

**CHARACTERISATION OF COASTAL LANDSCAPE
CHARACTERS FOR TOURISM ROUTE: CASE STUDY
OF GEBENG – KUALA TERENGGANU COASTAL
ROUTE**

BY

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ABSTRACT

The Federal Government of Malaysia has initiated the National Rural Physical Planning Policy 2030 also known as the Dasar Rancangan Fizikal Desa Negara 2030 (DPF Desa Negara 2030) which aim to strengthen the inclusivity towards a fair society by transforming the rural areas and elevate the welfare of the rural community parallel with the 11th Malaysia Plan. The notions are in line with the 2nd mission of the National Landscape Policy which is to ensure the natural resources are used optimally, maintained, preserved and conserved by sustainable management systems, especially for tourism purposes and heritage preservation. Parallel to the nation's agenda to become top 20 country in the economic development, social and innovation advancement, it clears that rural areas also plays a vital role in helping the Government to fulfill its missions. However, DPF Desa Negara has not listed a particular measures to assess rural landscape characters as the existing checklist delivered in the Rural Tourism Master Plan (2000) is conceivably outmoded. Rural landscape comprises of distinctive qualities of characters including its community that must be celebrated and fostered as the number of residents and the economic level increases. However, rural attractions are seldom being tied together to facilitate and encourage multi-destination visits (Hamzah & Ismail, 2008). As a result, it leads to less attractive journey for tourists to experience when they engaged with self-drive tourism. The aim of this research is to establish a Model of Rural Landscape Corridor (RLC) for tourism route planning in Malaysia to conserve and integrate the physical, cultural and environmental features of the rural landscape with tourism activities. The objectives are: (1) to identify and integrate the landscape features with tourism activities, (2) to investigate the tourists' needs, experiences and expectation of the designated area and (3) to propose a corridor which comprises of rural landscape and attractions in rural areas. The site selected for this study is a Pahang – Kuala Terengganu stretch, a portion of Johor – Kelantan coastal route which is the Federal Route 3, also known as AH18, one the oldest roads in Malaysia. The limitation of the study area serves to give a focus to the study as the Pahang and Terengganu coastal areas share the similar geographical characters. The research carried out three methods (1) observational mapping along the study area, (2) questionnaire survey distributed among the 200 local residents and visitors along the route, and (3) semi-structured interview with two representatives from private-owned east coast tour guide firms. This research has found out that to establish a coastal drive through the E3 Federal Route, the main components that makes up a holistic travel journey are: (1) waterbodies (2) various types of tropical vegetation (3) diverse recreational sources and (4) major infrastructures. As overall, the vegetation, natural features, built environment and settlements, activities and senses, infrastructures, heritage and history and accessibility are vitals characters for coastal and rural tourism route. In conclusion, the policy makers, planners and tourism operators, tour guides should cooperate with the local communities to achieve an optimum tourism measures to elevate tourism attractions in the rural route.

خلاصة البحث

أطلقت الحكومة الفيدرالية لماليزيا السياسة الوطنية للتخطيط العمراني الريفي 2030 المعروفة أيضًا باسم Dasar Rancangan Fizikal Desa Negara 2030 (DPF Desa Negara 2030) والتي تهدف إلى تعزيز الشمولية نحو مجتمع عادل من خلال تحويل المناطق الريفية ورفع مستوى رفاهية المجتمع الريفي بالتوازي مع خطة ماليزيا الحادية عشرة. تتماشى المفاهيم مع المهمة الثانية لسياسة المناظر الطبيعية الوطنية والتي تتمثل في ضمان استخدام الموارد الطبيعية على النحو الأمثل، والمحافظة والحفاظ عليها، من خلال أنظمة الإدارة المستدامة، خاصة لأغراض السياحة والحفاظ على التراث. بالتوازي مع أجندة الدولة لتصبح أفضل 20 دولة في التنمية الاقتصادية والتقدم الاجتماعي والابتكار، فإنه يوضح أن المناطق الريفية تلعب أيضًا دورًا حيويًا في مساعدة الحكومة على الوفاء بمهامها. ومع ذلك، فإن سياسة DPF Desa Negara لم يدرج تدابير معينة لتقييم سمات المناظر الطبيعية الريفية حيث أن قائمة المراجعة الحالية المقدمة في الخطة الرئيسية للسياحة الريفية (2000) قد عفا عليها الزمن. تتكون المناظر الطبيعية الريفية من صفات مميزة للشخصيات بما في ذلك مجتمعها الذي يجب الاحتفال به وتعزيزه مع زيادة عدد السكان والمستوى الاقتصادي. ومع ذلك، نادرًا ما يتم ربط مناطق الجذب الريفية معًا لتسهيل وتشجيع الزيارات متعددة الوجهات (Ismail & Hamzah، 2008). ونتيجة لذلك، يؤدي ذلك إلى رحلة أقل جاذبية للسائحين ليختبروها عند مشاركتهم في سياحة القيادة الذاتية. كان الهدف من هذا البحث هو إنشاء نموذج لممر المناظر الطبيعية الريفية (RLC) لتخطيط طريق السياحة في ماليزيا للحفاظ على الخصائص المادية والثقافية والبيئية للمناظر الطبيعية الريفية مع الأنشطة السياحية ودمجها. والأهداف هي: (1) تحديد معالم المناظر الطبيعية ودمجها مع الأنشطة السياحية، (2) للتحقيق في احتياجات السياح وخبراتهم وتوقعاتهم من المنطقة المحددة و(3) اقتراح ممر يتكون من المناظر الطبيعية الريفية ومناطق الجذب السياحي في المناطق الريفية. كما كان الموقع المختار لهذه الدراسة هو امتداد باهانج - كوالا تيرينجانو، وهو جزء من طريق جوهور - كلانتان الساحلي وهو الطريق الفيدرالي 3، المعروف أيضًا باسم AH18، وهو أحد أقدم الطرق في ماليزيا. يعمل تعيين منطقة الدراسة للتركيز على دراسة تشترك فيها المناطق الساحلية من باهانج وترنجانو في الخصائص الجغرافية المتشابهة. وقد نفذ البحث ثلاث طرق بحثية (1) رسم خرائط رصدية على امتداد منطقة الدراسة، (2) واستبيان تم توزيعه على 200 من السكان المحليين والزائرين على طول الطريق، (3) ومقابلة شبه مقننة مع ممثلي الساحل الشرقي للقطاع الخاص من شركات الدليل السياحي. قد اكتشف هذا البحث أنه من أجل إنشاء محرك ساحلي عبر الطريق الفيدرالي E3، فإن المكونات الرئيسية التي تشكل رحلة سفر شاملة هي: (1) المسطحات المائية (2) وأنواع مختلفة من النباتات الاستوائية (3) ومصادر ترفيهية متنوعة (4) والبنى التحتية الرئيسية. بشكل عام، تعتبر النباتات والسمات الطبيعية والبيئة المبنية والمستوطنات والأنشطة والحواس

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APPROVAL PAGE

I certify that I have supervised and read this study and that in my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a thesis for the degree of Master of Science (Built Environment).

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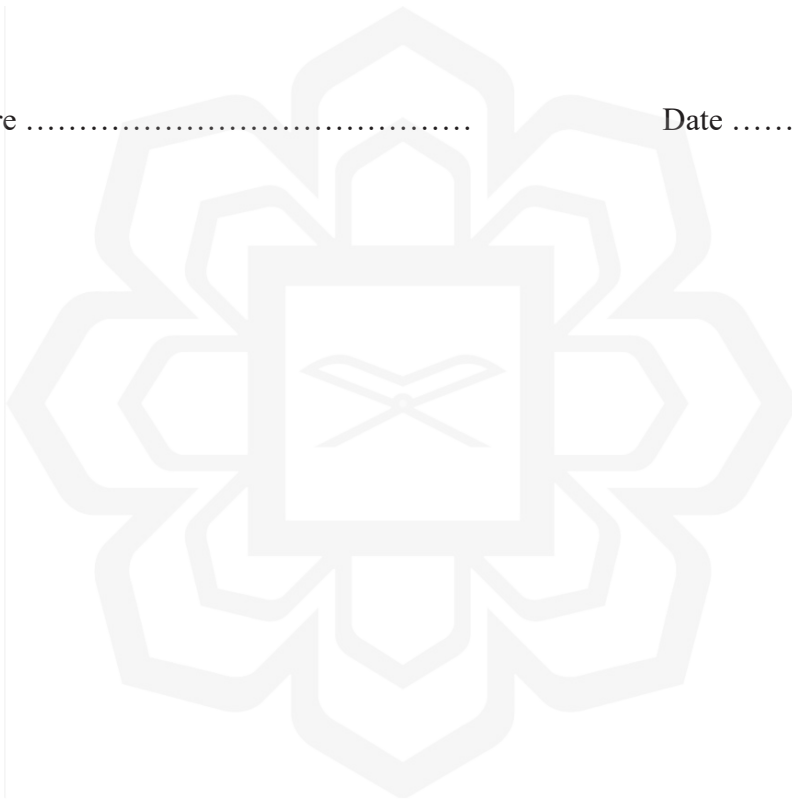
DECLARATION

I hereby declare that this thesis is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.

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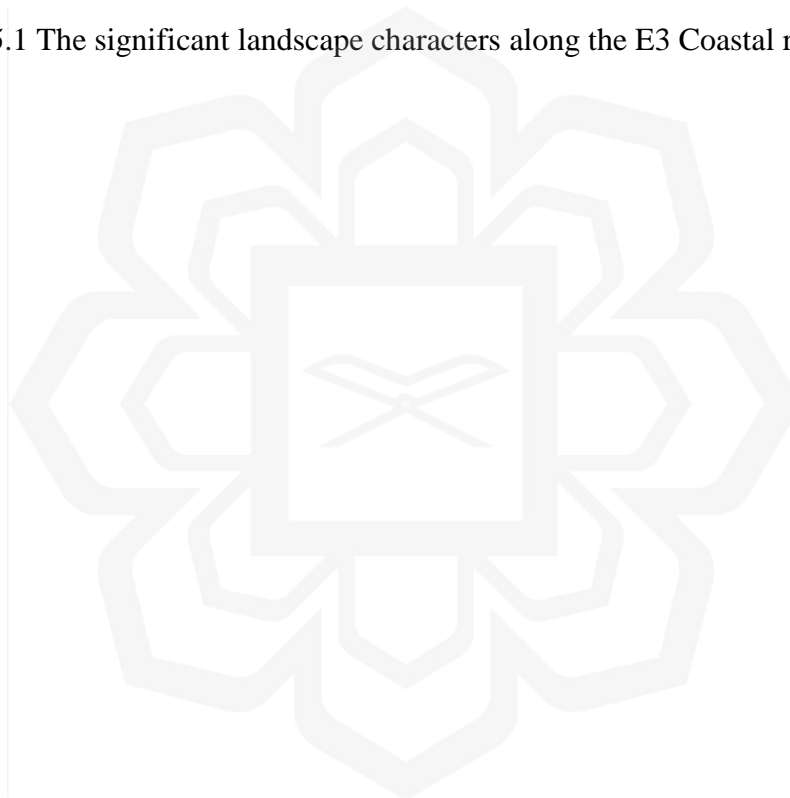
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ABBREVIATIONS

ASLA	American Society of Landscape Architect
TN50	Transformasi Negara 2050
TKPM	Taman Kekal Pengeluaran Makanan
ZIA	Zon Industri Akuakultur
UNTWO	United Nation World Tourism Organization
WTO	World Tourism Organization
WWF	World Wildlife Fund
UNEP	United Nation Environment Assembly
ICMTS	International Congress on Coastal and Marine Tourism
MaTiC	Malaysia Tourism Center
CMER	Centre for Coastal and Marine Environment
OLAP	Centre for Ocean Law and Policy
KSSB	Kuala Selangor – Sabak Bernam
MARDI	Malaysian Agricultural Research and Development Institute
NGO	Non-Governmental Organizations