

UNIVERSITI TEKNOLOGI MARA

**ENHANCING RURAL LANDSCAPE OF
KAMPUNG PANTAI SUNGAI LURUS
AND IT'S VICINITY AS ECO-AGRO TOURISM.**

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Dissertation/Topical Report submitted in partial
fulfillment of the requirements for the degree of
Bachelor of Landscape Architecture (Hons.)

Faculty of Architecture, Planning and Surveying

JULY 2019

ABSTRACT

Eco-agro tourism, during its millenarian history, had contributed to shaping remarkable cultural landscape. Low-intensive agricultural landscapes are the most important for biodiversity conservation and the journey of cultural ecosystem services. The aesthetic of culture is shaped by agriculture, tourism and conservation. Malaysia is experiencing an incredible pace of tourism development where the rural landscape is one of the crucial parts that have contributed to appeal as the tourist destination and become economic sources. The value of historic vernacular landscape also related to improving biodiversity. This topical study addresses the eco-agro tourism treasure where the societies can be captivated by the sense of belongings at Kg. Pantai Sg. Lurus, Batu Pahat as it has the reliability of rural context. The purpose of this study is to sustain the existing nature setting with the support of local villagers as well as tourists. With the aid of rural landscape and source of presence, it can be showcased and helps in connecting people, farming spots, and nature setting at Kg. Pantai Sg. Lurus. The finding of this study is not only considered on how the both of nature and community will be preserved within its rural landscape, but also the proposal of an enhancing along the Sungai Lurus where showcasing the early transportation the village to be a spot of tourism. Through the implementation of eco-agro tourism ambiance space and arrangement of local tradition activities within local settlements of Kg. Pantai Sungai Lurus will be transformed into a vibrant rural area where it has its own spirit and character.

Keyword: cultural landscape, rural landscape, eco-agro tourism, existing nature setting, connecting people, local settlements, spirit and character

ACKNOWLEDGEMENT

Alhamdulillah, all praises to Allah the Almighty for the strength and His blessings for me in completing my dissertation. It was such a good opportunity to finish my thesis well with a good condition of health and without any problems.

My deepest gratitude goes to my supervisor, Dr Raziah binti Ahmad for her encouragement, support, advice and valuable knowledge to me during the preparation of this thesis for this semester. I am delighted with her unfailing attention to detail just to help me to make this thesis successfully done. Apart from that, I would like to express my gratitude to my final semester lecturers, LAr. Dr. Nurhayati Abd. Malek, LAr. Zalina Jaal, LAr. Siti Zabeda Mohamed, LAr Zulazri bin Abd Aziz, LAr. Ts. Sharifah Khalizah Syed Othman Thani and LAr. Nazri Alias for guidance throughout the completion of this study.

I also would like to convey my thanks to the official parties and unofficial parties that would like to cooperate during the completion of the thesis. The related parties include the Majlis Perbandaran Batu Pahat, JKKK Kampung Pantai Sg. Lurus as well as Faculty of Architecture, Planning and Surveying University Teknologi MARA Puncak Alam. The contribution of the resident also helps me a lot of during my inventory and analysis stage, and this also helps me ease the data collection and to analyze it accurately.

Lastly, I genuinely appreciate the prayers, support and encouragement from my family members, Mahadi bin Alip and Norsidah binti Amat where they sacrifice their time just to give me the strength to keep going. To my friends that has been dragging me across the finish line just to keep me going each day, a million thanks to them as my deepest gratitude.

Thank you.

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CHAPTER 1 INTRODUCTION TO TOPIC

1.0 Introduction

Rural landscape exhibit the scenic and ecologically Kampung Pantai Sungai Lurus, Batu Pahat and investigates the ways in the contributing elements and design tactics of landscape architects can contribute to a cultural landscape preservation planning project. Through the insertion of small-scale management practices, within existing cultural landscape patterns, Kampung Pantai Sungai Lurus, Batu Pahat works to create a memorable traditional village, strengthened as a symbol of Malay custom and culture, more visually cohesive landscape. Current dynamics in land management have put cultural landscapes under a huge pressure of agricultural intensification and land abandonment. To prevent the loss of cultural landscapes, knowledge on the location of different types of cultural landscapes is needed.

Since the cultural landscapes of the rural areas have been diminishing or threaten, particularly in developed state, it is very important that the significant elements in these landscapes to inventories, documented and protected. Thus, this topical study exhibits a sensitive and responsive design that reconnects the community with nature, namely, sustaining and rehabilitation cultural landscape in Kampung Pantai Sungai Lurus, Batu Pahat. The project considers not only how the village should be sustained and rehabilitation of its cultural landscape, but also to inject an intertwining ecology enabling the village will be in harmony with the landscape and cultural setting.

Eco-Agro tourism has long been considered an effective catalyst of rural socio-economic development and regeneration. It is also widely promoted and relied upon as of addressing the social and economic challenges related to the surrounding of the site.

1.1 Prevalent Issue and Problem Statement

Kg. Pantai Sg. Lurus is a fishing village that rich in Malay Javanese Culture and local activities. The strategic area for the designed area of fishing spot because of the proximately of nature landscape and the beach. Hence, the diversity of the agriculture plantation which is oil plantation, fruit farming can promote this village as eco-agro tourism in order to promote the cultural tradition to visitor who came to Kg. Sg. Lurus. However, Kg. Pantai Sg. Lurus is still low as eco-agro tourism destination due to the lack of opportunities and awareness among the villagers itself.