENT PLAN





NORTH SEAFRONT CONCEPT MASTER PLAN

Project Partners: CMI, AKTC, THINK CITY, GTCDC & MBPP

-
- 1 Build pier to sea and reestablish circular garden feature as open plaza. Reconfigure existing road to one way traffic & upgrade Renong food court.
 - 2 Reconfigure traffic flow and car park.
 - 3 Reprogram interior of Dewan Sri Pinang.
 - 4 Reconfigure vehicular entry to Dewan Sri Pinang.
 - 5 Reestablish semi-circular garden feature and align with Dewan Sri Pinang axis.
 - 6 Reinterpret Duke Street as Linear Garden with limited vehicular access.
 - 7 Create circular moat around war memorial.
 - 8 Introduce round water feature and linear reflective pond as vista/focal point in Duke Street.
 - 9 Restore historic garden with existing water fountain as main feature based on the Charter of Florence.
 - 10 Reconfigure traffic flow and car park.
 - 11 Reinforce sea wall and promenade structure.
 - 12 Rationalise existing stage to circular form and re-establish bandstand. Ensure existing time capsule buried below walkway bandstand.
 - 13 Existing Padang with improved drainage system and perimeter service lanes.
 - 14 Reestablish Vermont's Fountain and simplify Light Street pedestrian boulevard centred on Clock Tower.
 - 15 Reestablish old avenue to Union Street. Relocate food court, public toilet and playground. Establish archeological site as contained dry moat.
 - 16 Reestablish moat as per Kelly Map boundary.
 - 17 Undertake repair works to Clock Tower.
 - 18 Realign road and replace existing row of shoplots with green public space.
 - 19 Relocate Astaka Food Court, public toilet and playground
 - 20 Reconfigure entrance to Cruise Terminal.
 - 21 Make good Fort Pier as public viewing platform.
 - 22 Develop square with central green space and underground parking. Reestablish former Quadrangle Building.

Moat Reinstatement

Artist's Impression after Reinstatement



Moat Reinstatement

Artist's Impression after Reinstatement



On Crafting Authentic Cities

Conservation of natural environments.

Preservation of society's built heritage.

Fine grain urban form / permeability / walkability.

Diversity of Business, Activities, Built form.

Restoration of existing urban centres.

Communities of real neighbourhoods & diverse districts.

George Town WHS: What's at Stake?

Challenges: Accelerated gentrification, traffic congestion, no art and cultural center

Possible solutions:

- 1) Enhancing visitor experience through public realm improvements
 - a) Improve public transport frequency, and pedestrian and OKU accessibility, walkability and mobility
- 2) Nurture an economy based on arts and culture:
 - a) Well curated museums and art galleries for visitor information and consumption,
 - b) A performing arts center with high production value and frequency of live performances
 - c) A fine art, crafts and culture center to improve design and quality of art, crafts and cultural products.
 - d) Higher production value and frequency of performing arts and culture shows
- 3) Monitor number of tourists per month and refocus on quality growth so that local needs are not compromised – 5.5million tourists per annum (*In one article, the writer suggests Hong Kong with a population of 7.5million regulate number of tourists to 50million per annum)
- 4) Improve general conditions and water quality at the Clan Jetty area
- 5) Repopulation scheme to encourage people to live in George Town
- 6) Develop night-based tourism to encourage more activity and life throughout the core and buffer zone during the night.
- 7) Develop water transportation from George Town to other destinations, including Seberang Perai

Penang cruise terminal to be expanded

CEO: Plans in progress to position terminal as a home port to cruise vessels in the region

By R. SEKARAN
rsekaran@thestar.com.my

GEORGE TOWN: After more than a year's delay, the RM155mil expansion of the Swettenham Pier Cruise Terminal (SPCT) is set to begin early next year.

Upon completion, the joint venture project between Penang Port Sdn Bhd (60%) and Royal Caribbean Cruises Ltd (40%) would be able to handle 1.7 million passengers a year by 2021.

It can also cater to 12,000 passengers at any one time.

The cruise segment registered 1.2 million passengers last year.

Penang Port Sdn Bhd (PPSB) chief executive officer V. Sasedharan said plans were afoot to position the terminal as a home port to the cruise vessels in the region.

He said the terminal could take in Oasis-class cruise ships, such as the Symphony of the Seas, which is the biggest passenger liner in the world, upon completion of the expansion works.

He said about RM4mil had been spent on carrying out hydraulic studies as part of its due diligence before work began on building the berth.



In the works: Sasedharan showing the expansion of SPCT.

"The expansion is not merely to bring in the big ships, but also to create a synergy for the development of the state's economy.

"Ultimately, we have to look into being a home port to cruise vessels. It is a natural thing to do as Penang port is the only port in the country

which has a cruise terminal.

"There is a lot of work to be done if Penang is to be a home port.

"We need the infrastructure to combine a seamless travel of air, sea and land as well as provide world class service to achieve such a status," he told *The Star*.

PPSB has been given a 30 years lease on the 13,000 sq m land where under the expansion plans, the existing 400m berth would be extended by 220m with an additional 118m-long "mooring dolphin" used to secure ships from drifting.

Upon completion, the terminal would be able to handle two mega-sized cruise ships simultaneously on the outer berths along with one small- and one medium-sized ships on the inner berths by end 2019.

Sasedharan said cruise line passengers are high-end travellers, adding that the spin-off of Swettenham Pier becoming a home port was enormous as it could be a catalyst of growth for the local economy.

"If we are home port to a cruise vessel, its passengers would usually arrive a few days earlier by air and stay in local hotels until the ship departs.

"If we want to be a home port to these cruise vessels, we have to be ready to handle the arrivals at every gate, from the moment they touch down in Penang.

"If 3,000 passengers fly in, the present Penang International Airport would not be able to handle them as it is already bursting at

the seams.

"What if there are two cruise liners waiting at the home port of Penang, or about 7,000 passengers arrive early. Would the hotels and retailers be able to cater for such an influx?" he asked.

He said Singapore Port is a success story in promoting cruise liners as it has first class supporting infrastructure and services.

Sasedharan said PPSB was trying to leverage on the advantage of being the only port with a cruise terminal to increase the growth of its port business.

He said SPCT contributed 30% of the overall profits, with 70% coming from the cargo segment, especially the North Butterworth Container Terminal.

"While cargo business forms the chunk of our revenue, we need to leverage on the cruise business as it could be a bigger contributor during an economic downturn which would first affect the container business.

"We have missed a lot of opportunity in bringing in bigger ships due to the delay of the expansion.

"We expect our growth to accelerate once the work is completed," he said.

From a current maximum of 20,000 passengers a day to 40,000 passengers.

“The expansion is not merely to bring in the big ships, but also to create a synergy for the development of the state’s economy.

“Ultimately, we have to look into being a home port to cruise vessels. It is a natural thing to do as Penang port is the only port in the country which has a cruise terminal. There is a lot of work to be done if Penang is to be a home port.”

“If we are home port to a cruise vessel, its passengers would usually arrive a few days earlier by air and stay in local hotels until the ship departs. If we want to be a home port to these cruise vessels, we have to be ready to handle the arrivals at every gate, from the moment they touch down in Penang.

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“What if there are two cruise liners waiting at the home port of Penang, or about 7,000 passengers arrive early. Would the hotels and retailers be able to cater for such an influx?” he asked.

Penang State: What's at Stake?

Challenges: Development pressure, traffic congestion, lack of mobility and connectivity between destinations and between the island and Seberang Perai

Recommended solutions:

- 1) Enhance visitor experience through public realm improvements
- 2) Improve public transport options and frequency, and pedestrian and OKU accessibility, walkability and mobility
- 3) Water transport between destinations to alleviate road congestion
- 4) Improve environmental conditions of natural landscapes and water quality
- 5) Increase tourism products and offerings in Seberang Perai
- 6) Policy to nurture and promote an economy based on creativity and culture
- 7) An agency to implement tourism policy, strategies and enforce guidelines

2 : A Statewide Tourism Masterplan

A statewide tourism masterplan that does not detract from the intrinsic qualities* of Penang and its districts, and from the Outstanding Universal Qualities (OUVs) of George Town, while developing the tourism sector and subsectors throughout the state.

Island

- Develop policies, guidelines and enforcement plan for each tourism belt and node – George Town, Pulau Tikus, Ayer Itam, Balik Pulau, the Northern Coasts (Batu Ferringhi & Tanjung Bungah), Bayan Baru (Pulau Jerejak, War Museum, Snake Temple)
- Monitor number of tourist arrivals
- Improve mobility and connectivity between destinations
- Enforcement of tour buses
- Develop the halal component of Food Tourism
- Develop and promote cycling tourism as a means to see the island and connect with the mainland.

Mainland

- Develop and promote new tourism subsectors including agritourism, craft and eco-tourism
- Build on the potential of Sungai Perai as an eco-tourism destination
- Develop Air Hitam Dalam Educational Forest and Teluk Air Tawar as prime birdwatching sites for the region.
- Develop Pulau Aman as a seafood and camping destination
- Develop Frog Hill as an adventure destination
- Develop craft tourism in Permatang Pauh
- Promote Butterworth, Bukit Mertajam and Tasek Gelugor as townships to explore using KTM Komuter as connector
- Develop and promote the halal component of Food Tourism
- Better branding and promotion of the mainland

*What are Penang's intrinsic qualities? Its multi-cultural diversity, its laid-back charm, and natural landscapes (hills and coasts)

3 : Tourism Belts in Penang at a Glance

a. George Town World Heritage Site

Identity: Multi-cultural port city, famed for its colonial buildings and pre-war shophouses and cultural centre of Penang

Tourism sector(s): Culture, heritage, food, religious, shopping

Challenges: Accelerated gentrification, traffic congestion, no cultural centre befitting a cultural capital

b. Northern Coasts (Tanjung Bungah, Batu Ferringhi, Teluk Bahang)

Identity: Long stretches of beaches and palm trees, the smallest national park in the world (home to one of four meromictic lakes in Asia) and a popular night market

Tourism sector(s): Adventure, beach, food, nature

Challenges: Development pressure, erosion of natural landscapes, (hills and coasts), water pollution, jellyfish infestation, dirty beaches, errant watersport operators, low quality products

c. Pulau Tikus

Identity: Suburb with excellent food, shopping, and home to a number of important medical centres and religious buildings, and the Penang Botanic Gardens. Gateway to Penang Hill via trekking

Tourism sector(s): Food, medical, nature, religious, shopping

Challenges: Development pressure, traffic congestion, poor connectivity to other tourist attractions

d. Air Itam

Identity: Township famed for its food, the Kek Lok Si temple, Air Itam Dam and gateway to Penang Hill via train

Tourism: Food, heritage, nature, religious

Challenges: Development pressure, encroaching farms, traffic congestion

e. Bayan Lepas

Identity: Heart of industry, site of the Penang War Museum, Pulau Jerejak (former leper colony) and Snake Temple, airport

Tourism sector(s): Culture, heritage, nature, religious, shopping

Challenges: Development pressure, traffic congestion, lack of interesting attractions, poor connectivity to other tourist attractions

f. Balik Pulau

Identity: Idyllic laidback *kampung* lifestyle, with rice paddies and fruit farms scattered throughout. Nostalgic retreat.

Tourism sector(s): Agriculture, culture, heritage, nature

Challenges: Development pressure, poor connectivity,

g. Butterworth

Identity: Transport hub, port city, the rivermouth of Sungai Perai, and the mainland gateway to the island.

Tourism sector(s): Culture, heritage, food, nature,

Challenges: Lack of known / underdeveloped tourism products, poor connectivity

h. Bukit Mertajam

Identity: Township famed for St. Anne's Church and the Feast of St. Anne, and picturesque Frog Hill

Tourism sector(s): Adventure, heritage, religious

Challenges: Lack of known / underdeveloped tourism products, poor connectivity

i. Simpang Ampat

Identity: Gateway to nearby seafood destinations - Bukit Tambun, Batu Kawan, and Pulau Aman, and Design Village

Tourism sector(s): Food, shopping

Challenges: Lack of known / underdeveloped tourism products, poor connectivity

3 : Belts, Nodes and Sub-sectors

1. Developing a tourism strategy for each tourism belt and node is vital to establish identity of place and to mitigate against the industry's activities altering character of the destinations.
2. Developing a strategy for each tourism sub-sector is necessary to maximise and make coherent efforts in developing products and services, branding and marketing, and identifying customer base



Northern Coasts

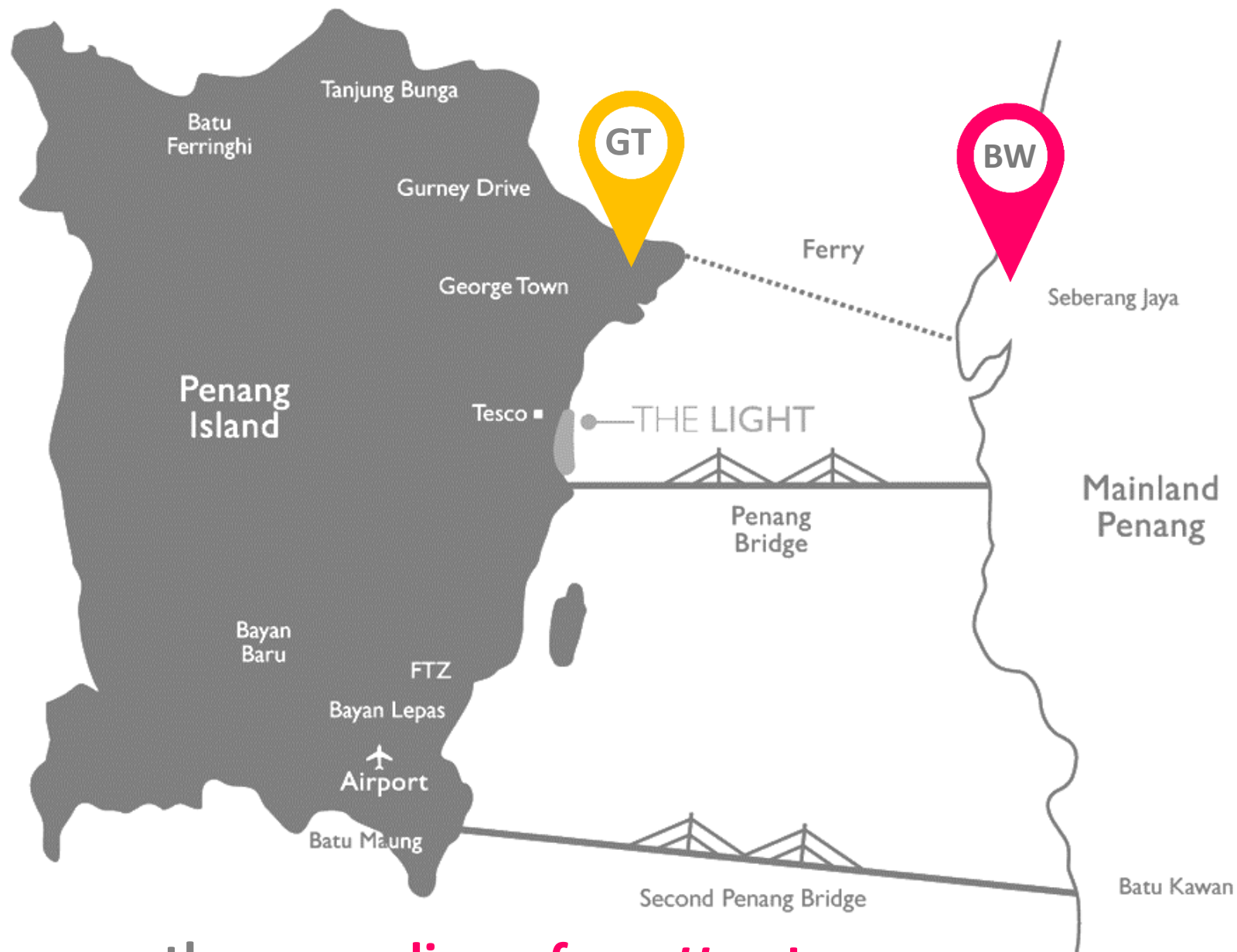


Northern Coasts: What's at Stake?

Challenges: Development pressure, traffic congestion (weekends and public holidays) erosion of natural landscapes, (hills and coasts), water pollution, dirty beaches, errant watersport operators, low quality products

Possible solutions:

- 1) Improve environmental conditions of natural landscapes and water quality to lower jellyfish population and enable swimming
- 2) Improve sewage infrastructure and capacity to match population levels to ensure high levels of treatment before discharge
- 3) Regulate number of licensed watersport operators to ensure they are accountable and responsible
- 4) Ban or limit numbers or allocate specific areas for buggy rides and horseback riding.
- 5) Recruitment of trained lifeguards
- 6) Enforcement on all beachfront and watersport activities.
- 7) Restructuring of the night market and its contents
- 8) Improve infrastructure and amenities at the National Park
- 9) Develop water transportation from the Northern Coasts to other destinations including George Town and Balik Pulau



across the sea... *lies a forgotten town*

The City's Assets

1. Spatial Assets – Natural Environment, Public Parks and Amenities.
2. Built Heritage – Monuments, Old Houses and Structures.
3. Cultural Assets – Local cultures, Urban rituals
4. Movable assets – Bird Park, Escape Park, Legoland, Museums
5. Its People

What is the personality of your city?

BUTTERWORTH PHOTOGRAPHY COMPETITIONS



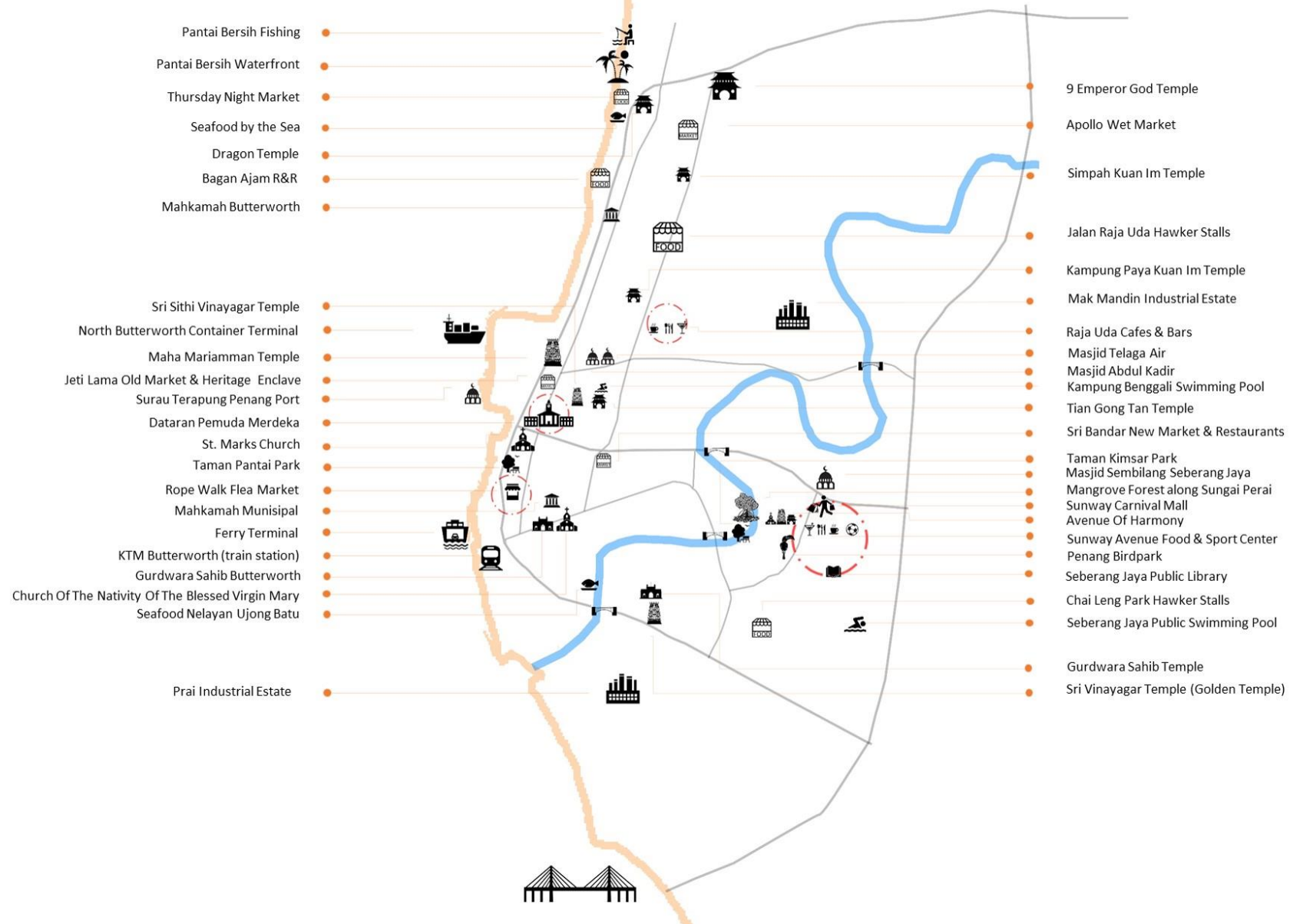


CITY MAPPING: DISCOVERY WALK



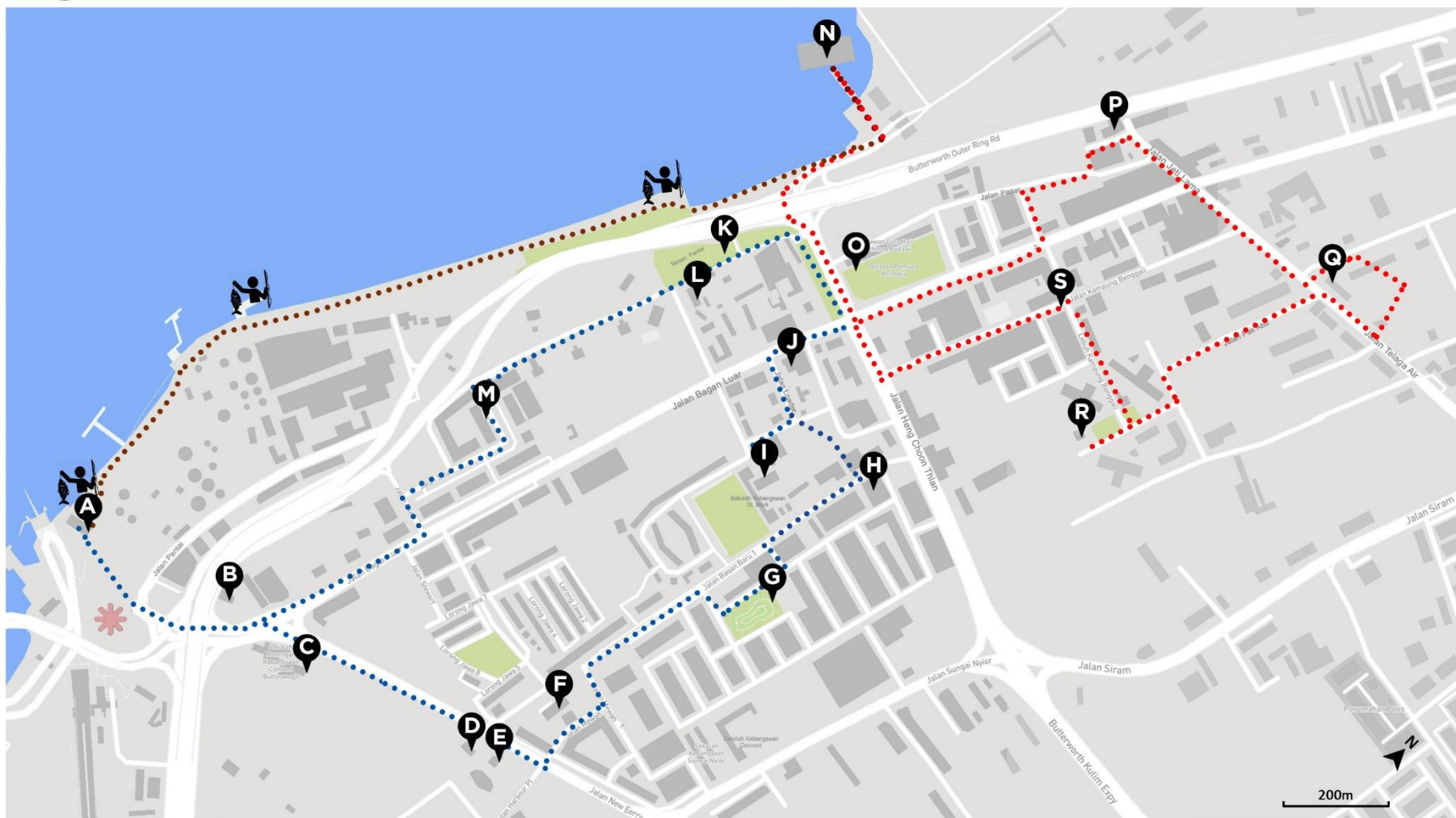
An effort to introduce a walking/heritage trail in Butterworth, highlighting forgotten rich cultural assets. 180 participants.

BRANDING BUTTERWORTH – BAGAN, RAJA UDA, PRAI





BUTTERWORTH WALKING MAP thinkCITY



A Meriam Timbul Shrine
B Art by Vhils
C Convent Butterworth
D Gurdwara Butterworth
E Church of The NBVM

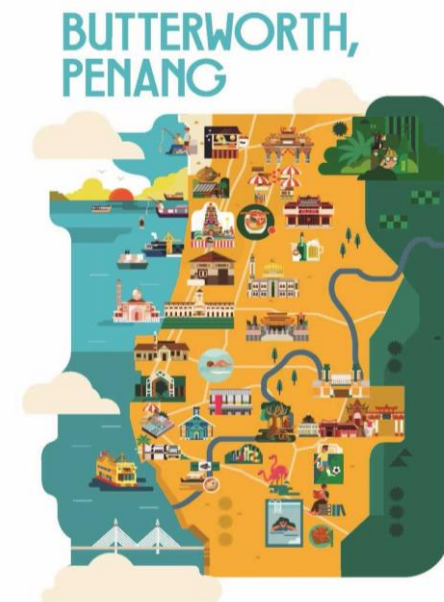
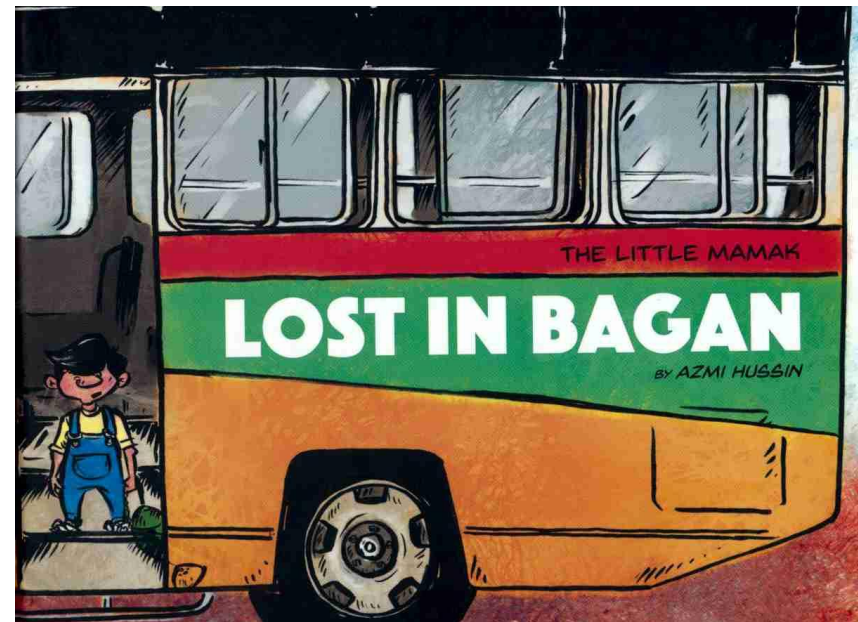
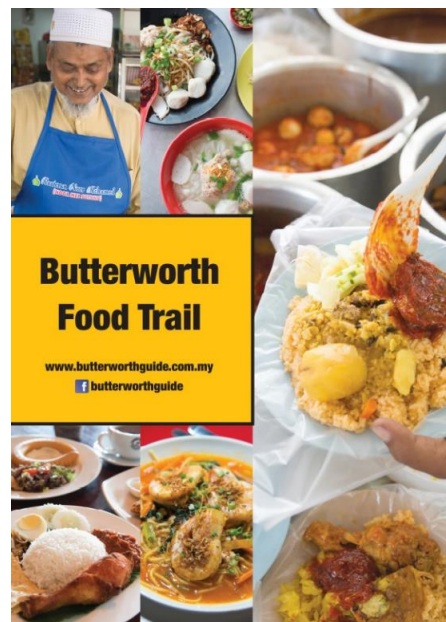
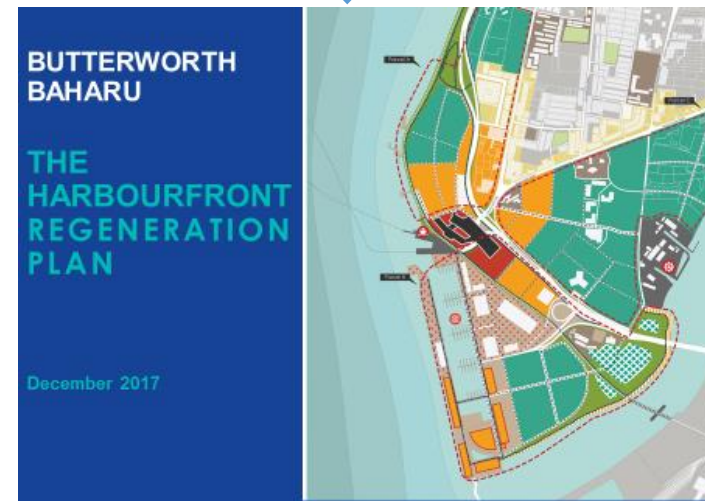
F Guang Fu Temple
G Bagan Baru Park
H Sri Bandar Market
I NBVM Cemetery
J Old Govt. Buildings

K Taman Pantai
L St. Mark's Church
M Taman Selat Flea Market
N Floating Surau

O Dataran Pemuda Merdeka
P Jeti Lama Heritage Enclave
Q Kampung Telaga Air
R Tian Gong Tan Temple
S Kg. Benggali Shophouses

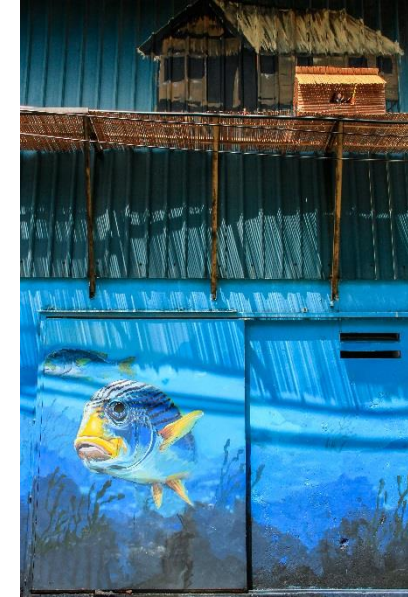
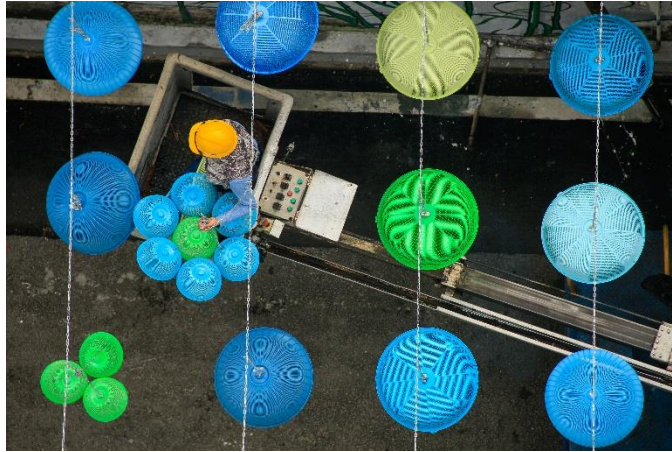
Green Open Space
Penang Sentral

walking distance
..... 3.0 km
..... 4.4 km
..... 2.0 km
*beside railway track





BUTTERWORTH ART WALK





BUTTERWORTH BAHARU

SUNGAI PERAI ACTION PLAN

**SEBERANG PERAI STRATEGIC PLAN
2018-2022**

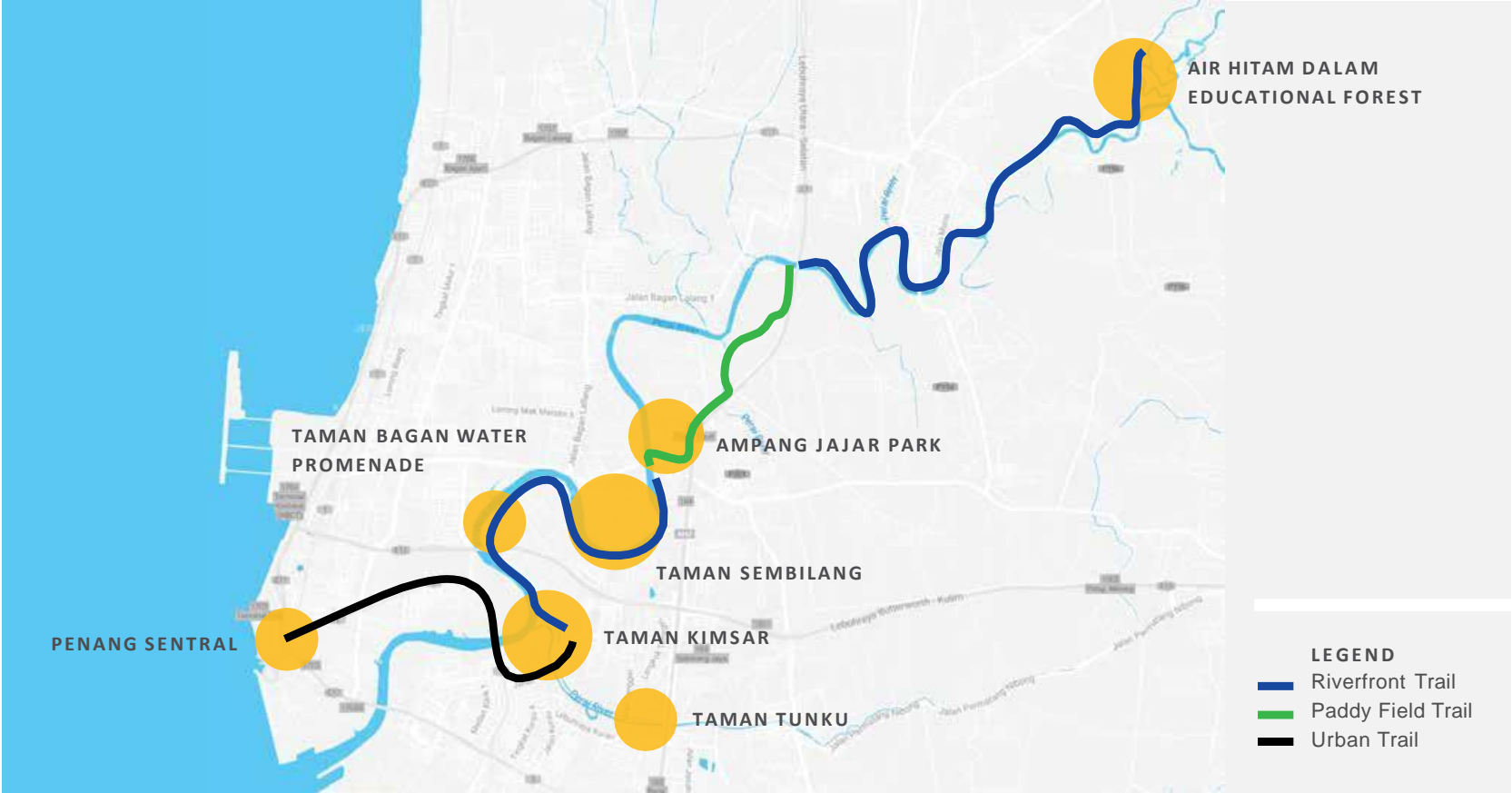


SUNGAI PERAI

REHABILITATE
CONNECT
ACTIVATE
CELEBRATE



CONNECTING SUNGAI PERAI: PROPOSED CYCLING/WALKING TRAIL

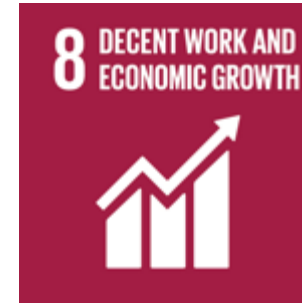


Why LED Ecotourism?

- Ecotourism can be a potential source for local economic development and nature conservation.
- Interest in ecotourism derives from its direct and indirect roles in supporting livelihoods, and conserving natural environments while achieving Sustainable Development Goals.



Sustainable Development Goals



« Nothing is more important as the identity and liveability of a place in bringing economic success »

***Robert Solow,
Nobel Prize winner in Economics, 1987***





Thank You