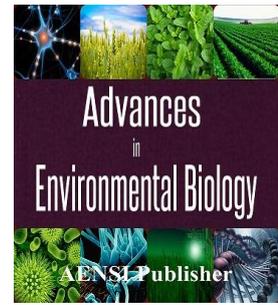




AENSI Journals

Advances in Environmental Biology

ISSN-1995-0756 EISSN-1998-1066

Journal home page: <http://www.aensiweb.com/AEB/>

The Relevance of Cultural Landscape in Strengthening Place Attachment in Community-Based Tourism

¹Puteri Yuliana bt. Samsudin and ²Nor Zarifah Maliki

^{1,2}School of Housing, Building and Planning, Universiti Sains Malaysia.

ARTICLE INFO

Article history:

Received 12 October 2014

Received in revised form 26 December 2014

Accepted 1 January 2015

Available online 17 February 2015

Key words:

cultural landscape, place attachment, sense of place, community-based tourism

ABSTRACT

In recent years, cultural landscape has become one of the key products to promote tourism industry. In tourism development, value and attraction of space are important to maintain and preserve the natural landscape, cultural beauty, and assets. However, current community-based tourism needs further attention and strategies due to challenges in conservation and urbanization. Several issues on cultural and natural integration have been recognized as internationally significant, where governmental and non governmental bodies express their concerns on degradation of cultural landscapes. This paper highlights the factors of place attachment in creating a sense of place and preserve the cultural landscapes among local communities in community based-tourism.

© 2015 AENSI Publisher All rights reserved.

To Cite This Article: Puteri Yuliana bt. Samsudin and Nor Zarifah Maliki., The Relevance of Cultural Landscape in Strengthening Place Attachment in Community-Based Tourism. *Adv. Environ. Biol.*, 9(5), 150-153, 2015

INTRODUCTION

People across the world have been driven more seriously towards sustainable development in their daily lifestyle. In Malaysia, in early 1960's, degradation on cultural landscape has become worse due to rapid urbanization and industrialization. According to Worden (2003), tourism industry have influenced the transformation of traditional residential landscape settings through renovation and modification works of new houses into tourist attraction. Worden highlighted that traditional villages in several states in Malaysia were threatened by foreign tourists. The loss of 'Malayness' are happening due to tourism development in Malay village areas. In this case, a lack of understanding on cultural landscape values in Malay culture and lifestyles has led to the degradation of cultural design of home compounds, and has also influenced the adoption of foreign concepts, such as Balinese and English [1]. These issues led to the cultural landscape preservation in tourism industry in order to control future developments in rural areas.

Cultural landscape idea is still not fully understood by the public. There are a number of research dealing with globalization of culture and consumption issues related to cultural landscapes in developing countries. In recent years, a few studies on cultural landscape have been published in Malaysia, but the number of publication is very little. In this paper, place attachment factor will be discussed to preserve cultural landscape in tourism development.

Majority of research on place attachment has focused on rural, scenic, and residential settings. The research on place attachment is important as it relates the relationships between places and human identity [2], exploring memories from the past to the future including dreams, wishes and worries [3][4]. There are several factors which had been suggested in previous studies such as physical size and other characteristics independent of human perception [5], geographical distance from home [6], sense of place [7], an place-related activities [8] and environmental attitudes [9], as well as the perceived threat to identity together with the perceived loss of control over land [10], and associations between environmental value orientations [11]. These studies are related to a sense of place. This paper reviews the factors of place attachment that can be related to cultural landscape in creating a 'sense of place'. Several factors that make rural environment preferred and meaningful places by community including active use and value, similarity to the familiar, social interactions, and emotional importance

Methodology:

Literature review was based on different disciplines including cultural landscape, place attachment, landscape conservation and environmental geography. Computerised searches were conducted using online databases from UNESCO, SAGE, Science Direct, JSTOR and Taylor. Cultural landscape, tourism development, sense of place and place attachment were the keywords to guide this paper. The literature related to this study were selected to give a reflective understanding about cultural landscape and place attachment. The journals selected in this paper were published in 1990s to 2013. Previous studies have explained the importance of natural environment in tourism industry.

Factors of place attachment in creating a sense of place:

1. Active Use and Value:

People may have interest to see a particular place that they identify as the best place for their favourite and leisure activities [12]. A place may lead to a 'place dependence' when a place is repeatedly visited by people. When the place are visited repeatedly, the appreciation of a place is higher and greater attachment to the place [13][14]. In this paper, the place refers to the tourism areas which are attractive and can attract local community to the area. When local community are repeatedly returning to the area, it will encourage other people to visit the place. This is an important factor to make a place alive and use for several activities such as events and festivals..

2. Similarity to the Familiar:

A place with a familiarity can increase the strength of attachment [15][16]. Previous studies explain that people feel more comfortable with the landscape that they grew up in and experience the peacefulness of a place. Nowadays, people are seeking a place that reduces their stress from working life and feel more at home [17]. Basically, local communities in villages are more attached to their respective neighborhood as their sense of identity [18]. Place of origin can also can be a greater attachment when a person migrates to another place in urban areas. In this paper, tourism industry especially Community-Based tourism offers several activities that showed the cultural elements and activities. Community-based tourism will encourage local community to participate in the programme. Hence, local community especially youth will learn and experience the traditional settings in villages. When a person is displaced or moved to a new environment, their attachment to their previous environment and home territory may continue or even grow stronger. [19].

3. Social Interactions:

The other factors that influence the place attachment in a place is social interactions. Social interaction is a social exchange between two or more individuals. In this paper, There is social interactions between local community and tourists in tourism areas. Recently, majority of studies describe how nature improves communities, findings that may contribute to place attachment and meanings. Natural elements in a place contribute a greater neighborhood satisfaction [30]. Cultural landscape has been defined as a landscape that connects between human and natural environment. In this paper, cultural landscape elements will encourage local community especially youth to spend more time outside and have a friendship with neighbours and tourists [20].

4. Emotional Importance:

Emotional factor is one of the most important factors that influence the place attachment in tourism development. Emotion connects the relationship between individuals and their environment[21]. From the previous studies about emotional attachment, researchers detect some patterns in emotional response. Adult remembrance of childhood place can express their memories and emotional connection, including feelings of love, sadness, pleasure security, and identity [22]. Memories that are fixed in childhood may be a valuable memories that they will remember in their future [23]. Places with tragedies will also remain in their minds. In addition, emotional factor is important in creating a sense of place as it concerns about history, cultural heritage, cultural lifestyle and there is a story behind these activities. It is not a landscape that we can see, it is a way of seeing and explain it with our mind and assign values to landscape for intangible and spiritual reasons [24].

Discussion:

From the previous studies, concept of cultural landscape and place attachment are closely related. Findings discuss that place attachment factors are important to preserve the cultural landscape in tourism in creating a sense of place among local communities. There are several methods, and approaches have been done before in cultural landscape and place attachment research including qualitative and quantitative methods. Both methods have strengths and weaknesses to develop landscape studies. There is a need for future study in a mixed method approach to perceived local community's perception in Malaysia especially youth, in preserving cultural landscape in tourism. The different natural settings of community-based tourism in Malaysia such as orchard

plantation, fishing village and traditional farming will give a better views and understandings on cultural landscape in tourism industry.

Summary:

Cultural landscape can be considered as one of the most substantial studies in recent years. The study of cultural landscapes in tourism identifies important use of the concept in tourism areas and how local community practices in daily lifestyles. The research explores how local community perceived and appreciate their villages and preserving cultural landscape as a sense of place.. Cultural landscape tourism strategies would help to ensure the sustainability of culture in tourism activities and create a sense of place in tourism sites. Moreover, youth's perceptions on cultural landscape tourism should be taken towards sustainable living in tourism sites.

Acknowledgements

The author would like to thank the Ministry of Higher Education (MyBrain15 scholarship) for funding the research studies and Universiti Sains Malaysia for the continuous support.

REFERENCES

- [1] Kamsah, K., 1997. Enhancing the natural and cultural landscape through research and education collaborations. Paper presented at the Landscape architecture seminar: Towards garden city: Vision and challenge. Kuala Lumpur.
- [2] Lynne, C., 2003. Beyond home and haven: Toward a revisioning of emotional relationships with places. *Journal of Environmental Psychology*, 23(1): 47-61.
- [3] Butz, J. and J. Eyles, 1997. Reconceptualizing senses of place: Social relations, ideology and ecology. *Geografiska Annaler*, 79B(1): 1-25.
- [4] Kruger, L.E. and M.A. Shannon, 2000. Getting to know ourselves and our places through participation in civic social assessment. *Society & Natural Resources*, 13: 461-478.
- [5] Stedman, R.C., 2002. Towards a social psychology of place: predicting behavior from place-based cognitions, attitude, and identity, *Environment and Behavior*, 34(5): 405-425.
- [6] Vogt, C.A. and R.W. Marans, 2004. Natural resources and open space in the residential decision process: a study of recent movers to fringe counties in southeast Michigan, *Landscape and Urban Planning*, 69 (2-3) 255-269.
- [7] Brown, G.G., P. Reed and C.C. Harris, 2002. Testing a place-based theory for environmental evaluation: An Alaska case study. *Applied Geography*, 22: 49-76.
- [8] Tuan, Y.F., 1977. *Space and Place* (London: Arnold).
- [9] Relph, E., 1976. *Place and Placelessness* (London: Pion).
- [10] Vorkinn, M. and H. Riese, 2001. Environmental concern in a local context. The significance of place attachment. *Environment and Behavior*, 33: 249-263.
- [11] Bonaiuto, M., G. Carrus, H. Martorella and M. Bonnes, 2002. Local identity processes and environmental attitudes in land use changes: The case of natural protected area. *Journal of Economic Psychology*, 23: 631-653.
- [12] Ryan, R., 2006. *The Humane Metropolis: People and Nature in the 21st-Century City*. In Platt, R.H. (Ed.). *The Role of Place Attachment in Sustaining Urban Parks*. Cambridge: University of Massachusetts Press.
- [13] Kyle, G.T., A.R. Graefe, R.E. Manning and J. Bacon, 2004. Effect of Involvement and Place Attachment on Recreationists' Perceptions of Setting Density. *Journal of Leisure Research*, 36: 209-231.
- [14] Hammitt, W.E., E.A. Backlund, R.D Bixler, 2004. Experience Use History, Place Bonding and Resource Substitution of Trout Anglers During Recreation Engagement. *Journal of Leisure Research*, 36(3): 356-378.
- [15] Brown, B., D. Perkins, and G. Brown, 2003. Place Attachment in Revitalizing Neighborhoods: Individual and Block Level Analysis. *Journal of Environmental Psychology*, 23(3): 259-271.
- [16] Lalli, M., 1992. Urban-Related Identity: Theory, Measurement, and Empirical Findings. *Journal of Environmental Psychology*, 12: 285-303.
- [17] Adevi, A.A. and P. Grahn, 2011. Attachment to Certain Natural Environments: A Basis for Choice of Recreational Settings, Activities and Restoration from Stress? *Environment and Natural Resources Research*, 1(1): 36-52.
- [18] Brook, I., 2003. Making Here Like There: Place Attachment, Displacement and the Urge to Garden. *Ethics, Place & Environment*, 6: 227-234.
- [19] Kaplan, R., 2001. The Nature of The View From Home. *Environmental Behavior*, 33(4): 507-542.
- [20] Kuo, F. and W. Sullivan, 1998. Fertile Ground for Community: Inner-City Neighborhood Common Spaces. *American Journal of Community Psychology*, 26: 823-851.

- [21] Russell, J.A. and J. Snodgrass, 1987. Emotion and the Environment. In D. Stokols, and I. Altman (Eds.) *Handbook of Environmental Psychology*, New York: Wiley.
- [22] Morgan, P., 2009. Towards a Developmental Theory of Place Attachment. *Journal of Environmental Psychology*, 1: 11-22.
- [23] Manzo, L.C., 2003. Beyond House And Haven: Toward A Revisioning of Emotional Relationships with Places. *Journal of Environmental Psychology*, 23: 47-61.
- [24] Taylor, K., 2007. Intangible Cultural Heritage: The Mirror of Cultural Diversity. Some reflections through charters and protocols from Venice to Hoi An, paper to 12th International Conference of National Trusts, Heritage and Development, INTACH, New Delhi 3-5.