Historical Tourism Strategy for Victorious Waterfront Development

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ABSTRACT

The historic waterfront has been formulated as a part of Tourism Development Framework strategies in most of world class city as a component for tourism attraction development. According to the topic, the historic townscape attraction in place of a tourist destination is mostly based on its uniqueness on the cultural and heritage properties, diversity of local cultural, lifestyle, and environment surrounding. These papers will study the historical tourism strategy for a successful cultural and heritage waterfront development in a role to attract the crowds of the tourist. These outcomes can be supportive for the developer, policy makers and master planner to facilitate in documenting the cultural and heritage tourism strategies for a successful cultural and heritage waterfront development.

INTRODUCTION

The historic waterfront has been formulated as a part of Tourism Development Framework in a most world-class city as a component for tourism attraction development. According to the issues, the historic townscape attraction in place of a tourist destination is mostly based on its uniqueness on the cultural and heritage properties, diversity of local cultural, lifestyle, and environment surrounding. These papers measured about the components of tourism strategy for a successful cultural and heritage waterfront development. There has been extensively on studied literature review, to develop a successful historic townscape in any area, [1], identified the experiences sought as one of the keys for a successful of culture & heritage development. Result indicated that from culture and heritage tourism strategy study were found a five evidence to support the successful cultural and heritage waterfront development namely as; accessibility environment, promote local character, mixture of use and variety, authenticity and sustainability. A case study method was conducted by some evidence such as, local cultural and heritage municipal tourism strategies development, tourism strategies development from successful historic townscape development and some study on documents analysis and other resources related to collect tourism strategies for a successful cultural and heritage waterfront development. These outcomes can be supportive for the developer, policy makers and master planner to facilitate in documenting the cultural and heritage tourism strategies for a successful cultural and heritage waterfront development.

2.0 Literature Review:

2.1. Tourism strategies for Culture and Heritage townscape:

2.1.2 Definitions of heritage in international and national policy documents are very comprehensive and include both tangible and intangible natural and cultural heritage [2]

Tangible and intangible heritage: Cultural value exists in both tangible and intangible heritage. Moreover, the verbal traditions, ceremonial, knowledge systems, and occasions are a dynamic part of a heritage. On the other hand, the intangible heritages were augmented in the involvement of the physical environment over the knowledge and memory. Hence, the existing heritage is an integral part of contemporary experience and links to community and persons toward the memory of day life.

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2.2. Experiences Sought toward culture and heritage area:

Figure 1 shows the typology of human experiences sought for successful historical townscape development strategies.

![Typology of human experiences sought for successful historical townscape development strategies.](source: Hsieh and Grass, 2003)

**Fig. 1:** Typology of human experiences sought for successful historical townscape development strategies.

2.3. Cultural and heritage tourism strategy:

According to the International Council Monument and Sites [3] the charter for the cultural and heritage tourism strategy for a successful historical townscapes development, [3] was mentioned the suitable and proper aims for successful cultural and heritage tourism strategy, the communities have to understanding with means the ideologies should include the technical means and suitable methods in specific of cultural and heritage contexts of the places. Moreover the [3] was expressing the broad-spectrum ethical and certified considerations should be outlining to understanding and presentation of heritage sites its self. In summary, these broad-spectrum ethical and certified considerations for cultural and heritage tourism strategy are divided into a five category namely as below;

2.3.1: Accessible Environment:

Explanation and management programmed to have to assist physical and intellectual access by the public to the site. [3] The cultural and heritage zone should be accessible to the pedestrian where the amnesties and design of path should enable the persons to cooperate accessibly.

2.3.2: Promote local Character:

Conservation efforts of culture heritage area would base on the local context and to ensure that the development is reactive to the historic environment. [3][5] This can be achieved by giving emphasis on design that strengthens the sense of place where not only due consideration is given to physical character but greater emphasis should also be given to behavioral and cultural aspects that influence the identity of place.

2.3.3: Mixture of use and variety:

This could an environment that enriches the experiences and visual qualities in the townscape as well as meeting the various needs of different groups in the society. A mixture of use would also create a more vivacious environment and innocuous place through the constant presence of people in historic centers [3].

2.3.4: Authenticity:

[3] The uniqueness of a historic place is very much influenced by the level of detailing and the intricateness of its locality.

2.3.5: Sustainability:

The interpretation plan must be sensitive to its natural and cultural environment and promote public understanding of, and participation in ongoing conservation efforts [3].

3.0 Methodology:

The purpose of this paper was discussing the cultural and heritage tourism strategy for a successful cultural and heritage waterfront development due to attracting more crowds of people. This paper will analyze and study on established framework of cultural and heritage tourism strategies using a content analysis. From this contents...
analysis, researchers have come out with are theoretical framework for a cultural and heritage tourism strategies for a successful culture and heritage waterfront development. At the same time to understood about the experiences sought that will enhance the tourism attraction toward the cultural and heritage waterfront.

RESULTS AND DISCUSSION

The culture and heritage townscapes attraction in place of a tourist destination is mostly based on its uniqueness on the cultural and heritage properties, diversity of local cultural, lifestyle, and environment surrounding. From the content analysis data of the Tourism Development Framework [TDF] was identified culture and heritage as a one of the key for a successful waterfront development. The historic centers tend to provide the unique setting such as activities to took place through its mixture of used [6].

According to that, there have a several output of TDF in relative subject to the successful cultural and heritage tourism strategies namely as; Implementation of a Cultural and Heritage Tourism Development and Marketing Plan when the programmed targeted at strengthening the unique elements of local culture, heritage, and lifestyles in brand positioning and product development, second is, implementation of a programme of actions that aimed for „telling the story of the city”’s history and heritage” in rules to creating a sense of place in neighborhood's and tourism development areas and the third is do the implementation of a programme of actions that aimed for celebrating the city’’s contemporary arts and heritage is implemented. Moreover, the TDF also identifies a various action to strengthen the ”sense of place” to defined the tourism strategies development areas [refer to the Table 1]. Moreover, the unique landscape element features also characterize the sense of place at historic townscape [4, 7,8].

Table 1: Defined the tourism strategies for cultural heritage waterfront areas.

<table>
<thead>
<tr>
<th>Cultural and heritage tourism strategies at culture and heritage waterfront</th>
<th>Discussion and analysis</th>
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<tbody>
<tr>
<td>Accessible Environment</td>
<td>Venetian traditional transportation hub in Venice. Clarification and management programme aimed to assist physical and intellectual access by the community to the location. The cultural and heritage zone ought to be accessible to users where the amenities and design of street/five-foot walkways should enable the persons to interact conveniently.</td>
</tr>
<tr>
<td>Promote Local Character</td>
<td>Local social cultural to represent the locality culture and heritage. This can be achieved by giving emphasis on human activities that strengthens the sense of place where not only due consideration is given to physical character but the greater emphasis should also be given to behavioral and cultural aspects that influence the identity of place.</td>
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<tr>
<td>Mixture of Used and Variety</td>
<td>The open space at Amsterdam waterfront. This could an environment that enriches the experiences and visual qualities in the townscape as well as meeting the various needs of different groups in the society. A mixture of use would also create a more vibrant environment and safer place through the constant presence of people in historic centers.</td>
</tr>
<tr>
<td>Authenticity</td>
<td>Local significant daily activities that born a authenticity. Consideration should be given to the choices of materials, color, texture, scale and proportion of the authenticity that would respond effectively to the existing cultural and heritage waterfront.</td>
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<td>Sustainability</td>
<td>Local participant in role to promote a sustainability in culture and heritage value. Climatic consideration in the design of place should also be given greater emphasis as it helps to minimize energy consumption in the form of mechanical ventilation and lightings.</td>
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Conclusion:
The economic increase of conservation effort can be seen through the increase in the tourist attraction of the historic parts of the places [10]. It is a widely accepted knowledge that culture and heritage environment has a remarkable attraction to tourist, for the people who interested in the local cultural as compared to its modern counterpart. Thus, however conserving the culture heritage fabric and the waterfront heritage revenue can be gained and returned to the community to improve the quality of life. This can be completed if the upgrading of the cultural heritage fabric is able to maintain the authenticity of environment whilst accommodating to the tourist, need for better services and facilities, over patronizing the historic quarters by tourist should be avoided at all cost as it can destroy the sense of place, which attracts the tourism in the first place. Hence, this calls for effective urban management and planning for the tourism industry when dealing with the historic environment. These up shots can be supportive for the developer, policy makers and master planner to facilitate in documenting the cultural and heritage tourism strategies for a successful cultural and heritage waterfront development.

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