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CULTURAL TOURISM LANDSCAPE:

**REVIVING THE BUGIS CULTURE THROUGH SUSTAINABLE
TOURISM APPROACH AT RAMBAH, PONTIAN, JOHOR**

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'In the name of Allah the most Gracious the most Merciful'

“Cultural Tourism Landscape: Reviving the Bugis Culture through Sustainable tourism approach at Rambah, Pontian,” is not just a thesis project, but this is my small involvement in landscape architecture field toward community beneficial.

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ABSTRACT

Rambah is a one of the early settlement of Bugis ethnic on 16th century. Rambah are located in between Pontian Kechil and Kukup. This paper reveals the potential of cultural tourism landscape in Rambah and shows the role of tourism in cultural preservation and conservation. This study also shows that Rambah highlights the strength of the uniqueness of the Bugis culture through history and local community especially for the purpose of “Rambah Cultural Village of Bugis”. This research is an ethnographic research, using qualitative methods. Linking tourism with this Bugis tradition, character and element will benefit the local economy. The main idea in cultural tourism landscape is to revive the Bugis culture at Rambah by promoting the Bugis cultural value and to reach economic benefits.

Keywords: *Buginese, Cultural tourism, tourism landscape, Cultural village, Rambah,*

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CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

For the past decades, Malaysia was one of the countries that has migration of Bugis. Many of Bugis people have decided to left their village and country for a new life and make a new settlement in Malaysia. The Bugis people has come to the peninsula as early as the Malacca Sultanate. However, there were already settlement of Bugis people in Malay Peninsula during the seventeenth century because trading activities, economic and politic issues. During the British colonial period, large group of Bugis people has migrate to Malaysia because of the worse situation at south Sulawesi which is become wars between the Bugis and the Dutch. It also because of the ended of the power of the Bugis ruling dynasties. Majority of them have migrate to Johor and Selangor. In Johor, their roles as jungles settlers and pioneers of new rural settlements are among the important aspects that form the historiography of Johor (Omar et al. 2009).

The migration of Bugis people to Johor started on 17th century and most of the Bugis people has migrated in Johor especially to the district of Pontian such as Benut, Sungai Karang, Serkat, Ayer Masin, Ayer baloi and others (Omar et al. 2009). Sungai Rambah was one of the waterways that had been used by bugis people for trade activities. At the beginning, Bugis people was migrated to Pontian with brought their identity and cultural value. However, the identity of Bugis has no longer visible in certain communities in Pontian.

Rambah village has been choose as site study because it has potential area within the area which is Museum Bugis the landmark at this area. Besides that, this area also has some element and structure of house that related to Bugis character. Every village had their own cultural which is important and need to preserve for future generation. Cultural landscape also known as rural landscape. According to U.S. Department of the Interior National Park Service et al. (1999), has state that rural landscape is a geographic area that historically has been used by people, or shape or modified by human activity, occupancy, or intervention, and that possesses a significant concentration, linkage or continuity of areas of land use, vegetation, buildings and structures, roads and waterways and natural features. Cultural landscape can be defined as a geographic area that including both which is cultural and natural resources and the wildlife or domestic animal therein, associated with a historical event, activity or person or exhibiting other cultural or aesthetic values. (Birnbaum, Charles A, 1992).