



RESEARCH JOURNAL OF FISHERIES AND HYDROBIOLOGY

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ISSN:1816-9112
Open Access Journal
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Malay Fishing Village: Landscape Intrusion Planning for the Premier Beach Destination of Pantai Sepat, Kuantan, Pahang.

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Received: 28 September 2015

Accepted: 15 November 2015

Available online: 24 November 2015

ABSTRACT

Background: Tourism sector plays an important part in the Malaysia's economy. Generally, tourism is a form of foldaway for pleasure; consisting in different categories such as theory and practice of exploring, the business purposes, compliant, and pleasurable tourists, and also for the business of operating tours. This paper focusing on the Malay fishing village of Pantai Sepat as premier beach destination into the tourism city in term of planning development. The outcome to the planning and design has given a lot of implication toward the typical Malay communities in the area covers. Therefore, this research is to find the best solution in protecting the place from the ruination of the insensitivity practices among the political intrusion. The findings inform that, the Malay fishing village at beach destination of Pantai Sepat naturally significant with its own uniqueness. Through the data collection of public opinion and the observational study, the result shown that Pantai Sepat has already been designed naturally in response of human and nature. Therefore, the best solution suggested for the area is the application of rehabilitation and landscape preservation in which it can save more development cost on unnecessary discourse in the future.

KEY WORDS: Malay fishing village, tourism, Pantai Sepat

INTRODUCTION

Tourism sector plays an important part in the Malaysia's economy. Generally, tourism is a form of foldaway for pleasure; consisting in different categories such as theory and practice of exploring, the business purposes, compliant, and pleasurable tourists, and also for the business of operating tours (John, S. and H. Susan, 2007). There are two type of tourism; it is an international tourism, and domestic tourism. The tourism generally can be defined in the broad mind interpretation as goes by usual; for pleasure or seeing or going "beyond the common perception of tourism as being limited to holiday activity only " (Nor Atiah Ismail, *et al.*, 2015), or as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes"(Nor Atiah Ismail, *et al.*, 2015).

One of the most popular tourism activities nowadays is beach destination of fishing village. This is because, the beach destination of tourism has a lot of potential to be developing as the prior indicator to generate economic sector. As part of the tourism destination, Pantai Sepat or tanjung Sepat (Nor Atiah Ismail *et al.*, 2015) is suggested to be introducing as the premier beach destination whereby undergoing to be develop as tourism city (Nor Atiah Ismail). Referring to the design planning for the Pantai Sepat destination; the area will

be develop into the city with the industry of small medium industry (SME) including being part of the cottage industry, agro-based industry and many more (Nor Atiah Ismail *et al.*, 2015). However, this planning has given the negative feedback from the local community in protecting their land from being develop as the city. This is because, the design planning recommending to constructing the whole place and replacing the new look of Pantai Sepat area which will bring to the loss identity of typical Malay community in Pantai Sepat, including the sense of belonging toward the community itself. Although, the planning design may give the big opportunities toward the community to generate their economy, for change, they have to give up to their very own land.

Methodology:

Qualitative method has been selected to inculcate the notion of typical Malay fishing village of Pantai Sepat in order to counter back the landscape intrusion planning toward the insensitivity practices of the political wheel in the tourism sector of east coast Malaysia. In addition, field observation for the documentation study also had been conducted to strengthen the reasoning or the core point to get the win-win decision between the authority and fishermen community of Pantai Sepat which beneficial toward both parties. The research interviews were conducted in 60 people of the local community of Pantai Sepat area. It is divided into three categories; villager's folk, residents and tourists as shown in **Fig. 1**.

Bil	Categories	Number of people	Agree	Disagree
1	Villager's folk	20	2	18
2	Residents	20	9	11
3	Tourists	20	10	10

Fig. 1: *The Statistic Schedule of the Public Opinion toward the Tourism City Design Planning based on the interviews sessions.*

The statistic of the “agree” opinion can be seen from the schedule above; varies in numbers happened because of the several factor that influence such as environment, knowledge, life experience and also occupations. Refer to the **Fig. 1**, the higher number of disagree are among the villager's folk, this is because of the villagers community experience more on the naturalistic environment of Pantai Sepat compare to others. The reason of why does it different can be refer to the **Fig. 1a**, **1b** and **1c**.

Bil	Villager's folk ages	Agree	Disagree
1	40 and above	-	8
2	25 - 39	-	5
3	18 - 24	2	3

Fig. 1a: *The Statistic Schedule of the Village's folk Opinion toward the Tourism City Design Planning based on the interviews sessions.*

Based on **Fig. 1a**, the “disagree opinion” among the elders are the higher; consisting the influence by several aspect including the length of living. The elders are more sensitive toward their hometown as compare to the youngster because they have seen the landscape change in their whole life. Therefore, the community themselves were not ready to give up their land for the insensitivity development. But, due to the lack of modernism knowledge, the community land has been manipulated by the investor to fulfill their goals.

Bil	Resident's ages categories	Agree	Disagree
1	40 and above	1	7
2	25 - 39	3	2
3	18 - 24	5	2

Fig. 1b: *The Statistic Schedule of the Resident's Opinion toward the Tourism City Design Planning based on the interviews sessions.*

Refer to the **Fig. 1b**, it is “different opinion” from the residents community. Based on the investigation and interviews, the marital status of residents in Pantai Sepat area, almost 70% of the residents are from outside and not the local community as originally. This is happening due to the migration of opportunity attraction and marriage trend.

Bil	Tourists ages categories	Agree	Disagree
1	40 and above	2	7
2	25 – 39	2	2
3	18 - 24	6	1

Fig. 1c: *The Statistic Schedule of the Tourist's Opinion toward the Tourism City Design Planning based on the interviews sessions.*

Fig. 1c shows the variety opinion from the tourist but the number of the agree opinion and disagree opinion are balance. This is happen because of the tourist profile that come and visit the area are mostly from the local people and less coming from the foreigners. The accumulative numbers of visitors are come from the local people from far and distance (Nor Atiah Ismail, *et al.*, 2015).

To support the opinion from the fishermen community of Pantai Sepat, the observation study has been included in the result on the cultural activities, and natural element; to give the rational of the studies in term of aesthetical value in rustic element that exist in the area. Pantai Sepat is one of the riches place with their cultural activities such as cottage industry by local communities, fishermen market, beach activities, natural character of the coastal area, river, paddy field and others. In term of the natural element, the character of Pantai Sepat specialty of it beach in which gradually slope to the sea and facing directed to the South China sea, with the five riverbanks that naturally created along the area and the beautiful scenic preservation which lead to the activities such as photoshoot and filming are to be done at Pantai Sepat as refer to **Fig. 2**.

Bil	Character/ Element	To be preserve	To be enhance	To be develop
1	Cultural activities such as; a) Fishing activities		need to be improve in term of the work deligation on the fishermen community.	
	b) Beach activities	The coastal character and vegetations of <i>Callophyllum inophyllum</i> (Penaga laut)		Develop more exciting activities to attract more visitors.
	c) Aquaculture activities		Need to be improve for better result and environmental friendly way.	
	d) Agriculture activities		Maintaining the activities	
	e) Animal husbandry activities		Maintaining activities	
	f) Paddy field activities		Need to be improve for irrigation system and suggested to make the open paddy field gallery	
	g) Plantation activities		Maintaining the activities	
2	Specialty of the place such as; a) Scenic view	Need to be preserve		
	b) Paddy field few meter from the coastal area	Need to be preserve		
	c) Five riverbanks ecosystem	Need to be preserve		
	d) Coastal character	Need to be preserve		
	e) vegetations of <i>Callophyllum inophyllum</i> (Penaga laut) along the beach	Need to be preserve because there are no beach destination that have the natural growth of the trees along the beach compare to other all planting of casuarina families.		

Fig. 2: *The schedule of the observational result from the existing character of Pantai Sepat area.*

RESULTS AND DISCUSSION

The proposal planning of the ECER is good for the economic benefits but there are certainties which need to be considering as the cultural landscape of the area itself has shown the better identity of Malay fishing village even though the character of typical fishing village itself has gradually degraded from time to time. The best way in improving the economics factor of the fishermen community is through the landscape rehabilitation and preservation instead of demolishing the existing character into new appearance. This duration is derived through observation and pattern of data from field work.

Conclusion:

To summarize the research study, the Malay fishing village at beach destination of Pantai Sepat naturally already has its own uniqueness. Through the data collection of public opinion and the observational study, the result shown that Pantai Sepat has already been designed naturally in response of human and nature. Therefore, the best solution suggested for the area is the application of rehabilitation and landscape preservation in which it can save more development cost on unnecessary discourse in the future.

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