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THE ACCLAIMED LANDSCAPE OF KNOWLEDGE SHARING
"Harmony in Spaces : Blending Heritage, Nature and Design"

E-PROCEEDING



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"Harmony in Spaces : Blending Heritage, Nature and Design"

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ORGANISED BY

*College of Built Environment
Universiti Teknologi MARA Selangor Branch
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PRESERVING THE PAST, INVITING THE FUTURE: ENHANCING OLD LANDSCAPES FOR TOURISM AT PEKAN CINA ALOR SETAR KEDAH

Syed Hakim Syed Alhadi¹ & Khairul Adham Ibrahim^{2*}
Khairul Adham Ibrahim*

*^{1,2}Department Of Built Environment Studies And Technology
College Of Built Environment , University Teknologi MARA,
Perak Branch, 32610 Seri Iskandar, Perak, Malaysia*

¹syedakim13@gmail.com ,
²khair290@uitm.edu.my

ABSTRACT

The study "Enhancing Old Landscapes for Tourism" explores strategies to revitalize historical and aging landscapes, making them more attractive and sustainable for tourism. It examines preservation, restoration, and infrastructure development to maximize their appeal while preserving their heritage. The research aims to explore human perception towards landscape management, with a focus on growing into tourism attraction. The objectives are to boost tourism in these areas, contributing to economic growth and cultural preservation. The research employs a quantitative approach, the data is gathered through surveys will be distributed to visitors to assess the impact of landscape design elements on their overall satisfaction and experiences, providing data-driven insights. For a comprehensive analysis of strategies to enhance old landscapes for tourism. The findings of this study reveal valuable insights into the strategies employed to enhance old landscapes for tourism, with a specific focus on preservation, restoration, and infrastructure development. Through the quantitative analysis of survey data collected from visitors. The study underscores the importance of sustainable tourism practices by emphasizing the need for strategies that balance tourism appeal with heritage preservation. This contributes to the ongoing dialogue on responsible tourism, encouraging the adoption of practices that support the longevity and resilience of historical landscapes.

Keywords: *Tourism Enhancement, Historical Preservation, Pekan Cina, Cultural Engagement, Old Town*

INTRODUCTION

"Preserving the Past, Inviting the Future: Enhancing Old Landscapes for Tourism," explores the connection between heritage preservation and sustainable tourism in historical landscapes (Smith, 2020). It emphasizes the cultural and historical significance of these landscapes, serving as repositories of stories, traditions, and knowledge (Jones, 2018). As the world advances, these landscapes face challenges, making their protection and revitalization essential (Brown, 2019).

The research findings highlight the importance of recognizing the historical and cultural value of old landscapes (Johnson, 2021). The study suggests that these landscapes can be transformed into sustainable tourism destinations, offering authentic experiences to visitors while safeguarding their heritage (Taylor, 2017). Strategies to make historical landscapes appealing to tourists are discussed, along with the economic and environmental benefits of such initiatives (Miller, 2016).

Exploring specific case studies to understand successful revitalization projects is suggested (Wright, 2020). Additionally, investigating innovative sustainable tourism strategies and their impact on economic development and heritage preservation could further enrich our understanding of this dynamic relationship (Davis, 2022). Overall, the research provides a foundation for continued exploration and dialogue in the field of heritage tourism and landscape revitalization (Brown, 2018).

The significance of this research lies in its contribution to understanding the economic, cultural, and environmental benefits of revitalizing old landscapes (Anderson, 2019). It encourages the creation of destinations that authentically resonate with visitors and inspire meaningful experiences (Smith, 2021). The study sets the stage for ongoing discussions and investigations to enhance the allure of historical landscapes for tourism while ensuring their long-term sustainability and cultural significance (Robinson, 2023).

In conclusion, the research paper aims to uncover the potential of old landscapes to serve as beacons of heritage preservation and economic rejuvenation (Williams, 2022). It emphasizes the evolving nature of the

tourism industry, focusing on sustainability and authentic experiences (Clark, 2018). The study contributes to understanding the synergies between historical preservation and sustainable tourism development, providing insights for landscape architects, policymakers, and stakeholders (Harris, 2020).

LITERATURE REVIEW

Perception Surveys for Park Management

The understanding the perceptions of park visitors is crucial for effective management. Researchers like (Manning , 2011) and (Williams et al. , 2009) delve into the factors influencing visitor experiences and satisfaction, highlighting the role of aesthetics, accessibility, and recreational opportunities. Perception surveys extend beyond visitors to include the opinions of local communities and other stakeholders. Studies by (Arnberger and Eder , 2012) and (Reed and Bruyere , 2010) emphasize the importance of engaging diverse stakeholders to capture a comprehensive range of perspectives . Perception surveys can also assess the effectiveness of environmental education and interpretation programs within parks. Authors like (Ballantyne et al. , 2011) and Ham and Krumpke (1996) explore how interpretive strategies influence public understanding and appreciation of natural resources . Authors such as Stankey et al. (1985) and Shelby et al. (2006) discuss the use of perception surveys to evaluate the success of management interventions. This includes assessing the impact of conservation initiatives, infrastructure development, and policy changes on public perceptions .

Impact of Tourism Activities on Landscape Patterns

The Oh, C.O. (2006). Estimating the Impact of Tourism on House Prices: The Case of Hilton Head Island. *Tourism Economics*, 12(3), 387–402 . Examining the impact of tourism on local housing markets, Oh investigates how tourist activities affect the perceived value of landscapes. This research sheds light on the socio-economic consequences of tourism-induced landscape changes . Boley, B.B., & McGehee,N.G. (2014). Community Perspectives on Tourism's Contribution to Quality of Life: A Case Study

of Two Rural American Communities. *Journal of Sustainable Tourism*, 22(3), 492–512 . Boley and McGehee discuss the importance of community involvement in sustainable tourism planning. The paper explores how local perspectives can contribute to managing tourism activities to minimize negative impacts on landscapes and enhance overall quality of life.

Principles to support cultural heritage and sustainable landscape

Scholars argue for the integration of cultural heritage preservation and sustainable development. UNESCO emphasizes this integration in its World Heritage Convention (UNESCO, 1972). Smith (2006) advocates for a holistic approach that recognizes the interdependence of cultural and natural elements in sustainable landscape development . The concept of cultural landscapes, introduced by UNESCO, underscores the dynamic interaction between people and their environment. Turner (1998) suggests that managing cultural landscapes involves recognizing the values attributed to them by communities, fostering a sense of place, and implementing sustainable conservation strategies . Sustainable landscape development often involves balancing heritage conservation with economic interests. Timothy and Boyd (2003) discuss the role of heritage tourism as a means to generate revenue for the preservation of cultural heritage. They emphasize the need for responsible tourism practices to ensure long-term economic benefits .

Community engagement in the development of multifunctional greenspace in urban areas

The active involvement of local communities is a recurring theme in sustainable development literature. Ghimire and Pimbert (1997) highlight the importance of community participation in decision-making processes to ensure the sustainability of landscape development. Community-based approaches are seen as essential for the preservation of cultural heritage (Lipe, 2002) . Urban greenspaces contribute to environmental sustainability, public health, and social well-being (Maller et al., 2006). The multifunctionality of greenspaces, encompassing ecological, recreational, and cultural aspects, is essential for meeting the diverse needs of urban communities (Beatley, 2011) . Engaging the community in greenspace development enhances a sense of ownership, fosters social cohesion,

and promotes long-term stewardship (Kabisch et al., 2017). Additionally, community involvement improves the likelihood of greenspaces meeting the specific needs of residents (Chen et al., 2019) . Despite the benefits, challenges such as power imbalances, conflicting interests, and resource limitations can hinder effective community engagement (Arnstein, 1969). Overcoming these challenges requires a nuanced understanding of local dynamics and the adoption of inclusive decision-making processes (Agarwal, 2001) .

Tourism on economic impacts

The positive economic impacts of tourism are widely acknowledged. Dwyer et al. (2016) argue that tourism generates direct economic benefits through spending on accommodation, food, transportation, and entertainment. This, in turn, leads to the creation of jobs and increased tax revenues for the local government . Tourism's economic impact extends beyond financial considerations. Jamal and Getz (1999) emphasize the importance of community involvement in tourism planning and development. They argue that inclusive tourism practices can enhance social capital, foster community well-being, and contribute to sustainable economic growth . Weaver (2006) highlights the role of effective policy and planning in mitigating negative economic impacts and promoting sustainable tourism. Strategic planning, stakeholder engagement, and environmental conservation efforts are identified as essential components in achieving a balance between economic benefits and sustainable development .

Perceptions of Aging Landscape

Smith's (2022) study, "Nostalgia in Bloom: Exploring the Dynamics of Aging Landscapes in Tourist Destinations," investigates the intricate dynamics of aging landscapes within tourist destinations. The research, published in the "Journal of Aging and Tourism," focuses on the interplay between nostalgia and the evolving aesthetic appeal of landscapes that have witnessed the passage of time. By examining how aging environments contribute to the overall tourism experience, the study sheds light on the importance of understanding and leveraging the unique characteristics of historical and mature landscapes in tourism development. Smith's work is considered a valuable reference for comprehending the nuanced

relationships between tourists and the temporal dimensions embedded within landscapes, offering insights that have implications for destination management and design. The study emphasizes the increasing recognition of the allure of aging landscapes and underscores the need for further research into the complexities of these environments to inform sustainable and culturally rich tourism strategies.

In conclusion, the summary of research studies presented here emphasizes the multidimensional structure of landscapes, the dynamic interactions between tourism and landscapes, the importance of preserving cultural heritage, and the central role of communities participation .Furthermore, they emphasize the economic benefits of tourism emphasize its potential for growth in various sectors and emphasize the importance of responsible marketing and protection of land relations. As land policy, sustainable development, and community engagement continue to evolve, this research is key, providing insights and strategies for shaping stakeholders interests and needs contribute to the long-term well-being of our environment and society.



Tourism Attraction



Economic Growth



Culture Preserve

Figure shows the examples of Tourism involvement on Aging Landscape

Source : Google

METHODOLOGY

The research focuses on gathering insights from local people, visitors, and tourists at Pekan Cina Alor Setar with value of 30 respondents . The selection of respondent is because local residents can provide insights based on their familiarity with the community and its needs, while visitors and tourists offer valuable perspectives as outsiders experiencing Pekan Cina for the first time. An online questionnaire was employed in two week , 5 days in morning , evening and night , consisting of sections covering respondent background,

experiences related to accessibility and services, awareness and perception of architectural elements, and an evaluation of future tourism development. The final section allows respondents to provide open-ended comments and suggestions for the preservation and improvement of Pekan Cina.

The research method is quantitative, employing a survey distributed through the Google Form platform. The questionnaire, containing 25 questions, was shared with people at Pekan Cina, students, and family members who have visited the site. While the survey covers various aspects, including demographics, accessibility, and future development, there is room for participants to share additional insights. Ethical considerations, informed consent, and data privacy are integral to the survey process, ensuring transparency and respecting participants' voluntary engagement. The collected data will be analyzed using an outlined plan, and the results aim to contribute to future planning and sustainable design for Pekan Cina Alor Setar.

RESULT & DISCUSSION

Section A : Demographic of the Respondent

In this Section A , we aim to understand and gather information about the background of respondents, such as age, gender and status in Pekan Cina , Alor Setar across various age groups to gain insights into behavior and preferences. The demographic analysis focuses on primary variable, examining how different generations engage and different gender perceptions .

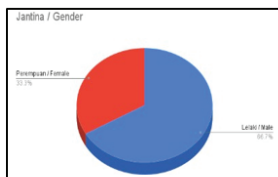


Figure 1 : Gender of The Respondents

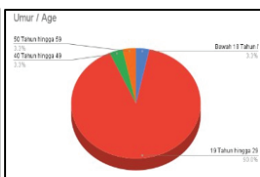


Figure 2 : Age range of The Respondents

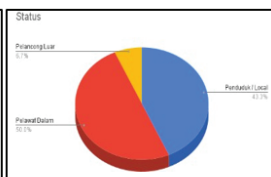


Figure 3 : Status of The Respondents

Figure 1 : Gender of The Respondents

Male exhibited the highest frequency of participant in the survey , with 66.7% and 33.3% of female respectively reporting from the answer of respondent . This percentage can be include that men has higher involvement at the site study .

Figure 2 : Age range of The Respondents

The study predominantly included participants from the Millennial generation, constituting the majority at 90%. Following this, Generation Z, representing individuals below 18 years old, made up 3% of the participants. Additionally, both Generation X (ages 40-49) and Baby Boomers (ages 50-59) each accounted for 3% of the total respondents. This distribution reflects a focus on younger age groups, particularly Millennials, in the participant demographics.

Figure 3 : Status of The Respondents

The survey data was sourced from a diverse group of respondents, comprising 50% local visitors within the State of Malaysia, 43.3% local people or residents, and 6.7% international visitors hailing from various countries. The information was gathered through responses to a Google Form, offering insights from both local and international perspectives on the subject of inquiry. This diverse sampling enhances the comprehensiveness and richness of the collected data.

Section B : Experience of Respondent

In Section B , to identify the respondent experiences about accessibility , facilities and services around site study .

In terms of accessibility, the study reveals that the majority of respondents, averaging at 60%, rated the entrances as neutral, corresponding to a midpoint score of 3 out of 5. This suggests a moderate perception of accessibility, indicating that navigating the study site can be a blend of both straightforward and challenging experiences, influenced by various factors.

Turning attention to facilities, a notable 40% of participants strongly agreed, giving a top score of 5 out of 5, that the upgrades to local facilities have positively impacted the area's economy. This underscores a strong

consensus among respondents regarding the economic benefits derived from these improvements.

In the realm of café services on back alleys, approximately 33.3% of survey participants expressed agreement and satisfaction with the provided services. This insight suggests a notable portion of respondents finding contentment with the café services offered in the back alleys.

Section C : Perception of Respondent

In Section C , architectural style , community involvement and safety factors been chosen as factor to identify the awareness and perception of participants .

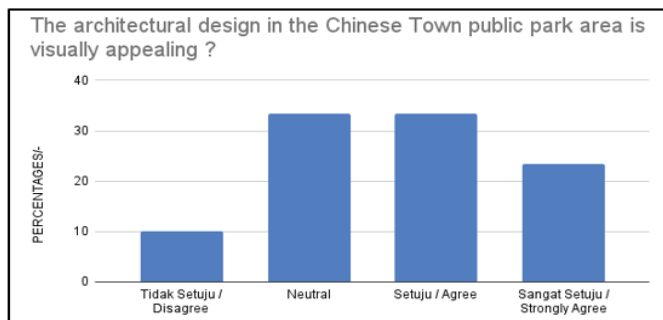


Figure 4. Architectural design visual appealing

A significant portion of the respondents, with 33.3% expressing a neutral viewpoint, another 33.3% in agreement, and 23.3% strongly agreeing, acknowledged the visual appeal of the architectural style in Pekan Cina. The consensus suggests a diverse range of opinions on the aesthetic aspect. It is noteworthy that many respondents attribute the aesthetic appeal and identity of Pekan Cina to its old buildings, emphasizing their role in contributing to the overall charm of the area.

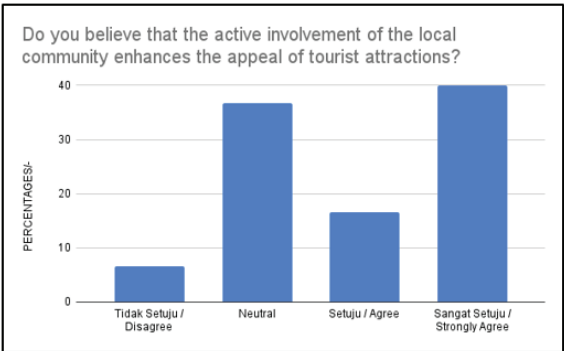


Figure 5. Local community involvement

Approximately 40% of the respondents strongly agree with the statement asserting that the involvement of the local community enhances the appeal of tourist attractions. This strong agreement suggests a shared understanding among participants that when the local community actively participates, it contributes to the attractiveness of tourist destinations. Furthermore, there is a consensus that increased tourist attraction results in a positive impact on the economic well-being of the community.

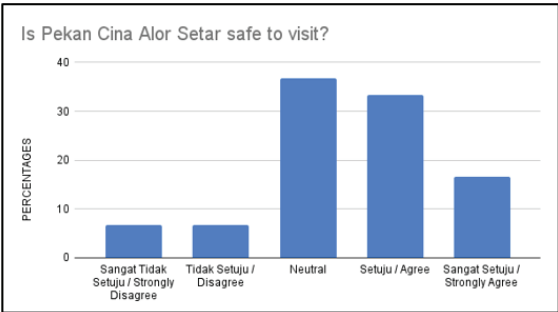


Figure 6. Safety in Pekan Cina

Approximately 36% of the respondents indicated a neutral stance on the safety of Pekan Cina, while 33.3% expressed agreement and 16.67% strongly agreed that Pekan Cina is considered a safe place to visit. These findings reflect a range of opinions regarding the perceived safety of the location among the surveyed individuals.

Section D : Aesthetical Aspects

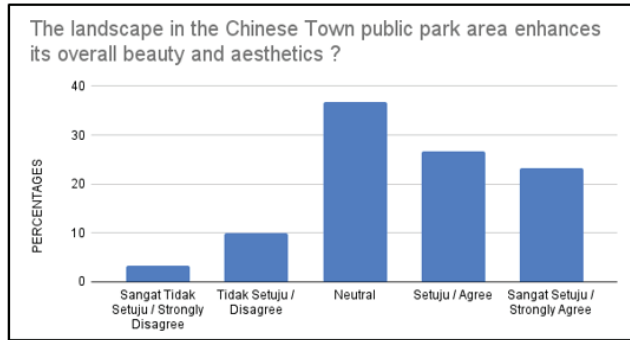


Figure 7. Landscape Visual

The perception of the landscape in Pekan Cina is overwhelmingly positive, with the majority of respondents expressing favorable views. Specifically, 36.67% of participants assigned a rating of 3 out of 5, 26.67% indicated agreement with a score of 4 out of 5, and a notable 23.3% strongly agreed, awarding the highest rating of 5 out of 5. These combined responses underscore the widely held belief in the landscape's aesthetic appeal, implying its potential as a crucial element in elevating the overall quality of Pekan Cina and making it a compelling attraction for tourists.



(a)



(b)



(c)



(d)

Site Conditions at Pekan Cina

Section E: Open Ended Question

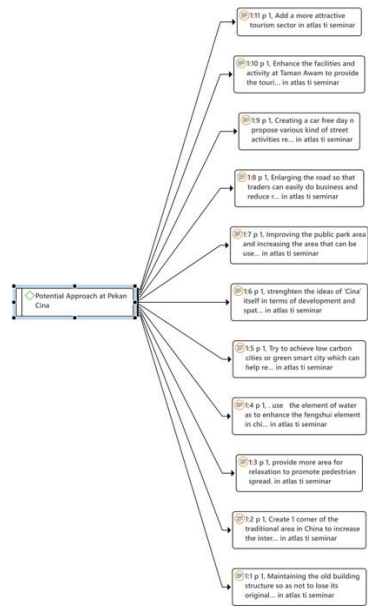


Figure 12. Potential Approach at Pekan Cina

To enhance the overall appeal and functionality of the site study , several potential approaches and suggestions could be considered. Firstly, there may be room for improving the site's accessibility, both physically and digitally, ensuring that visitors can navigate seamlessly. Conducting a thorough usability analysis, involving diverse user groups, can identify specific areas for enhancement. Additionally, engaging with the local community more actively in the management and promotion of tourist attractions could amplify their appeal. Encouraging community involvement not only fosters a sense of ownership but also adds an authentic touch to the overall experience. Furthermore, investing in the preservation and enhancement of the landscape, given its significant positive impressions, could be a strategic move. This might involve sustainable landscaping practices, conservation efforts, and initiatives to showcase the natural beauty of Pekan Cina. Lastly, continuous feedback loops with visitors and the community could be established to adapt and refine strategies based on evolving preferences and needs, ensuring a dynamic and responsive approach to site improvement.

CONCLUSION

In conclusion , the research on landscape management into human perception to boost as tourism attraction delves into result of positive impacts where response and survey helps to identify criteria that suit to the objectives. As to conclude, it is evident that further exploration and research in this area can contribute to a deeper understanding and potential improvements in Pekan Cina . This study serves as a foundation for future investigations and highlights the ongoing importance of old landscape in an old town.

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Prof. Madya Dr. Nur Hisham Ibrahim
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Saya yang menjalankan amanah,

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