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STUDENT'S DECLARATION

Academic project title:

**REVITALIZING MARANG WATERFRONT AS TOURISM
DESTINATION THROUGH SUSTAINABLE TOURISM APPROACH**

I declare that the work in this academic writing was carried out in accordance with the regulations of University Technology MARA. It is original and it is the result of my own work, unless otherwise indicated or acknowledged as referenced work.

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ABSTRACT

Waterfront development is a global trend that is being carried out in large urban cities, or even small towns all over the world. The ultimate goal is always held an essential and timeless attraction for many people by providing the combination of social, economic and environmental factors. For this study, it will examine how to revitalize waterfront as tourism destination through sustainable tourism approach. Generally, the problem was made worse by the poor connectivity and accessibility towards waterfront, the failure in appreciating and maintaining of waterfronts and less public engagement with the space activity. The methodology of this study involves the implementation stages of secondary data from government department and existing data from previous researchers which already published. The primary data has been identified through observation and data recorded method. All collected data are synthesized to identify the potential area to be developed and preserved. From the master plan, it is shown how the design concept of "Transition of Symphony" be applied and make each space connected to other space. The proposed master plan is considered all element, factors and even contribution to user at riverside and coastal area. It will make local people or tourist will keep come and appreciate the identity value of the place. In addition, the cultural space provided is to highlighted local cultural resources and their belief toward human interpretation in daily activities. In conclusion, the waterfront development of is basically an effort to bringing the culture and to advertise it as one of the tourism purpose. Hopefully, this project can be used as a design strategies and guidelines for stakeholders in revitalizing waterfront development in strengthening the identity and culture of their city.

Keywords: Waterfront development, open space, revitalizing, sustainable tourism, connectivity, identity, tourism destination.

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CHAPTER 1.0
INTRODUCTION

1.1 INTRODUCTION

Waterfront development is a global trend that is being carried out in large urban cities, or even small towns all over the world. The ultimate goal is always held an essential and timeless attraction for many people by providing the combination of social, economic and environmental factors. It is to support leisure and recreational and health uses including active pursuits, such as fitted sports, outdoor gym, children's play, and society activities; yet also can become tourism spot.

Public open space in this study will be analyzed on utilizing waterfront for a mix of economic uses and other recreational activities. It is generally functioned as development and tourism strategy in reshaping the cities. Socially inclusive public spaces enable people of all ages to access essential services and facilities without physical barriers, safety concerns or transport difficulties in reaching them (Cheung & Tang, 2015).

Basically, the waterfront is considerate as are places to live, places to work, and places we enjoy recreating. (Petrillo, Joseph, 1985) mentioned that having human activity can enhance the waterfront area and add to the natural setting. Yet such perception of waterfront usage is neither uniquely tied to the government nor the public. While the government, collaborating with the developers, is often attracted by the economic benefits in redeveloping waterfront spaces, the public is concerned about how waterfront development can address social needs and increase community benefits. (Cheung & Tang, 2015) . There are many cities in the world using the approach of waterfronts in strengthening the identity and culture of their city.