

TOURISM PLACE-MAKING AT TOURISM DESTINATION FROM A CONCEPT OF GOVERNANCE

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ABSTRACT

This paper focused on a critical review in tourism place-making from the concept of governance. The term *Tourism Place-making* is adopted from architecture; planning and design as an approach, and strategies to improve quality of life. However, in tourism, place-making is a process that creates the image of destination. Image destination is very important to attract and to repeat visitation among tourists. At present, tourism destination is controlled and is managed by the government or the top authorities. However, place-making process involves local community and has become a tool to support local economies and it acts as an approach to attract tourism. Thus, the concept of governance has been introduced and it is important for the local society to get involved and to participate in place-making. Moreover, governance has been described as a new form of coordination and coherence among the actors, which is characterized by different objectives and interest. The concept of governance is a different view from government, which involves the society that participates in place-making to create the image of tourism destination. Besides, studying governance provides information to the government on how well their system of governance is able to respond to the changing social, economic, and political circumstances of a society, and also in shaping the decision making process that involves people, values, place, culture, and the philosophy of government. The concept of governance in this study focused on *Systems of Governing* in destination. Due to these needs, a situational analysis based on literature review in this paper would be able to highlight tourism place-making and the concept of governance for its relevancy in creating an image of tourism destination.

KEYWORDS: Tourism; Place-making; Governance; Image; destination; Tourist; Community

INTRODUCTION

This paper focused on a critical review in tourism place-making from the concept of governance. The term place-making is adopted from architecture; planning and designing as approach, and strategies to improve quality of life. However, in tourism, place-making is a process that creates the image of destination. Besides, the development of the tourism industry in Malaysia in the past ten years (2003-2013) has shown positive growth. In statistics released by the Tourism Malaysia, the latest data showed that in 2013, tourist arrivals were 25.72 million with a turnover of RM65.44 billion, compared to 2003 that recorded tourist arrivals of 10.58 million with a turnover of RM21.3 billion [1]. From the result, this has made the tourism sector the second largest contributor to the economy of Malaysian income [2]. In addition, the expanding tourism industry has had a positive effect on the country for job opportunities, higher income, growth of economy, investment, and business activities in Malaysia [3]. Planning and development of tourism in Malaysia began to seriously start with the 6th Malaysia Plan (1991-1995) with the establishment of the National Tourism Policy in 1992, [4]. Furthermore, the government has launched the Economic

Transformation Programme (ETP) in 2010 to continue the development of tourism in Malaysia, as tourism has become one of the National Key Economic Areas (NKEA). Through this program, the government has targeted the tourism sector to receive 36 million tourists and generate revenue of RM168 billion by 2020 [5]. Tourism marketing has been carried out with the tagline 'Malaysia Truly Asia', which has made cultural and ethnic diversity in Malaysia as a major tourist attraction [4]. The image of destination has created a diverse ethnic and racial Malaysians that make it the main product in tourist attraction, as well as a natural resource of heterogeneity in Malaysia. With the availability of natural attractions and man-made attractions, they are products for a wide range of tourist attraction, especially for tourism as city tourism, cultural tourism, heritage tourism, sports, recreational tourism, agro-tourism, and so on. In image destination, it is very important to attract and repeat visitation among tourists. At present, tourism destination is controlled and is managed by the government or the top authorities. However, the place-making process involves the local community and it has become a tool to support local economies and it is as an approach to attract tourism. Thus, the concept of governance has been introduced and it is important for the local society to get involved and to participate in place making.

PLACE-MAKING AND TOURISM

The concept of 'Place-making' is derived from the concept developed by Jane Jacobs and William H. Whyte since the early 1960s, which was aimed to bring the community and the social views in the design of urban and social space from the perspective of their own local communities in creating public space [6]. Place-making is short-range planning, design, and management of new public spaces or public areas by understanding its evolution, function, and effects [7]. Place-making process is involvement of local communities and the people associated in the design of a government or other public space that makes it as a tool that would help in terms of the local economy [8].

Furthermore, place-making is theoretically linked with strengthening their place and giving a new meaning to the physical and psychological identities of the place [9]. Thus, place-making is important because community involvement is needed to achieve a particular goal in designing the space. Strategies in place-making stimulate social and cultural development through the integration process to create sustainable communities [10].

However, in the concept of tourism, place-making has been adopted in tourism destinations, which has become a strategy to reimage a destination or create identities for places that are aimed to make tourists return to the destination after their first visit [11]. Destination image is also associated with marketing of tourism destinations, which is developed through the study of material in placement of marketing and tourism destination [12]. In addition, destination image is a reflection of what is in the destination visited. Thus, destination image is defined as a combination of perception, knowledge, thoughts, ideas, feelings, and expressions of tourists and potential tourists to a destination [13].

Besides, place-making process that occurs at a place of tourist attraction is always popular with tourists. Moreover, in order to strengthen the image of the destination, place-making is a strategy to build a tourist destination until it reaches to an image at an international level stage, [11]. Previous researches have shown that image influences a tourist to choose a tourist destination [14]. Besides, strong image destination affects substantially the quality of service and the value it brings.

Thus, the role of community is very important, especially when it involves the place-making process. Involvement of local communities in the tourism industry has led to the increasing interest among the industry and the community. Researchers [15] have claimed that tourism plays a role in the development of community through business mentoring and educational opportunities that contribute to local communities in improving their skills and knowledge in the local community and local residents, as well as to improve the economy of the community. Thus, the involvement of the

community can be defined as voluntary actions of being responsible in the matters of community [16]. Community Oriented Approach in tourism planning is one way that focuses on the physical and the social contexts of the community in tourism industry [17].

According to researchers [18], the involvement among the community is divided into two types: decision-making and benefits derived from tourism. Thus, the involvement of community in taking part in development due to personal interests and community for planning has made an impact on their lives, and more importantly, a big role to take executive decisions from the top to the bottom level in the planning process [19]. However, the level of participation among the community varies according to geography and the development of tourism. Pretty [20] has developed a typology to describe the level of involvement based on three main features, namely, (a) the source and the objectives of project, (b) the level of involvement, and (c) sharing of power and responsibility.

GOVERNANCE TYPOLOGY IN TOURISM PLACE-MAKING

The term governance is used in many fields of social sciences, particularly in those related to political-administrative system. Governance is defined to regulate or the relationship between governance and interrelated components [21], and also how a resource is governed [22]. The concept of governance is different from the concept of *government*, as practiced in business administration. Governance refers to the concept of a new form of co-ordination and integration of cutting across various governments, private sector, and non-governmental organizations, including the local community with different objectives and interests in the administration of a tourist destination [23]. The concept of governance has been introduced to provide the community with the involvement of government in the affairs of the partnership with governance [24]. By implementing the concept of governance, the gap between the government and the community can be reduced. At the same time, the concept of governance focuses on administration and coordination between players, based on the system of institutions, representing the diversity of the system in governance that bridges the gap that exists mainly between the government and the community [24]. Researchers [25] also have stated that there are comparisons of traditional top down management methods, as participation by the government has led the government to ignore views and suggestions from the community and has led to conflict between the two parties. Furthermore, policymakers in most developing countries, including the tourism sector, are fully dependent on the central government and there has been a major obstacle in an efficient and an effective administration [26]. Thus, barriers that have been established have resulted in a mechanism to improve the concept of governance to provide good governance.

Moreover, the role of government cannot be denied in the policy development of tourism industry and this view has changed the concept of sustainable tourism governance once introduced [22]. The concept of governance in the tourism industry requires the involvement of government, industry players, and local communities in achieving sustainable tourism development. Typology is a method to classify the category of the policy and helps researchers understand clearly the relationship and the process of policy review [22]. Using the framework of governance for typology [22], the type of governance that is used in the process of place-making in tourism destinations was explored. Figure 1 shows the framework of governance typology by researchers [22], who have identified four types of governance: a) Hierarchies Governance, b) Market Governance, c) Governance Networks, and d) Communities Governance. The framework was developed by two players or actors in relation to the concept of governance for public (government) and private sectors. This typology is driven either by hierarchical and non hierarchical. Place-making tourism is one process that changes a place (the destination) to attract tourists. Formation of the place (destination) involves the owner of the place and other relevant organizations, ideology political, and economic influence [27]. In addition, the concept of governance seldom discusses place-making process in tourism.

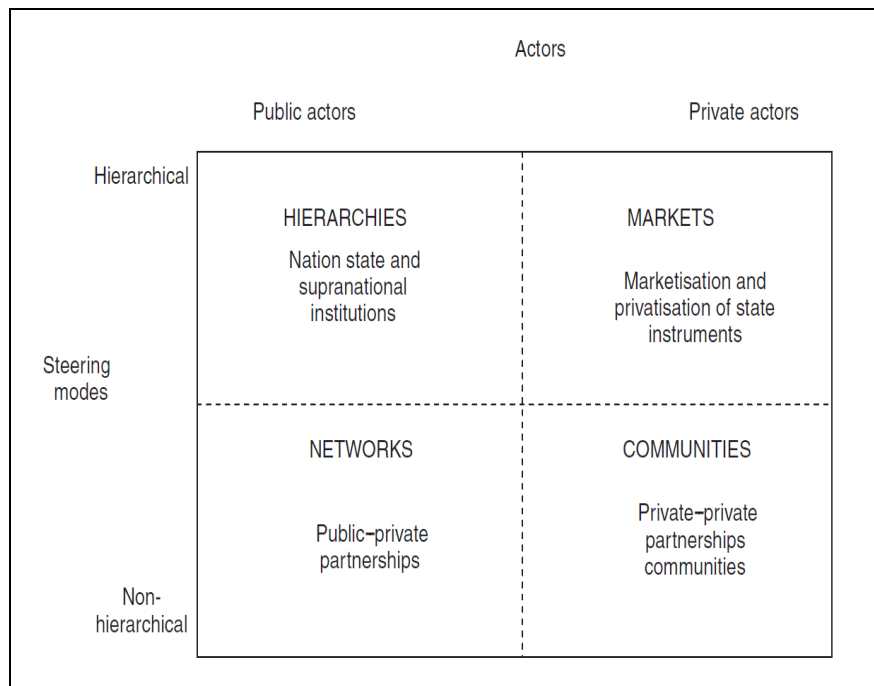


Figure 1 : Framework of governance typology

DISCUSSION AND CONCLUSION

Place-making in tourist destinations is intended to make a destination that can be felt with real experience highlighted to tourists, as well as to be able to guarantee a repeat visit to the tourist destination [11]. In addition, researchers [9];[28] have asserted that place-making in tourist destination will also make the place a sense of place, image, identity, and authenticity of its own to attract tourists. Besides, place-making requires involvement from the local community to develop the site in accordance with local social culture.

Furthermore, the researchers [19] have stated that designing and creating a destination in tourism planning is governed entirely by the federal government without the involvement of local communities. In addition, the researchers also noted that most of the development of tourism planning in developing countries is centered at central government because the role of government in developing the tourism industry as the country's economic resources and the participation of local communities in the decision-making process is also limited [17]; [19]

Furthermore, the concept of tourism Governance is applied to involve the local community, especially governance, and it is rarely used in the process of place-making. In addition, governance involves a set of principles that explain the structure of the functions of the organization [29]. Additionally, the concept of governance is also used in the process of tourism development in a systematic way and it is an important issue in the policy and planning of tourism [30]. The main purpose of tourism governance adopted is to increase economic benefits, upgrade infrastructure facilities, and improve life living standards [31]. Using governance typology has become a tool in helping to classify the policy with many political values [22]. Researchers [22] also have stated that the concept can be used in place-making governance through the Governance Typology developed and it consists of four types: (a) Hierarchies, (b) Market, (c) Network, and (d) Community. In this study, the concept of *Systems of Governing* is rarely discussed in place-making research, especially when it involves social formation of different local communities and socio-cultural background in designing place and space [27].

In conclusion, studying governance and place-making provides information to the government on how well their governance systems are able to respond to the changing social, economic, and political circumstances of a society, and also in shaping the decision making process that involves people, values, place, culture, and government philosophy. Thus, the successful development of a tourism destination is achieved with a balanced or a harmonious relationship between tourists, local communities, and organizations and businesses that provide tourism services [32]. Finally, the application of governance toward place-making in tourism involves the local community to create and to design a place of their own, which at the end, will create a sense of place for tourism destination.

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