

ENHANCING FISHERMEN'S PLACE ATTACHMENT
TO KUKUP THROUGH ARCHITECTURE

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An appreciation and dedication to my supportive parents and family, whom have always given me words of motivation.

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ABSTRACT

Kukup is a historically significant Fishermen's village in Malaysia located in the state of Johor. This research was intended to identify ways to enhance fishermen's place attachment to Kukup through architecture. Kukup is well known for its heritage, mangrove forest, fishing activities, seafood, and locals products. The villages remain to be inhabited only by the descendants from original immigrants, and the historical record has been generally inherited to existing generations. However, uncontrolled tourism development of Kukup resulted in a threat to place attachment of the local fishermen community to Kukup. Kukup has lost its identity due to modern development that does not integrate with local context and culture; and lack of environmental consciousness also resulted in local economic and environmental deterioration. Hence there is a significant need to identify ways to enhance local fishermen's place attachment to Kukup, and architecture is an effective vehicle to achieve that. The research aimed to enhance local fishermen's sense of place attachment to Kukup. The research objectives were to identify place attachment of local fishermen to Kukup, to identify solutions to improve Kukup's local economy, and to establish design strategies to enhance local fishermen's place attachment to Kukup. Data was collected through site observation, interviews and case studies. Content Analysis was performed to analyse qualitative data. The study found five significant place attachment components of local fishermen in Kukup. It also suggested sustainable economic strategies for better fishing and marketing method in order to improve local economy in relation to place attachment. Lastly, design strategies for each place attachment component were formulated in relation to Kukup tourism development. Hence, this study anticipates that by implementing these strategies, place attachment value of Kukup as fishing village can be established without compromising its adaptation to tourism development.

ABSTRAK

Kukup, Johor adalah kampung nelayan yang mempunyai sejarah penting di Malaysia. Kajian ini bertujuan untuk mengenal pasti cara-cara untuk mengukuhkan *place attachment* nelayan kepada Kukup melalui senibina. Kukup terkenal dengan hutan warisan bakau, aktiviti penangkapan ikan, makanan laut dan produk tempatan. Kampung yang kekal dihuni oleh keturunan pendatang asal dan rekod sejarah diwarisi kepada generasi baru. Walau bagaimanapun, pembangunan pelancongan yang tidak terkawal di Kukup menyebabkan ancaman *place attachment* kepada masyarakat nelayan tempatan. Kukup telah kehilangan identitinya akibat pembangunan moden yang tidak integrasi dengan konteks budaya tempatan dan kekurangan kesedaran alam sekitar menyebabkan kemerosotan ekonomi tempatan dan alam sekitar. Oleh itu, mengenalpasti cara untuk mengukuhkan *place attachment* nelayan tempatan terhadap Kukup melalui senibina adalah penting. Tujuan kajian adalah untuk mengukuhkan *sense of place attachment* nelayan kepada Kukup. Objektif kajian adalah untuk mengenal pasti *place attachment* nelayan tempatan kepada Kukup, mengenal pasti kaedah untuk meningkatkan ekonomi tempatan dan menggariskan strategi rekabentuk untuk mengukuhkan *place attachment* nelayan tempatan. Kajian ini dijalankan dengan cara pemerhatian tapak, temu bual dan kajian kes. *Content analysis* digunakan untuk menganalisis data kualitatif. Dari hasil kajian, lima komponen *place attachment* nelayan tempatan di Kukup disenaraikan. Kajian ini juga mencadangkan strategi ekonomi yang menggunakan kaedah memancing and pemasaran yang lebih baik untuk meningkatkan ekonomi tempatan. Akhir sekali, strategi reka bentuk untuk setiap komponen *place attachment* nelayan dirangka berhubung dengan pembangunan pelancongan. Oleh itu, nilai *place attachment* Kukup sebagai perkampungan nelayan boleh dimantapkan tanpa mengabaikan pembangunan pelancongan.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

The Iskandar Development Region (IDR) has various developments which emphasis the potentials of the zones or locations. The objective is to provide world-class facilities and infrastructure where the people come together unrestrained by the edges of language or culture. Kukup is included in one of the zone (Zone C) of the IDR's proposed 5 economic zone where the major development scheme of the zone is eco-tourism.

According to Iskandar Malaysia Development and Pontian Development Plan, tourism will play an important role to development and a major creator of jobs to locals in Kukup town. Kukup is well known for its heritage mangrove forest, fishing activities, seafood, visitation of fishing village and locals products. The villages in Kukup live by the descendants from original immigrants. However, uncontrolled tourism development of Kukup resulted in place attachment threat to the community and surrounding as a fishing village and town. The lack of environmental consciousness has destroyed the beauty of Kukup and local economic of fishermen in Kukup. In addition, Kukup also has lost its identity as fishing town due to modern

development which most of the new development is similar with conventional typology of design that does not integrate with local context and culture.

Hence this research attempts to find a comprehensive solution to address the place attachment issues of fishermen to Kukup while integrated current local tourism development with the component they attached to Kukup.

1.2 Background Study

It has been long history, fishermen community living at the coastal area of Kukup. Approximately 150 years ago, immigrants from China came to Kukup to form settlement. The community at Kukup had been conducting fishing related activities since the settlement were formed and started to set up fish farming from 1970s and tourism from 1990s. These immigrants from China select Kukup as location to form their settlement due to the location is similar to their previous place. The similarity of Kukup and their origin place at China is nearby the sea surrounded by mangrove forest that is suitable for them to conduct fishery activities. The location also protected from strong winds and waves from Strait of Melaka as the area sheltered by an uninhabited mangrove island, Pulau Kukup. The settlement that been built in Kukup also similar to the architecture language from their origin settlement in China which is building on stilts structure.

Based on their place attachment, the community remain currently are descendants from original immigrants and reluctant to move away due to attachment they develop to Kukup. In general place attachment defined as bonding of people to places. The elements such as knowledge, behaviours, emotions and belief related to a place play an essential role in making bonding with place. Tourism in Kukup play a key driver to develop the place as ecotourism destination and a major creator of jobs to locals in Kukup. However, rapid tourism development in Kukup that does not take

consideration on the culture and surrounding context resulted in place attachment threat to the fishermen community of Kukup.

On the other hand, a suitable and well thought solution for the fishermen community in Kukup could help to enhance their place attachment to Kukup. Therefore, the best solution for the fishermen community would be identify architecture design strategies to enhance fishermen's place attachment to Kukup that able to integrate with current local tourism development as well which their place attachment value to Kukup can sustain.

1.3 Statement of Problem

The place attachment of community in Kukup fishing villages had been negatively affected which resulted in social, economic and environmental threat to the community and surrounding. The current overall image of tourism development in Kukup does not integrated with local context and culture. Besides, place attachment in term of cultural and economic activities of fisherman in Kukup experiencing discontinuity as the younger generation switched from fisheries to tourism economy such as homestay. In addition, there is lack of integration of eco-tourism with the culture of Kukup as a fishing town in current Kukup tourism matrix.

Therefore, a methodology of identifying ways to enhance local fishermen's place attachment to Kukup through architecture in relation to local tourism development is seen as a best solution. Thus, the fishermen's place attachment value to Kukup can be remain and enhance yet able to adapt to tourism development.

1.4 Research Aim, Questions and Objectives

The research aim is to enhance local fishermen's sense of place attachment to Kukup.

Consequently, the research questions for this research are:

- i. What are the local fishermen's place attachments to Kukup?
- ii. How to improve local fishermen's economic activities in Kukup in relation to place attachment?
- iii. What are the strategies to enhance local fishermen's place attachment to Kukup that also able to integrate into local tourism development?

Responding to these research questions, three research objectives were formulated in order to narrow down the research focus as below:

- i. To identify place attachment of local fishermen to Kukup.
- ii. To identify solutions to improve commercial activities in Kukup for economic regeneration in relation to place attachment.
- iii. To established design strategies to enhance local fishermen's place attachment that also able to integrate into local tourism development.

1.5 Research Methodology

A comprehensive research methodology was designed to achieve the mentioned objectives of the research. Research problem was determined first, followed by data collection, data analyzing and lastly conclusion. The breakdown and adoption of the methodology were discussed and further elaborated in Chapter 3. Two main sources of data are to be collected and analyze accordingly (Figure 1.1), which are:

- A. Primary Data
 - a. Interview
 - b. Site Study (Observation)

The primary data collection took place in Kukup Town, Pontian which research methods like having interview sessions and site study through observation will contribute in the research. Data collected was based on primary data consisting of interview and site observation.

- B. Secondary Data
 - a. Literature Review (book, article, report, journal, website and newspaper)

The secondary data collection was conducted via literature review on the data obtained, primarily composed of secondary data obtained in the form of books, article, report, journal, website and newspaper.

From the data collected, content analysis as data analysis method was performed in order to list out the components of fishermen's place attachment to Kukup which acted as independent variables. The relationship was searched between these components then and three elements of Tripartite Model of Place Attachment, namely, Person, Process and Place. They served as dependent variables. Each of these elements had different dimensions, three for Person, three for Process, and two

for Place. The consequent relationship matrix helped to produce design strategies that were further linked with the objectives to complete this research."

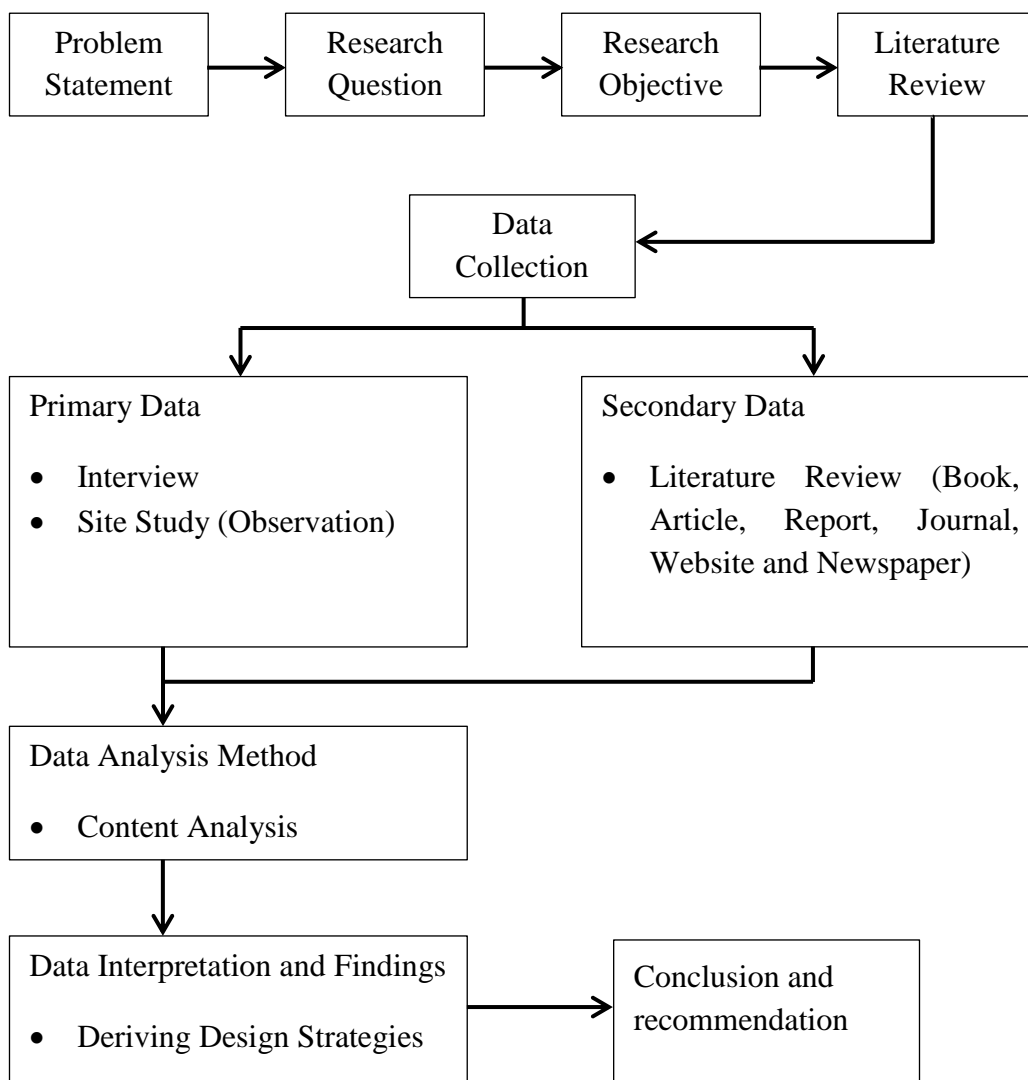


Figure 1.1: Summary of research methodology flow

1.6 Significance of Study

It has been long history, fishermen community living at the coastal area of Kukup of strong place attachment. Villages in Kukup still live by the descendants from original immigrants of China. However, uncontrolled tourism development of Kukup resulted in place attachment threat to the local fishermen community of Kukup. Kukup had lost its identity as fishing town due to modern development that does not integrate with local context and culture and lack of environmental consciousness which also resulted in local economic deterioration. Hence there will be a much significant when identify ways to enhance local fishermen's place attachment to Kukup through architecture that able to integrate with current local tourism. Thus, the fishermen's place attachment value to Kukup can be remain and enhance yet able to adapt to tourism development.

1.7 Expected Findings

There were a few expected findings that will be produced through this research. First is the list of place attachment of fishermen to Kukup for place attachment study. Besides, it is also expected that architecture design strategies for place attachment in relation to local tourism could be formulated for each place attachment component of fishermen to Kukup. Sustainable economic strategies were also being proposed for fishermen community in Kukup so that the economic for fishermen will be improve and able to sustain in long term.

1.8 Scope of Study

The research focussed on the enhancing local fishermen's place attachment to Kukup. The study will identify the local fishermen's place attachment to Kukup and provide various design strategies to enhance local fishermen's place attachment that able to integrate with current local tourism. Data collections were done through interviews, site observation, literature review and relevant case studies, where it shall contribute in identifying the place attachment's component and the design strategies.

1.9 Structure of Dissertation

The research structure is commonly divided into five main chapters. Chapter 1 outline an overview of the study. This consists of the background study, problem statement, research aim, research questions, research objectives, research methodology, significance of study, expected findings, scope of study and structure of dissertation.

Chapter 2 provides a comprehensive study of tourism and place attachment. Firstly, brief definition of tourism are identified which further detailed up on tourism's impact in social, economic and environmental aspect as well as detail study on eco-tourism. Second topic focuses on place attachment which includes definition, levels of place attachment, factors affecting place attachment and place attachment in tourism and lastly the design parameter for place attachment.

Chapter 3 outline the methodology chosen to conduct this study. This chapter provides research procedure and the outline of overall research framework.

Chapter 4 is a collection of related case studies done. The case studies focus on buildings which are the famous tourism at coastal area to study the tourism matrix in relation to their local community's culture.

Chapter 5 discusses the findings based on the collected data. In this study, data is assembling for analysis purpose. The analysis of the data will be used to suggest relevant architecture design strategies to achieve research objectives.

Lastly, Chapter 6 summarizes the research of this study. In addition, this chapter also outline the limitations and recommendations for further study regarding this subject.

1.10 Conclusion

The study intended to identify and understand on the issues of local fishermen's place attachment to Kukup due to tourism development. Therefore, relevant approaches and strategies can be established to enhance local fishermen's place attachment of Kukup which also integrate with tourism development that able to sustain in long term in term of social, economic and environment sustainability.

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