



اَوْنُوْزِ سَيِّتِي تِي كُنُوْ لُوْ كِي مَبَارَا
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MARA

UNIVERSITI TEKNOLOGI MARA
CENTRE OF STUDIES FOR LANDSCAPE ARCHITECTURE
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING
UNIVERSITI TEKNOLOGI MARA
PUNCAK ALAM

EXPLORING THE POTENTIAL OF TRADITIONAL VILLAGE TOWARDS TOURISM
THROUGH SUSTAINABLE ECOLOGICAL APPROACH

This academic project is submitted in partial fulfillment of the requirement for the
Bachelor of landscape Architecture (Hons.)

PUTERI NURAIN FATIHAH BT SAHADI

2015110403

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ABSTRACT

The traditional villages are no longer become attractive place for local people to seek for lesisure or a place to visit since the limited programs provided. People tend to choose urban areas where more activities will be offer with varies age may join the program. The potential of the traditional village towards tourism seem to be negleted and poorly promoted eventhough there are potential that can be explore to bring the traditional village into another level of tourism. However the development of the rural areas should fit the rural setting and sustain the natural environment from pollution and damage. The cultural heritage and traditional lifestyle are the main potential to be exposed and expressed the significant value of traditional village. The aim of this paper is to explore the potential of traditional village towards tourism through sustainable and ecological approach at Kampung Terus, Seberang Perai, Pulau Pinang. The outcomes of this paper will discover the design solution and overall landscape design master plan for the study area.

Keywords : Traditional village, tourism, sustainable, ecological, cultural heritage

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CHAPTER 1: INTRODUCTION

1.0 INTRODUCTION

Traditional village areas and the rural way of life have gone through a global crisis in current years especially in developing countries where traditional agriculture and rural culture have been disappearing or undergoing assimilation through urbanization and modernization. The Malay village, known as kampong, is visible all over rural Malaysia and is usually sited near the sources of villager's livelihood. Fishing villages are found close to the sea while inland villagers are usually located near paddy fields or small holding of rubber trees or oil palm (Chen, 1998). These Malay traditional villages have enormous cultural, historic, and architectural values. The enhancement of the traditional village is crucial in a way to ensure the social and economic growth of the local villagers is protected in a long run as well as improve their living condition and traditional life. The problem of village resources economic is getting diminished and depending alone on the agriculture sector is a factor that leads to a slow economic and social growth through the years. Maximize the potential of a traditional village in term of its cultural resources, natural treasure, as well as its cultural heritage values, will help in promoting and branding the traditional village towards the tourism sector.

1.1 PROBLEM STATEMENT

The district of Seberang Perai Tengah; Rancangan Tempatan Daerah (2006-2020) have listed several villages that have been categorized as traditional villages such as Kampung Terus, Kampung Guar Jering, Kampung Guar Perahu and Kampung Kota. These villages are located next to the backwater of Perai River with picturesque of lush green paddy field and rice cultivation is the primary economic sector of the villagers. However, through times these villages have a high possibility for undergoing placelessness and slow of socio-economic growth due to the potential of the village towards cultural tourism is poorly promoted. Accordingly, culture is expected as one of the main consideration and is considered as a critical asset in the tourism sector by promoting the tangible character (i.e. cultural attractions, like heritage centers and building , natural assets like natural water body) and