

Investigating the Shoreline Touristic Resources for Sustainable Tourism Development Options

J. Hamzah^{1,a*}, A Habibah^{2,b}, A. Buang^{3,c}, A.C. Er^{4,d} & S.A. Sharifah Mastura^{5,e}

^{1,2,3,4} School of Social, Development and Environmental Studies, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia, 43600 Bangi, Selangor, Malaysia

⁵Institute of Climate Change, Universiti Kebangsaan Malaysia, 43600 Bangi, Malaysia

^ahamzahbinjusoh@gmail.com, ^bhabibahahmad2012@gmail.com, ^camriah@ukm.my, ^dever@ukm.my, ^epghikp@ukm.my

*Correspondence Author

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Abstract. Shorelines and coastal areas are among key focal areas of development in both developed and developing countries. Often developed as tourism belt and clusters, previous studies show that there have been diverse occurrences of physical and man-made threats and hazards due to unplanned human activities. Added to this, some remote shorelines face severe environmental problems; erosion and flooding; not only, due to its dynamic of natural processes, but more importantly, without a comprehensive shoreline management plan. These also affected the community livelihood residing within the shoreline areas. Considering all these situations need proper assessment and mitigation plans, it is therefore vital to undertake research that provides shoreline development options. This article aims to uncover the touristic resources into the shoreline areas in West Johor, and the community's preferences on shoreline development options to ensure sustainability. This study focuses on shoreline areas, spanning a total 200 km in three districts in West Johor, Malaysia. The study revealed that unique shoreline tourism development could become the basis for the existing and future development in these fragile and dynamic areas. The study found that rural and scenic areas of human settlements and beaches along the shoreline ensemble well to offer pockets of tourism attraction. Besides prioritising management units for tourism, representing the tourism specialities of the three districts will enhance the spatial inter connectivity in and within the areas. However, among locals, their involvements in recreational activities remain low. This study suggests a synergy between the resources; community and industry/stakeholders' interest should lead the prioritization of development options to achieve sustainable tourism development.