

MELAKA MAJU 2010: DEVELOPMENTS AND ACHIEVEMENTS OF THE LEADERSHIP ERA OF TUN SERI SETIA MOHD ALI RUSTAM (1999-2013)

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<https://doi.org/10.54922/IJEHSS.2025.0905>

ABSTRACT

This article examines the development and achievements of the state of Melaka during the leadership of Tun Seri Setia Mohd Ali Rustam as the Chief Minister of Melaka from 1999 to 2013, focusing on the Melaka Maju 2010 initiative. This research analyses various aspects of development, including the economy, social, infrastructure and tourism, in assessing the state's success in achieving developed state status. Among the main achievements highlighted are the modernisation of the industrial sector, the improvement of the people's living standards and the UNESCO recognition of the Melaka Historical City. In addition, this study also discusses the strategies applied in realising the state's development vision in achieving the Melaka Maju 2010 vision. In terms of writing methods, this study uses a qualitative approach with document analysis as the main method. The main sources consist of official reports from the Melaka state government, policy speeches and data from relevant agencies. In addition, this study also refers to academic articles and media reports to obtain a more holistic picture of the effectiveness of the planning implemented. Overall, the leadership Tun Seri Setia Mohd Ali Rustam playing a role in transforming Melaka into a dynamic, competitive, and sustainable state at the national and international levels.

Keywords: Melaka Maju 2010, Tun Seri Setia Mohd Ali Rustam, state development, economy, infrastructure, tourism.

1. INTRODUCTION

Melaka, a state with a glorious history and unique cultural heritage. From the heyday of the Malay Sultanate of Melaka founded by Parameswara to the era of colonialism and modern progress in the 19th century. The state has gone through various phases of administration that have shaped its identity today. The uniqueness of Melaka lies in its historical traces that are still intact, reflecting the glory of the past and the progress of the present. Known as Darul Azim¹during the Malay Sultanate of Melaka which means a great and noble residence or house. Melaka is a state that has a title to increase the excitement of its people. The history of a small state with an area of 1.712km²²has always been the attraction and attention of world researchers because of its glorious past. The diverse poetry, food and cultural customs make Melaka a state inhabited by various

Daily News. Secrets of Melaka Darul Azim. 24.11.2015¹
Melaka State Department of Survey and Statistics accessed on 15 November ²
2024 at <https://www.jupem.gov.my/>
Malacca State Department of Survey and Statistics

ethnic groups due to its past trading and colonial centre. On April 15, 1989, the Chief Minister of Melaka Tun Ghafar Baba declared Melaka as a historic state.

The transition of leadership according to the democratic system in Malaysia has reborn leaders from Melaka who lead the state leadership until the state of Melaka is recognized again in the eyes of the world. Tun Seri Setia Mohd Ali Rustam is a leader with a big heart and has foresight by emphasizing the importance of progress and well-being of every class of the people of Melaka. Starting point through the ideas of his leader.³The development and implementation of the state government's long-term planning ideas were realized by the leadership of Tun Seri Setia Mohd Ali Rustam. This attitude and responsibility led to a vision and insight of leadership in the implementation of Melaka Maju 2010.

Melaka, achieved various rapid progress during the administration era of Tun Seri Setia Mohd Ali Rustam from 1999 to 2013. During this period, Melaka experienced a major transformation in the tourism, infrastructure, and economic sectors, making it one of the main destinations in Malaysia. This success was supported by strategic efforts in heritage-based development, industry, and improving the people's living standards. This is proven by the continuity of the plans of previous leaders implemented by Tun Seri Setia Mohd Ali Rustam. Through a clear vision, Tun Seri Setia Mohd Ali Rustam set targets and implemented disciplined and focused leadership to drive the state of Melaka towards the vision of a developed Melaka state 2010 in line with the setting of the national vision, namely Vision 2020. Five important aspects of the administration's focus Tun Seri Setia Mohd Ali Rustam towards achieving the vision of Melaka Maju 2010 covering the economy, social, infrastructure, environment and administration.⁴

December 1999, Tun Seri Setia Mohd Ali Rustam's speech immediately after being appointed as Chief Minister of Melaka presented a challenge to his administration, to bring Melaka towards a developed state⁵. Tun Seri Setia Mohd Ali Rustam expressed the word maju through the mandate given and set a time frame for his leadership. Planning for 2 terms of government Tun Seri Setia Mohd Ali Rustam's Chief Minister of Malacca⁶making the state vision which includes a long-term vision successfully achieved. Attention, planning and concentration from a leader who has determination and determination in realizing this vision is very important. The mobilization of good cooperation during the Tun administration in fulfilling the criteria of the State of Progress 2010 proves that the effort to bring Melaka Progress 2010 is not just from the mind but is manifested through the determination of the people of Melaka who want prosperity and harmony to come. A comprehensive approach in mobilizing the administrative machinery begins with formulating various initiatives that not only stimulate economic growth but also improve the quality of life of the people of Melaka⁷.

Utusan Malaysia.Melaka State is Moving Forward Towards 2010.22.07.1997³

Mstar. Melaka is now a developed country. 20 October 2010.⁴

Daily News. Ali Rustam sworn in as Malacca CM today. 02 December 1999⁵

The official portal of the Melaka state government. Melaka is thriving and taking over the world, accessed on 31⁶

December 2023 at

<https://www.melaka.gov.my/index.php/kerajaan/pentadbiran-kerajaan-negeri/ketua-menteri-melaka>.

Ibid.³⁷

Through various development programs, the first phase of Tun Seri Setia Mohd Ali Rustam's administration 1999-2005 positioned Melaka as a tourism state⁸ and the country's main services. The second phase of his administration 2006-2010 covers the development of implementation and progress as well as the impact on industrial and tourism development. The direction of this article discusses Melaka Maju 2010 under the administration of Tun Seri Setia Mohd Ali Rustam as the Chief Minister of Melaka through the aspects of implementation, achievements and administration of Tun Seri Setia Mohd Ali Rustam during his leadership in leading the state of Melaka towards recognized progress.

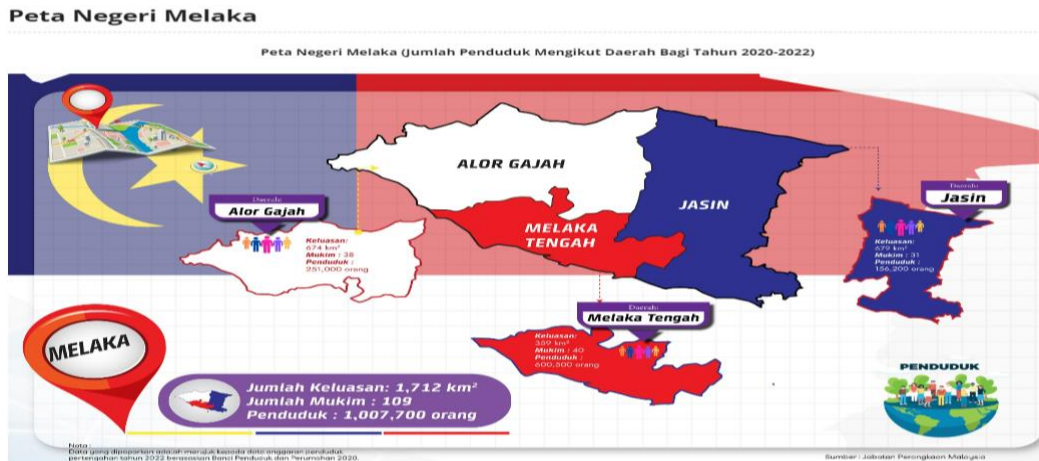


Figure 1: Melaka State Map 2023, Melaka Chief Minister's Department

Melaka Maju 2010 under the Government of Tun Seri Setia Mohd Ali Rustam

Melaka continues to be one of the most dynamic states in Malaysia⁹. The leadership of Tun Seri Setia Mohd Ali Rustam, has formulated various initiatives to improve and develop Melaka. Various development projects based on 5 objectives¹⁰ namely achieving industrial state status by 2010, further strengthening Melaka as a premier tourist destination, modernizing the agricultural sector and increasing product value added, improving the quality of infrastructure reliability, health utilities and education. This objective is the core of the development movement of the state of Melaka based on 5 main thrusts under the 9th RMKe. To achieve 23 indicators towards Melaka Maju 2010, the implementation of the development movement according to objectives and good management guidelines driven by a leader will make Melaka achieve the vision of being a developed state as planned.

Utusan Malaysia. Melaka Government: Ali Rustam scheduled to meet PM. 05⁸
December 1999

Office of the Chief Minister of Melaka, Melaka State Government 2008,⁹
Excellent, Glorious and
Distinguished 2000- 2007.
Ibid 14.p. 10.¹⁰

The implementation phase of Melaka Maju 2010 is divided into the 8th and 9th Malaysia plans of the Malaysian government.¹¹ Melaka also divided the implementation into 2 phases when Tun Seri Setia Mohd Ali Rustam assumed office as the Chief Minister of Melaka. The recognition assessment for Melaka Maju 2010 was based on criteria from the Organisation for Economic Co-operation and Development (OECD). The first phase of the 5-year reign of Tun Seri Setia Mohd Ali Rustam (1999-2005). In this phase, the administration of Tun Seri Setia Mohd Ali Rustam highlighted the planning and implementation of the initial focus to attract investors and the creation of economic sub-fields of focus. This can be seen with the change in the status of the historic state of Melaka to Melaka Historic City in the first phase as well as efforts to promote the state of Melaka as a tourism state. The slogan "visiting historic Melaka means visiting Malaysia" which was introduced in phase one boosted the tourism sector. Phase one was also a catalyst for the direction of the administration of Tun Seri Setia Mohd Ali Rustam in achieving the vision of Melaka Maju 2010.

Phase 2 (2006-2010) during the administration of Tun Seri Setia Mohd Ali Rustam led to the convergence of 4 main strategies¹² outlines areas of focus on the well-being of the people of the state of Melaka in achieving progress. This strategy helps the people of Melaka as well as the state administration in terms of economic growth, job creation, and increasing the state's competitiveness. With strategic development, Melaka can become a sustainable, innovative, and competitive state at the national and international levels. The second phase towards the 2010 Maju Negeri brought recognition as a UNESCO World Heritage Site, which was converted to World Heritage State status on 7 July 2008.¹³ The listing of Melaka subsequently brought the state the title of World Heritage Historic City and further strengthened the state's tourism economy which helped put the state of Melaka on the right track in achieving the state's vision.

The administration of Tun Seri Setia Mohd Ali Rustam fully leveraged the strength of Malaysia's world-class tourist destinations to the point that Melaka became a major tourist destination that was recognized in 2008 as a UNESCO World Heritage site.¹⁴ This declaration and rating increases the popularity of the state's tourism economy. This recognition helps the state government under the administration Tun Seri Setia Mohd Ali Rustam successfully brought the state of Melaka towards an industrial development state. Steps and strategies to attract foreign investment to the state were intensified and precise under the administration of Tun Seri Setia Mohd Ali Rustam as well as the establishment of new areas and the reorganization of more concentrated industrial areas. This effort led to an average increase in economic growth of 5.9% per year¹⁵. Implementation of Melaka as a second home¹⁶(Melaka my second home) by the administration of Tun Seri Setia Mohd Ali Rustam thus creating new towns and highlighting

Malaysia Plan.<http://www.pmo.gov.my>¹¹

Utusan Malaysia. Four strategies to develop Melaka into a developed state ¹²
201031/10/2006

Bernama. Melaka needs RM50 million to maintain UNESCO World Heritage Site. ¹³
7 July 2002

Hua, A. (2015). Malacca as a world tourism center: is it sustainable?. ¹⁴
Geography. Malaysian Journal of Society and Space, 11(9), 75-85.

Office of the Chief Minister of Melaka, Melaka State Government 2008, ¹⁵
Excellent, Glorious and Distinguished Achievements 2000- 2007.p.101-102

Melaka Chief Minister's Office Resource Centre, Invest Melaka 2001.¹⁶

dynamic and structured housing development. This development can be seen as one of the strategies of the Melaka state government in providing housing and real estate in the state of Melaka as an attraction for foreign investors in providing job opportunities for the people of the state of Melaka. This opportunity is also the administration of Tun Seri Setia Mohd Ali Rustam sees the importance of the role of the private sector in developing and creating new housing areas and improving urban infrastructure. This is to help the state of Melaka achieve balanced development by 2010.

The glory of Malacca in the era of modern administration Tun Seri Setia Mohd Ali Rustam led the state of Melaka to make history when the state's vision was achieved and declared a developed state on 20.10.2010 at 2010 pm to become a developed city recognized as world-class.¹⁷

Prosperous Melaka Declaration 2010

Tun Seri Setia Mohd Ali Rustam is a leader who has a clear vision and is concerned with the responsibilities he bears. Tun Seri Setia Mohd Ali Rustam's attitude and awareness of responsibility strives to achieve this goal to see the state of Melaka at a level of progress whose values are elevated as a recognized Advanced State.¹⁸The inauguration of Melaka Maju 2010 was completed via teleconference to symbolically show the progress achieved. The declaration by Prime Minister Datuk Seri Najib Razak via video conference at the Putra World Trade Centre (PWTC) brought a thousand meanings¹⁹The historic declaration was made live at the Hang Jebat Stadium, witnessed by approximately 50,000 people including the Yang Dipertua Negeri Melaka Tun Mohd Khalil Yaakob and Chief Minister Tun Seri Setia Mohd Ali Rustam. The declaration was made at exactly 8.10 tonight or 2010 hours, on 20.10.2010.

Melaka Maju 2010 is a vision that encompasses the vision and mission of the state government which shows an example of the success of the leadership and administration of Tun Seri Setia Mohd Ali Rustam. This vision shows the wisdom of the leader and his administration together in carrying out the trust to bring prosperity to the people of Melaka. Leadership Tun Seri Setia Mohd Ali Rustam This responsible and trustworthy leadership has brought Melaka towards preparing to face the challenges of the globalization era as well as the explosion of new challenges for the digital era. Tun Seri Setia Mohd Ali Rustam continues his leadership in setting the goal of making Melaka a Developed State by 2010. The Vision of Melaka Maju 2010 which was launched in 2000²⁰was fully implemented when Tun Seri Setia Mohd Ali Rustam was appointed as the ninth Chief Minister of Melaka²¹.

Prime Minister Dato Sri Najib Tun Razak, when declaring Melaka Maju, expressed his pride in the leadership of the Melaka state government and the people of Melaka who are working

Daily News. Melaka status of developed state. 20 October 2010¹⁷

Ibid.18¹⁸

Ibid 11¹⁹

Assoc.Prof.Dr.Abdul Khalil,2009. Melaka in the 21st Century. The ²⁰ Modernization Current of Datuk Seri Haji Mohd Ali bin Mohd Rustam. Melaka State Government.

Name. Ali-Chief Minister -Mohd Ali Rustam Appointed Chief Minister of ²¹ Melaka.02 Dec 1999

hard to achieve the vision of developing the state.²². Behind these congratulations, there were various initial challenges that had to be addressed by the state government administration at that time, which was led by Tun Seri Setia Mohd Ali Rustam. The initial challenge when taking over the reins of the state government was the effort to revive the economy.²³ which is happening globally. As a result of this economic climate, Melaka as a small state is feeling the impact²⁴ to economic movements, especially from a slow development perspective.

Recognition of the vision of Melaka Maju 2010 requires consistent planning and steps. Several series of seminars were held to ensure that the criteria outlined by OECD were achieved. Among them was the Melaka Maju 2010 Seminar²⁵ involving government and private agencies at the Melaka International Trade Centre. The challenge in meeting the outlined criteria also brought a success in the administration in showing the commitment of the state leadership in achieving the vision. High discipline from the administration of Tun Seri Setia Mohd Ali Rustam and the state government exceeded 12 out of 23 indicators²⁶ which is set to emerge as a developed state by 2010. From the presentation of this seminar, the challenge in achieving the goal of the Melaka Maju 2020 vision is that 11 indicators remain to be achieved. The continuous evaluation and monitoring process which includes periodic evaluation aspects has been implemented by the administration of Tun Seri Setia Mohd Ali Rustam. This effort brings an initial strategy in boosting the economy of the state of Melaka. The strength of tourism in the state of Melaka is fully utilized by Tun Seri Setia Mohd Ali Rustam. Planning and strategy for focusing on the tourism sector is strengthened with efforts to promote Melaka in total. This means that the administration of Tun Seri Setia Mohd Ali Rustam has brought Melaka to be known throughout the world.²⁷.

One of the strengths in introducing Melaka also comes from the nature of leadership. Tun Seri Setia Mohd Ali Rustam as president of the World Youth Assembly. Tun Seri Setia Mohd Ali Rustam itself has made Asean countries partners in tourism and industry through the youth platform. The relocation of the WaYS headquarters and the establishment of Dunia Melayu Dunia Islam in 2000 brought confidence to investors in playing a role as a driving force for the economic development climate in Melaka.

Improved infrastructure development such as roads, public transportation systems, and public facilities to improve the quality of life of the people. Construction of projects according to the Eighth Malaysia Plan (RM-8)²⁸ and the ninth Malaysia plan²⁹ Assisting in development and economic growth to increase the comfort of the people. The improvement of infrastructure facilities began with an emphasis on efforts to improve the efficiency of the public service delivery system so that it would be more competitive to face the challenges of a developed state in 2010. This can be seen as an administrative improvement to strengthen support in the element of building

Bernama News. Domestic News. Najib Declares Melaka Maju 2010 20.10.2010²²

Daily News. Melaka asked to improve economy. 12.10.2003²³

Ibid 20.²⁴

Bernama News. Domestic News Melaka Surpasses 12 Out of 23 Indicators to ²⁵

Become a Developed State 2010.No Rs.01.06.2006

Ibid. 36.²⁶

Ibid 20.²⁷

Ibid.10²⁸

Ibid.10²⁹

trust among stakeholders, especially the people of Melaka in achieving the goal of a developed state in 2010.

Among the improvements in implementing state development planning is the upgrading of local authorities. The Melaka Historic City Municipal Council (MPMBB) was upgraded to the Melaka Historic City Council (MBMB). This is to enable the local authority's supervisory area to move in line with its functions in line with the Melaka Maju 2010 vision. In addition, there are also improvements to public infrastructure and mega projects.³⁰ which is being implemented will certainly have a big impact on the citizens of the City in particular and the people of Melaka in general. Among the mega projects involved are the expansion of the 70-kilometer Simpang Empat-Alor Gajah-Muar road at a cost of RM505 million, the construction of the National Technical University College of Malaysia (KUTKM) worth RM500 million, the construction of the Juice Dam, Gadek Plant and Lancang Plant worth RM424.7 million and the construction of the 20.8-kilometer Durian Tunggal-Paya Rumput-Sungai Udang Highway worth RM205.6 million. Another project is the beautification of the Melaka River at a cost of RM91.2 million³¹ which will certainly recall the glory of Melaka as the 'Venice of the East' as Tome' Pires once called it in the book Suma Oriental. The construction of the Melaka International Trade Centre (MITC) at a cost of RM61.7 million will be one of the landmarks in this state by 2010. Support and commitment of the private sector³² also play a greater role in generating economic growth in Melaka by choosing this state as an investment destination, whether for new investments or expansion of existing companies.

In facing the currents of modernity and the era of globalization, Tun Seri Setia Mohd Ali Rustam brought a knowledge-based economy. Digital economic transformation with incubator hubs³³ economic control is centered in Ayer Keroh. Tun Seri Setia Mohd Ali Rustam sees the need to expand the knowledge-based economic sector through education and skills training for the generation of Melaka children as early preparation for future challenges.

The planned development changes must have ecological balance and environmental sustainability, with emphasis on meeting the criteria of a world-class developed state. Development planning initiatives in an effort to achieve these criteria are carefully planned so that the nickname of the state as a green technology city becomes the basis for the development of the state of Melaka. Social responsibility as Chief Minister is shouldered with high trust and after the vision of Melaka Maju 2010, Tun Seri Setia Mohd Ali Rustam once again implemented the launch of the vision of the State of Melaka as a Green Technology State³⁴ Through development criteria that are in line with the characteristics of world-class states, Tun Seri Setia Mohd Ali Rustam,

Daily News. Daud Awang; Hasnira Hassan Preparations for Melaka Maju 2010. ³⁰
15.04.2003

Utusan Malaysia. Archival News. 10 9MP projects to make Melaka Maju a success ³¹
2010. 26.07.2006

Utusan Malaysia. SOPHA SULAIMAN. RM383m foreign investment in Melaka. ³²
04.04.2000

Melaka Bernama News. Domestic News. 40 Entrepreneurs Register At K-Economic ³³
Incubator Center. 09.04.2002

Utusan Malaysia. Archival News. Five Cores for Melaka to Become a Green ³⁴
Technology City. 10.03.2011

through the support of the Melaka community and support from the federal government, has successfully brought Melaka to become a pioneer in the country's green technology.³⁵, Improved quality of life plus planning and implementation of various social programs. The leadership of Tun Seri Setia Mohd Ali Rustam played an important role in the transformation of Melaka and pushed development towards a more developed state.

Through his leadership, the state not only succeeded in overcoming the challenges it faced, but also developed into an internationally recognized state. Achievements and Evaluation of Melaka Maju 2010 has achieved 23 criteria set by the Organisation for Economic Co-operation and Development (OECD). The status of a developed state does not only focus on progress, but the administration of Tun Seri Setia Mohd Ali Rustam plans a balance in achieving progress. The balance of elements cultivates the importance of green technology and continuous development to ensure sustainable development.

Developing human capital is also a strategy built in fulfilling the vision of Melaka Maju 2010. The strategy to achieve this mission also includes a more balanced distribution of resources through the stabilization of social structures and the improvement of infrastructure facilities. From the perspective of stabilizing social structures, Tun Seri Setia Mohd Ali Rustam sees the need for education and training for the youth of Melaka as the basis for long-term progress. The establishment of the Melaka State Education Trust Fund (TAPEM) which aims to assist students by offering higher education loans to qualified Melaka children is one of the steps in helping to improve the education level of the people of Melaka in achieving Melaka Maju 2010, a first-class mind.

Meanwhile, to narrow the income gap between urban and rural residents, three strategies are planned, namely improving infrastructure facilities³⁶, develop more factories in rural areas and develop agriculture-based industries³⁷. It is expected to have a long-term impact on rural residents by creating job opportunities and thus increasing their total income. The administration's proactive steps stimulate economic growth and increase state revenue leading to balanced earnings in achieving the state's vision of Melaka Maju 2010. In this regard, the administration of Tun Seri Setia Mohd Ali Rustam has implemented continuous measures to boost key economic sectors such as manufacturing, services and agriculture. In addition, the personal qualities of Tun Seri Setia Mohd Ali Rustam and the business-friendly policies of the Melaka State government in the state have benefited investors³⁸ towards one of the states that investors are interested in expanding their businesses. Melaka has also received recognition as one of the developed states³⁹ in Malaysia, which shows the success of this plan in achieving the set goals. The implementation of the Melaka Maju 2010 vision has led to sustainable development in the state of Melaka, with internationally recognized achievements and an improvement in the living standards of the local population.

Utusan Malaysia. Green. Archival News. Melaka Pioneers Technology. 05.07.010.³⁵

Ibid. 31³⁶

Ibid. 31³⁷

Ibid. 15³⁸

Daily News. Melaka on the Right Track to Achieve Developed State 2010. ³⁹

31.08.2006

Among them are monitoring projects under the 9th RM as well as the use of real-time technology and adjusting or improving results for each matter that is given focus. One example of actions in addressing this challenge is the establishment of the Ninth Malaysia Plan (RMK-9) Action Body starting April 1, which took over the role of the State Economic Action Council (MTEN) to monitor the state's economic performance. The 9th RMK was the last chance for Melaka to emerge as a developed state and in this regard, it required effective monitoring to achieve the effectiveness of the project implementation goals. The next challenge Tun Seri Setia has set a vision to make Melaka a "Green State" by 2020.

Tun Seri Setia Mohd Ali Rustam was a leader who led Melaka towards modernization.⁴⁰ The development of the state of Melaka, especially during his tenure as Chief Minister of Melaka from 1999 to 2013, brought Melaka through various changes and development initiatives aimed at making the state a developed and competitive state. A total of 10 projects in the 9th RMK involving this state have been given priority and are expected to have an impact towards achieving the goal of Melaka Maju 2010.⁴¹ Addition of projects such as primary schools with a project cost of RM143 million, upgrading Batu Berendam Airport (RM134 million), Melaka tourism facilities improvement program (RM112 million). Cleaning and beautification of the Melaka River Phase III (RM93 million), rural roads (RM82 million), rural health services (RM74 million) and secondary schools with a project cost of RM65.4 million. For the Jasin district, an allocation of RM57.3 million is provided for the implementation of 31 development projects excluding the road that crosses from Masjid Tanah to Muar which also passes through Jasin. A monitoring committee to ensure the implementation of projects under the 9th RMK has been established and monitoring methods are carried out by Tun Seri Setia Mohd Ali Rustam as the state chief executive to ensure that the goal of the Melaka Maju vision can be achieved within the set time period.

Community involvement creates active community involvement in the development, gaining the support and trust of the people is the key to the success of a Melaka Maju 2010. Continuity of Development Developing Melaka as a state that is able to compete with other states in Malaysia, especially in the tourism and industrial sectors, making Melaka achieve the status of a Developed State 2010 a reality.

2. CONCLUSION

The era of Tun Seri Setia Mohd Ali Rustam's leadership from 1999 to 2013 was an important period in the development of the state of Melaka. Under his leadership, Melaka experienced changes in various aspects, including the economy, infrastructure, and social. Melaka Maju 2010 which was launched by him aimed to make Melaka a developed and competitive state by 2010.

Tun Seri Setia Mohd Ali Rustam successfully promoted the tourism sector as a key driver of the state's economy by emphasizing Melaka's historical and cultural heritage. Despite facing challenges such as the global economic crisis in 2008 and issues, he remained committed to

Ibid.15⁴⁰

Ibid.40⁴¹

ensuring sustainable and inclusive development. In addition, he also paid attention to social development and education, ensuring that the benefits of development were felt by all levels of society. Despite various challenges, Tun Seri Setia Mohd Ali Rustam's leadership has left a legacy that continues to have a positive impact on Melaka and is an inspiration to future leaders.

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