

**RESILIENCE PLANNING AS AN ALTERNATIVE APPROACH TO
CONVENTIONAL COASTAL TOURISM PLANNING
(A CASE STUDY OF BESERAH, PAHANG – MARANG, TERENGGANU)**

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Abstract

“Recovery” and “adaptability” are two keywords to describe the equation of resilience. But, resilience has always been popular in the health and community study. In the ecology study for example, the definition by the well-known Resilience Alliance research consortium, stipulates that “the capacity of an ecosystem to tolerate disturbance without collapsing into a qualitatively different state that is controlled by a different set of processes”. From the field of sociology, psychology and psychiatry, the term resilience revolves around the notion that individuals can bounce back from trauma, crises, risks, stress and their coping mechanism in experiencing life’s successes. In simple terms, it is about the successful adaptation to face negative and positive impacts in a person life. But how does the understanding about resilience planning can be related to the tourism industry? Is there any correlation between resilience and sustainable development approach in tourism? The sustainable tourism may revile deeply the understanding of resilience in tourism which is related with a few variables; number of tourists that is related with tourism operator, environmental quality which is the destination, the economic attraction and government control, and also the origin of social and culture at the site implemented. Opinions and views of previous researchers are taken into account as a source of understanding in this paper while the scope of it is about resilience planning as an alternative approach to conventional coastal tourism planning. From a review of the literature, variables on resilience aspects in coastal tourism planning are collated as the convenient variables and ones that are relevant to the case study are tested with analysis method implemented for the future research.

Keywords: Resilience, Tourism, Coastal Tourism Planning, Sustainable Tourist

Introduction

In the physics and engineering study Resilience is the property of a material to absorb energy when it is deformed elastically and then, upon unloading to have this energy recovered. In other words, it is the maximum energy per unit volume that can be elastically stored. It is represented by the area under the curve in the elastic region in the stress-strain curve."

"Ecosystem resilience is the capacity of an ecosystem to tolerate disturbance without collapsing into a qualitatively different state that is controlled by a different set of processes. A resilient ecosystem can withstand shocks and rebuild itself when necessary. Resilience in social systems has the added capacity of humans to anticipate and plan for the future. Humans are part of the natural world.

We depend on ecological systems for our survival and we continuously impact the ecosystems in which we live from the local to global scale. Resilience is a property of these linked social-ecological systems (SES). "Resilience" as applied to ecosystems, or to integrated systems of people and the natural environment, has three defining characteristics."

- The amount of change the system can undergo and still retain the same controls on function and structure
- The degree to which the system is capable of self-organization
- The ability to build and increase the capacity for learning and adaptation" *The Resilience Alliance Website*

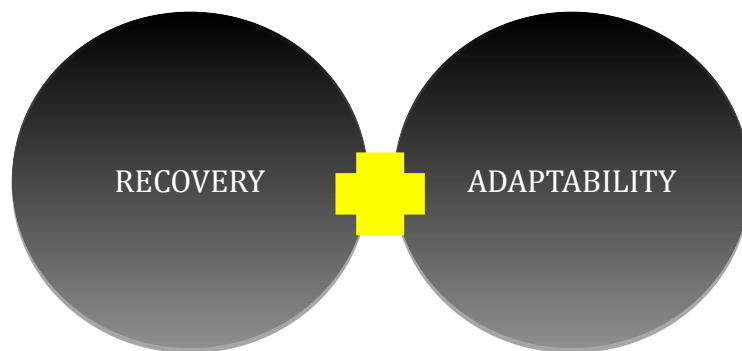
"A resilient system is adaptable and diverse. It has some redundancy built in. A resilient perspective acknowledges that change is constant and prediction difficult in a world that is complex and dynamic... Resilience thinking is a new lens for looking the natural world we are embedded in and the man-made world we have imposed upon it." *Ward C (2007) 'Deisel-Driven Bee Slums and Impotent Turkeys: The Case for Resilience*

The terms “resilience” and “vulnerability” have both acquired prominence in recent academic and political debate. Originating in the natural sciences, they have meanwhile established themselves not only in the social sciences, but also—and more recently—in the areas of economic geography, as well as urban and regional development.

Nevertheless, as is the case with many of the issues adopted from the natural sciences, the social sciences have had to struggle to fully capture and conceptualize the theoretical meaning of the terms. The present article will explore the added-value and limits of using the notions of resilience and vulnerability in relation to structural change in old industrial regions. *Dr. Gerd Lintz, Dr. Peter Wirth, Jörn Harfst, Raumforschung und Raumordnung, August 2012.*

“It is a theory that trying to develop possible way for sustainable development by constructing a theory focusing on change, how to manage, and how to expect the unexpected”

Resilience can be understand by :



Resilience is the combination from recovery and adaptability of the product itself. It is about the successful adaptation to face negative and positive impacts in a person life.

Resilience and Sustainable Development Approach in Tourism

Like the word 'sustainability', which is also poorly defined, the term 'resilience' will undoubtedly take on different and expanded meanings as it is used by practitioners and other disciplines. Tourism originates in an art of living which reflects economic well-being and high social status. Over the years, tourism has developed a solid reputation as one of the world's major economic activities with a high potential for further growth.

The challenges of the late 20th century for the industry are twofold which is to ensure sustainable growth and to adopt a development strategy that will be economically viable, socially acceptable, and environmentally sound in the long term.

Tourism Planning

Planning is a process of selection from various alternative courses of action. Tourism planning has evolved from two related but distinct sets of planning philosophies and methods. Tourism is an activity that must be considered as part of physical, environmental, social, and economic planning. Therefore, tourism is commonly addressed in a regional land use, transportation, recreation, economic development, or comprehensive plan. The degree to which tourism is addressed in such plans depends upon the relative importance of tourism to the community or region and how sensitive the planning authority is to tourism activities.

Why planning for tourism?

1. Development in tourism has both positive and negative impacts (destination life cycle)
2. Competitive situation
3. Complicated phenomenon
4. Disruption to natural and cultural resources
5. Community or human involvement

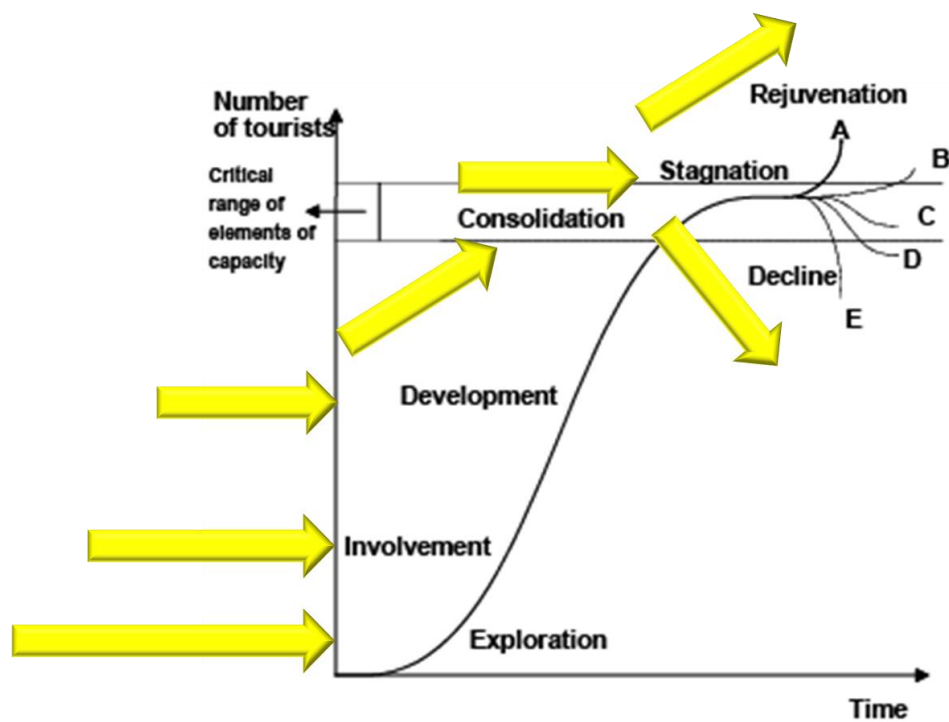
Five basic purposes are:

1. Identifying alternative approaches
2. Adapting to the unexpected
3. Maintaining uniqueness
4. Creating the desirable
5. Avoiding the undesirable

Barriers in Tourism Planning

1. The objections to the principle of tourism planning
2. Cost of the process and development
3. The complexity (ownership) of tourism
4. Large number of government agencies involved (policy)
5. The diversity of tourism business (sector, size)
6. The seasonality and natural integrity
7. The high ownership turnover in tourism business

Tourism Area Life Cycle



While tourism has long been considered as a viable alternative to stimulating dwindling rural economies that previously depended on resource extractive enterprises such as mining, manufacturing and farming, lack of adequate prior planning and evaluation of current efforts and resources have yielded mixed results. According to Butler's (1980) tourism area life cycle (TALC) a community can be at any stage of development from exploration/discovery to consolidation.

A tourism destination progresses from exploration/discovery where it is relatively unknown and initially restricted by lack of resources, access, facilities, and local knowledge to growth, consolidation and beyond. As more people discover and visit the destination, word spreads and the destination's amenities are developed to the point where most destinations eventually reach a stage of consolidation, stagnation, and finally either rejuvenation or decline.

Failure to establish the stage at which a community is in the TALC may result in misdiagnosis of community needs and mis-specification of tourism development goals and objectives. According to Luloff (1994) most states' rural tourism resources are dedicated to marketing programs and initiatives, implying that all communities are at the higher end of the tourism life cycle.

However, most rural communities making a transition from industrial and extractive economies are at the beginning exploratory/discovery stage of the TALC, therefore are not yet at the point where they can effectively market their destination. These communities need assistance at the exploration and development stages first prior to receiving marketing assistance.

Communities in West Virginia are at various stages of tourism development and may have different tourism development needs from destination development assistance to marketing needs. The state's tourism office (WV Division of Tourism) provides advertising and marketing resources through its Matching Advertising Partnership Program (MAPP), customer service centers, and promotion and public relations programs. A 2012 Ten Year Tourism Plan calls for more support for communities that are at the early stages of tourism development.

Successful rural tourism development projects have demonstrated the critical importance of investment in initial assessment, community preparation and product development before marketing initiatives and programs. Handmade in America, an organization that promotes Western North Carolina crafts and grows local economies through crafts, is one example of successful local revitalization projects. Their small revitalization program for economic and community development focuses on identifying resources that form the basis of revitalization, then focus on development of needed, but missing resources such as: human resources leadership development, technical assistance and others.

7 Stage of Destination Life Cycle

	STAGE	EXPLANATION
1	Exploration	Tourism was visited by a few number of tourist as explorer or adventure tourist by lack of access, facilities, and local knowledge.
2	Involvement	It was the stage where tourist comes to the tourism area and the community started to accept the change of social and economic aspect.
3	Development	Some investor looks up the tourism area as a potential place to develop with physical development by providing accessibility and facility.
4	Consolidation	Main economic was dominated by the main company of investor and they conquer the economy in the tourism area.
5	Stagnation	Tourist arrival archive to the limit level while occurring the repetition of previous tourist or the local tourists in the area
6	Decline	The number of tourist in the area changes and turns to low rate. Only the daily tourists come over the place and some business setup there is not to accommodate the tourism sector anymore.
7	Rejuvenation	It showed the interesting of the changes in the place of tourism. It growth either from the human made factor such as theme park and others or from the nature attractive sources

Cyprus has one of the most noted successful rural Agro-tourism development projects having realized a 46% year-on-year increase in guest nights in agro-tourism establishments within a year of starting business. However, over \$6 million was invested by both the government and private sector during the assessment and development stages before the program was launched.

These success stories demonstrate that rural tourism can be beneficial to local economies, but one must not underscore the importance of careful planning and identification of community needs unique to each community in order to generate the anticipated outcomes. With the continued influx of visitors to West Virginia due to its natural, cultural, heritage, and man-made resources, it is critical that communities are prepared to optimize opportunities and benefits these visitors can bring and minimize the potential negative impacts.

Study Area: Coastal Area in East of Peninsular Malaysia (Terengganu & Pahang)



The study areas that are covered to this research are stated along the coastal area. All the resort and chalets along the coastal area at the Terengganu and Pahang state will be considered as the sample of the research. According to the research site, the purpose is to view the trend of the development of the resort and how they survive until present situation. The trend that will be plot after the research can be the point to describe the resilience of the study area.

All the area consist many types of accommodation such as the chalets, resort, hotel and also homestay. All this accommodation accommodates the entire tourist over the year from 1970 while the place took an interesting attraction for tourism development. Some of that starting from the turtles that comes to Terengganu and also the clean, virgin and beautiful beach along the East Cost of Peninsular Malaysia. As the development go through just like a rapid movement, all the accommodation rise over the year.

Conclusion

Tourism industry has become a major contributor to the world's economy. Being as one on the economy contributor, it is important to take the pre emotive measure in order to remain intact. In other word, it is important to remain resilience. The level of resilience measured will determine the action to be taken by the community as well as the government to ensure the homestay operators sustained in the market. Comprehensive community resilience involves several categories of resilience ranging from disaster setting to a normal environment that people live, which are varied, can be classified into different types and make different contributions to different circumstances.

This conceptual study will further add to the literature by exploring resilience in community-based homestay tourism. As this study focus at community-based homestay tourism vulnerability through the concept of resilience, the conclusion made at the end of this study should increase understanding of various aspect of community resiliency within the homestay community at large. Subsequently, this information can assist the policy makers and the homestay operators in planning effective strategies and maintaining the resiliency in the homestay tourism community.

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