

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, ^deveer@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.

1. Introduction

Shoreline resources are now becoming scarce due to rapid development taking place in many parts around the world. Various developments include tourism resorts, urban centres and ports. However, with the adverse impacts that these areas have to face due to climate change during recent years,

research concerning strategic alternatives in managing these areas is vital. As a result, both developed and developing countries are now keen in introducing an integrated management plan in shoreline areas [1, 2, 3]. Conversely, one of its greatest challenges is to integrate all coastal and shoreline stakeholders' needs in a sustainable management plan taking into account the environmental, socio-economy and cultural dimension as well as climate change [4, 5, 6, 7].

In Malaysia, shoreline and coastal studies exist for more than three decades [8, 5, 9, 10]. However, previous studies are piecemeal oriented and therefore, intensive researches are needed, especially with the rising challenge and impacts of climatic change factors. In fact, researchers in coastal regions, its function within the context of global city region and world-class city as well as in shoreline management across the country are only of recent trend [11, 12]. Conversely, researches on shorelines in developed countries, have moved away from a piecemeal response to a more holistic approach based upon an understanding of natural processes that transcend local authority boundaries [13, 3, 14, 15, 16]. New ventures are also emerging, and among others are the integrated shoreline tourism in the context of regional development and planning as well as sustainable shoreline managements [14, 15, 9, 10]. Nonetheless researches on environmental degradation, severe erosion, beach flood and natural hazards remain the major concern of the stakeholders. Of recent approaches is the integration of local assets in shoreline management as well as the innovation of spatial mapping tools for shoreline management plan. While structural incentives provide physical intervention for shorelines, involving local participations are vital in more remote and rural shoreline.

The shorelines along the West Johor, spanning a total of 200 km are one of the crucial areas that needed special attention in the Malaysian shoreline areas. Being located in one of the busiest Straits in the global era, particularly the Straits of Malacca, these shorelines face rapid development and Strait's traffic users – especially large ships. Traditionally, along the shorelines also home to local communities on who highly depend on the Straits in making livelihood, be they the small fishermen, agriculture settlers or small-scale oil palm plantations. Besides traditional economy, tourism has emerged to be one of the alternatives among the locals. However, lately, due to the intensification of Strait's users as well as increase natural processes due to climate change, local livelihood seems to be affected seriously. As for the stakeholders, development of tourism attractions and shoreline management that meet the local needs and benefits should be of their special attempts.

While there are successful models that can be easily transferred and adopted in these particular areas, locals' views and participation in decision making are two prerequisites for achieving sustainable shoreline management. Given such important roles that shorelines have to deliver, especially in meeting a balance between development and conservation, this article aims to identify the shoreline's touristic assets in providing options for sustainable shoreline development. Taking a case of shorelines of West Johor in Malaysia, this article adds empirical evidence in making tourism as one of the key sectors in shaping sustainable shoreline's management.

2. Materials and Method

2.1 Literature in Shoreline Tourism Development Options

It is important to overview the literature of shoreline tourism within the context of development approaches in both developed and developing countries. Researchers suggest both developed and developing countries are now introducing the integrated management plan in shoreline areas [1, 2, 3].

Most of the studies stress that these areas are pronged to hazards and environmental degradation [17 14, 18, 19]. One of its greatest challenges is to integrate all coastal and shoreline stakeholders' needs in a sustainable management plan taking into account the environmental, socio-economy and cultural dimension as well as climate change [4, 5, 6, 7].

Apart from environmental problems, studies on impacts on cultural elements in coastal community areas were emphasized. Jennings [14] points four issues causing changes in the coastal tourism and shoreline development and management, comprising tourist-related pressures on the coast; advancement of shoreline management approaches, including adoption of Integrated Coastal Zone Management (ICZM) principles, geomorphologic behaviour of coastal systems, and projections of climate and associated sea-level change. On one hand, Kanji [1] suggests an establishment of a compromised platform between conservation and people, acknowledging the need of the local population to access services and managing of their own natural resources as well as to ensuring profits are kept from leaking out of the community. Besides, conservation of natural biodiversity, heritage, and ecosystem processes are the ingredients of such initiatives [20] (Shi & Hutchinson, 2004). While there are quite limited cases of coastal studies in the context of regional development and global economy, research done in China on integrating the rural coastal into mainstream economy has shown that the peripheral region needs to be connected to the major forces of development [21, 22].

Another important point for sustaining shoreline and provide options of development approaches is to ensure local involvement of the rural community. Ensuring local community participation in rural tourism is both a growing concern and a priority in developing countries. Based on the existing literature, the following points may be discerned with regard to the rural community: i) inclusion of the rural community is bound to both exogenous and indigenous factors; ii) consideration of indigenous knowledge as a means of rural enhancement would allow community to grow; and iii) formulating alternative solutions that build upon the reservoir of community's own knowledge and insights on the problems at hand is pertinent to solving the community issues [23, 24, 25, 26]. In fact, dominance of cultural factors as the key determinant for cultural tourism seems to be the preference by the coastal rural in China [22] (Liu 2007). However, interventions of government still in need to ensure sustainability of the initiatives especially in providing facilities and incentives [27]. In practice, the locals need to be the users of the recreational attraction that the beaches have on offer [2].

While the earlier literature emphasises on the human capacity, utilisation of structural intervention is still ventured, as these areas are pronged to hazards of natural ecosystem, including beach flood, erosion and sedimentation. These initiatives involve enhancements of structural methods ranging from 'without intervention' to 'beach nourishments' [18]. Mostly done by the pure scientist and engineers, understanding these problems in local setting is a growing concern.

Of recent choice for shoreline resources management is the implementation of integrated shoreline management plan which called for equal participation of the stakeholders [28, 29, 4]. Several best practices in the literature are from the UK experiences and China coastal region [17, 20] (O'Connor et al. 2009, Shi & Hutchinson 2004). O'Connor et al. [17] compared coastal management defence between two approaches used, one, with no national policy framework and another, with policy-led system and formal national guidelines exist. They found the Irish being practice-led and relatively informal and the English, policy-led and quite formalised, resulted different advantages and limitation. The advantages of the Irish operation include strong local involvement in identifying problems and flexibility in decision-making to suit particular needs. Local people do quickly recognise erosion and through political engagement can prompt rapid response by local authorities. The lack of prescription in terms of prioritisation of schemes allows local authorities to follow procedures best suited to their capacity and resources [17] (O'Connor et al 2009).

Meanwhile Kenya's case studied by Gartaula [4] asserts on major policy developed by ICAM is the issue driven development which includes provision for adequate infrastructure and public services, addressing of issues on fresh and coastal water quality degradation, decline in the reef fisheries and viability of artisanal fishing as their livelihood amongst other coastal related activities. The policy formulation takes place through a consensus building process where majority of

stakeholders participate. The program targets to involve government institutions, local people and the private sector in overall development of coastal area. In other words, ICAM policy formulation and implementation supports the principles of participatory development process intending, in principle, to ensure full participation of all actors. However result shows that only ‘functional participation’ where local actors have participated by forming groups to meet predetermined objectives related to the project was on progress. Such involvements at various levels of interaction and shared decision-making however were only practices after major decisions had been made by the implementers.

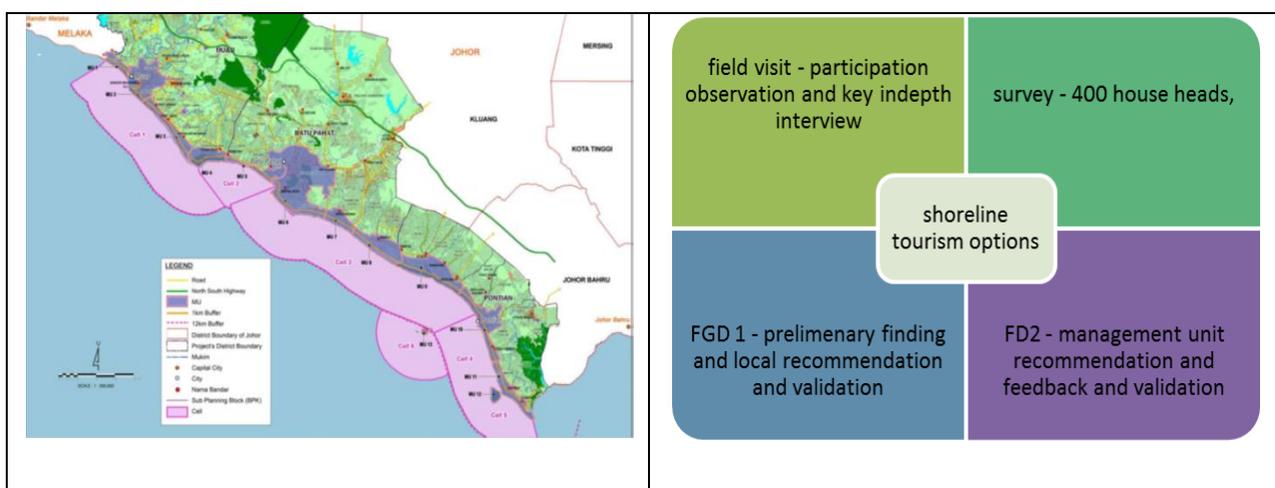
Based on the above literature, several components are vital in providing choices of development options in shoreline areas when tourism matters as part of the dynamics of the ecosystem. These include concern and roles of shorelines tourism in the prospective plan, dynamics and diversity of touristic assets and local views on the management objectives that fit with their socio-cultural dimension.

2.2 Study Setting

The study area comprised the shorelines of the Johor state with special reference to the Muar, Batu Pahat and Pontian districts (Figure 1). In terms of population, Batu Pahat, Pontian and Muar district have an average annual growth rate of 1%, 1 % and 0.8% respectively. This means that Muar district is growing at a slower rate than Batu Pahat and Pontian owing to their proximity benefitted more from the trickledown effect of the fast growing state capital and district of Johor Baru compared to the more distant Muar. Coastal resources and agriculture form the mainstay economy of the study area. Rubber and oil palm are the predominant tree-crops in the more inland part of the coastal area intermingling with coconut, banana and fruit trees in some places. Fishing is contributing jobs for locals and mostly operated in small scale fishing operators. Given the official aim of making Johor a developed state by 2020, tourism within the study areas is expected to lend an income generating support to the state’s economy.

2.3 Data Collection and Analysis

The study was conducted in three phases, namely, a reconnaissance survey, in-depth interviews with key informants, and a full scale household survey. The reconnaissance survey held on the 10th-11th September 2011 allowed the researchers to be familiarized with the shorelines tourism landscape. Taking a field visit from Muar to Pontian had helped in the subsequent process of enumeration and informal interviews with the locals.



Location	District and Local Authority	Shoreline length (km.)	Area (ha.)
Cell 1: Kesang River to Tg. Tohor	Ledang and Muar	41.5	13,262
Cell 2: Tanjung. Tohor to Sungai Batu Pahat	Muar and Batu Pahat	25.4	6,354
Cell 3: Batu Pahat River to North Pontian	Batu Pahat and Pontian	73.5	37,413
Cell 4: North Pontian to Kukup Island	Pontian	104.8	11,324

Fig. 1. Location of the Study

The initial data collected during these fieldworks focused on several themes, including the status of existing facilities, development issues and potentials. The in-depth interviews with key informants of selected sites were also undertaken during the visits, including the local heads, youth leaders and the Village Development and Security Committee (JKKK) members. They were explained about the purposes of the interviews, and having understood the purposes of the study, most of them provided useful insights which could help inform future planning and development of the locality.

The third phase of the study was questionnaire survey of 400 randomly sampled household heads from 26 December 2011 until 2 January 2012. They represented members of the local community along the coast which had experienced coastal erosion, sedimentation and flooding. Of this total, 391 or 98% of respondents had responded to the questionnaires, providing essential aspects of the local community such as their socio-economic characteristics, involvement, needs and aspirations, awareness and attitudes regarding tourism.

The fourth phase included a focus group discussion, conducted on May 2012. A total 60 respondents representing the village head, fisherman community and NGOs have attended the meeting. The workshop had received substantial feedbacks and recommendations on management unit and development options. The study also utilised a set of photographs of actual situations and related problems.

3. Findings and Discussion

This section delineates the findings of the assessment of the shoreline attractions of Muar-Batu Pahat-Pontian. Three major sub-themes completed the analysis, specifically in identifying the touristic resources, users and niches of the areas, and the community acceptance and option preferences, and all these determine tourism development options to ensure sustainability of the resources.

3.1 The Touristic Resources of the Muar-Batu Pahat-Pontian Shorelines

This study uncovers the touristic assets of the shorelines, namely the Muar Shorelines, Batu Pahat Shoreline and Pontian shorelines. The Muar shoreline comprised areas of Kesang, Parit Karang, Parit Raja and Parit Jawa, Sungai Muar Riverine, Hentian Mahkota Parit Simin and Sungai Gersik. Generally dominated with agriculture and human settlements, tourism is also progressing as one of the economic sectors. Table 1 shows selective tourism sites in this area.

The Batu Pahat Shorelines also keen in offering similar tourism activities to recreational users especially in Minyak Beku Beach, Jetty Terminal Ferry, Punggur Beach, Kampung Bagan Laut and Tampuk Laut Recreational Centre. Batu Pahat has developed rapidly over the past few years. Famed for its "red-light town" reputation during 1960s and 1970s, today, Batu Pahat enjoys the moniker of "Northern Johor Shopping Paradise" due to the rapid development of shopping malls and hypermarkets. Batu Pahat is also famous for its local delicacies and textile industry. Meanwhile the Pontian Shorelines, being popular with an iconic of Tg. Piai – the southernmost tip of Asia is blessed with scenic beaches of Kampung Api-Api, Dataran Pontian and Sungai Rambah, and ecotourism as well as gastronomy of Kukup township and Kukup Island respectively.

Of the three sites, Muar is significantly recognised as the historical and cultural attractions. Sites of Kesang Laut, Parit Karang and Hentian Mahkota showcased some of these unique attractions, presented in Table 1. The Bandar Maharani is part of the urban centre of Muar, recently established as the Royal Town of Johor. Shoreline and Muar riverine contributed to the touristic attractions. Despite rapid development of tourist spots, Muar Riverine comprising three sites of tourism and recreational activities/attraction, Tanjung Emas Park, Tanjung Ketapang and Langkah Seribu Beach remain underutilised. Rich in picturesque esplanade overlooking the scenic shoreline, these beaches, however, still attract unspoilt-site seekers.

3.2 Tourism Facilities, Niche and Problems Face in the Muar-Batu Pahat-Pontian Shorelines

This section delineates the existing tourism facilities in the study area (Table 2). The Muar Shoreline generally shows that all touristic facilities are well planned and developed. This site is furnished with basic amenities as tourism destination and upgrading of quality of services including rest shade is appreciated by visitors.

An overall site assessment along coastal and shoreline areas in Batu Pahat is also shown in Table 2 and Table 3. The sites are beautiful in their natural setting, coastal facing the Strait of Malacca. Of all, basic facilities were provided by the stakeholders or the site operator. Erosion is still the major threat to all areas, even though actions to overcome beach erosion have been attempted. Meanwhile the overall tourism facilities in Pontian shorelines showed that clusters of touristic asset are more presentable and progressing in attracting more tourists. Similar to two areas mentioned earlier, conflicting issues in Pontian are erosion, lack of tourism development and promotion.

In term of users, this three study areas show similarity in capturing both domestic and regional users. Fish anglers and gastronomic seekers and family beach outing are dominating in the market segments. Man-made attractions within the sites such water park and thematic events seem to provide alternative and well blend in nature based tourism. Also increasing is the new ecotourism activities such as bird watching, photography and art tourism.

Table 1: Sites Specialities of Muar, Batu Pahat and Pontian Shoreline

Muar Shoreline	Kesang Laut	A small area dominated with fishing activities. Routine activities include fish landings, and small scale tourism related services including seafood restaurants. Facilities equipped here included jetty, children playground, benches and tower. Currently, Kesang Laut has received a growing attention from local community as well as visitors. Accessible from Muar town, it has strong potentials for domestic tourism event. Also, rich in historical and legend closely related to the founder of Malacca's kingdom.
	Parit Karang	A small river bank along Muar shoreline areas. Equipped with basic amenities and restaurants, especially dealing with seafood, the local economy is however, of low order services. Locals' involvement in tourism related services are normally of small scale business operation, yet received high demand during weekend and school holidays.
	Bandar Maharani	The urban centre of Muar, recently established as the Royal Town of Johor . Shoreline and Muar riverine contribute to the touristic attractions. Despite development of several tourist spots, Muar Riverine comprising three sites of tourism and recreational activities/attraction, Tanjung Emas Park, Tanjung Ketapang and Langkah Seribu Beach is still underutilised. Rich in picturesque esplanade overlooking the scenic.
	Muar River	Amenities here are well maintained, rest shades kept clean and the children's playground is of amusement standard. The park, also houses a 9-hole golf course, Tanjung Emas Golf Club. Besides cultural setting, Tanjung Ketapang, located next to Tanjung Emas Park, is facing environmental degradation. The mangrove along the coastal line acts a natural shelter for the wild monkeys or macaques, interestingly, the species are of harmless and tame to visitors. Langkah Seribu Beach provides or jogging track for healthier living, and

		frequently visited during weekends and evening.
	Parit Jawa and Leka Beach	A cultural attraction in Muar, both sites also have unique characters for ecotourism and gastronomic tourism. With Parit Jawa representing a Malay-dominated area and Leka Beach, a Chinese-dominated area, the future of tourism is therefore promising. Also famous with <i>Assam Pedas</i> , existing stalls however, are poorly managed and with minimal public facilities. Leka Beach also offers a sanctuary of migratory birds, reported to be an important stopover and winter feeding ground for 60 bird species of migratory birds including egret, eagle, heron, sandpiper, swift and kingfisher. Efforts to gazette the area as a bird sanctuary have been initiated. The scenic panorama - fishing boats, sunset and their local activities complement the leisure-scape of Parit Jawa and Leka Beach.
	Hentian Mahkota, Parit Simin and Sungai Gersik Hot Spring	Apart from the above sites, Hentian Mahkota Parit Simin and Sungai Gersik Hot Spring have their own specialities. Hentian Mahkota was once a station of Putera Mahkota Kembara in 2008. Facilities provided include standard public amenities, local attraction. Easily accessible from major road from Muar to Batu Pahat and within the reach of local attraction such as homestay, upgrading of recreational facilities is still needed. Meanwhile Sungai Gersik Hot Water Spring is becoming more attractive due to upgrading of recreational facilities in the late 1990s. Also, richly endowed with historical elements of Kampung Gersik, or local meaning as <i>Bersih</i> , this attraction is promoted by Tourism Johor.
Batu Pahat Shoreline	Minyak Beku Beach	The site provides users including local communities and domestic tourists, with basic recreational facilities and among others, tower, benches and well managed landscape. Dominating activities taking place are family fishing and friends and family recreational outdoor. It is nevertheless not suitable for water body contact activities including open sea bathing and sea surfing. Food stalls are limited in numbers, specialities and decoration. The Minyak Beku Beach is highly accessible to locals as well as regional users, yet public amenities still lack of maintenance and promotion
	Minyak Beku Ferry Terminal	Owned and managed by private entity. Planned to take advantages of collaboration with neighbouring Sumatera, the terminal comprises an integrated resort, ferry terminal, food stalls/outlets, landscaping, homestay and public facilities, yet not fully utilised. The terminal provides ferry services to Bengkalis, Pulau Batam and Pekan Baru with only limited departure and arrival schedule. This site however, faced underutilisation, poor signage and lack of users. Hence, need an integrated management with free duty incentive, thematic event and intensified promotion.
	Sungai Lurus Beach and Punggur Beach	All shorelines are famous for sightseeing. The Punggur beach is the only white sandy beach located in the west part of Johor. Although the waters is u suitable for swimming; it is a perfect getaway for visitors, and is frequently visited by the locals including villagers of Kampung Lapis Sri Dalam. Passive beach activities can be done, including sunset watching and gastronomic tourism.
	Teluk Wawasan Beach	The beach, facing the Strait of Malacca is previously famous as fish landing area. The beach is muddy, with mangrove as natural barrier for erosion. Existing facilities included food stalls, toilet and open stage and proposal for upgrading of facilities have been initiated by the JKKK, yet, not fully materialised. This site serves wider user; including surrounding community of Kampung Parit Hj. Salam, and three satellite villages, namely; Kampung Teluk Bakong, Kampung Parit Orang Kaya and Kampung Bagan Lama. Teluk Wawasan Beach is also popular with Asam Pedas; although with limited outlets.
Pontian Shoreline	Kampung Api-Api	A typical fishing village with basic amenities for tourism. The jetty, however, lack of maintenance, thereby public safety is not guaranteed and only those

Areas		above 12 years old are allowed to do fishing. The shoreline is seriously eroded, yet minimal efforts had been initiated to overcome the problem.
	Pontian Public Park	Being a major recreational attraction for the urban citizenry, the Pontian Square is well equipped and managed by the local authority. Upgrading of public and recreational amenities can be seen through many facilities for various users – be they for the young, youth and the silver haired citizen. Based on our observation, leisure, sport - jogging, fishing competition and relaxing are commonly accomplished. Landscape beautification has made the site more attractive. However, lack of promotion to domestic tourists still persists, as little has been written in the virtual tourism web
	Sungai Tampok Recreational Park	This recreational park, located in Kampung Parit Abdul Rahman is endowed with rich biodiversity. It has been established in the early 2000, and only recently various recreational facilities have been upgraded which included food stalls, fishing spot, football field, kayaking and children playground. The users remain the local community and domestic visitors, especially during holidays and weekends, hence contributing significantly to the community well being. Taking the advantage of the Bugis ethnic as local communities' identity, cultural tourism can be further enhanced, including its culinary. The villages also provide tourism services to Pulau Pisang, fishing trip, community participation as well as receiving visitors, including youth and local university students.
	Sungai Rambah Recreational Beach	Located at the confluence of the River Rambah. This recreational beach is accessible from Pontian urban centre. The place is well managed by the Irrigation Department. The landscape is well planned and managed, and mangrove and palm forest dominating the overall scene. Also available are the stalls, rest hut and children's playground. The shores are fortified with stones for erosion control.
	Kukup	Kukup is promoted as one of the 12 icons of Johor's tourism. Its strategic location as an entry and exit point of tourist arrival and departure to Tanjung Balai, Indonesia, provides prospects to the tourism providers. Its proximity to Tanjung Piai, the southernmost tip of Malaysia and mainland of Asia has assured a continuous flow of tourists' arrival. In 2009, the destination has received 146,000 visitors. Being a coastal small town, Kukup is popular with seafood restaurants, especially among Chinese communities, domestic and international. It has been promoted through blogs and virtual e-marketing as a reasonable homestay destination, with a complete package of accommodation, seafood and sea-based activities. Nevertheless, Kukup's home stays are illegal ones due to several environmental factors, such as cleanliness and safety and not recognized by Tourism Johor.
	Tanjung Piai National Park and Kukup Island	Tanjung Piai is renowned as the southernmost tip of Mainland Asia. Covering over 900 hectares, a total of 500 hectares is a mature mangrove forest. The coastline has a scenic landscape facing the Strait Malacca, Tanjung Piai is one of the designated Ramsar site, together with Kukup Island and Pulau River. Being one of the most iconic features, Tanjung Piai National Park contributes directly in branding Johor tourism. While the tourist arrivals are progressing, 146,000 of visitors in 2009 for example, linkages and spread of economy to the surrounding areas are still lacking. Of recent development, more facilities are provided, including hall, exhibition areas, stalls, campsite and basic amenities. Diverse outdoor activities including bird watching, mangrove trails and camping can be done here. Current state however, poses question of sustainability as Tanjung Piai is rapidly eroded.

Similar to other shoreline areas in Malaysia, problems faced in these three sites include erosion, lack of amenities and continuous maintenance, overcrowding of boats, petrol littering and garbage. However, certain sites lack of continuous maintenance. In fact, erosion seems obvious and

becoming one of the major threats to shoreline attractions although respective stakeholders have put some measures. Almost all shorelines lack of promotion, even though a moderate coverage in the e-promotion normally written by visitors has a strong bearing on arrivals (Table 3). Nonetheless overcrowding of day trippers and visitors during peak season, especially at the beach fronts of the popular tourism spots have yet to be overcome.

Table 2: Facilities of Shoreline Muar-Bt Pahat and Pontian

Muar Shoreline					
Sites	Parit Kesang laut	Parit Karang	Parit Leka, Parit Jawa	Hentian Mahkota Parit Simin	Sungai Gersik Hot Spring
Beautiful Site	/	/	/	/	/
Landscape Beautification	low	low	moderate	moderate	Very good
Stalls/Restaurant	/	/	/	/	/
Surau	-	/	-	/	/
Toilet	-	/	/	/	-
Lighting	/	/	/	/	/
Jetty	/	/	/	/	-
Observary Tower	/	/	/	/	-
Promotion	-	-	/	-	/
Signage	/	/	/	/	/
Parking	Sufficient	Sufficient	Not sufficient	Sufficient	Sufficient only during non-peak season
Batu Pahat Shoreline					
Sites	Minyak Beku Beach	Minyak Beku Ferry Terminal	Sungai Lurus Beach	Punggur Beach	Teluk Wawasan Beach
Beautiful Site	/	/	/	/	-
Landscape Beautification	/	/	/	/	-
Stalls/Restaurant	/	/	/	/	/
Surau	-	/	-	/	/
Toilet	-	/	/	/	/
Lighting	/	/	/	/	/
Jetty	/	/	/	/	/
Observary Tower	/	/	-	-	-
Promotion	/	/	-	/	-
Signage	/	/	/	/	/
Parking	Sufficient	Sufficient	Not sufficient	Sufficient	Sufficient
Pontian Shorelines					
Sites	Kampung Api-Api	Pontian Square	Sungai Tampok Recreational Park	Sungai Rambah Recreational Beach	Kukup Laut
Beautiful Site	-	/	/	/	/
Landscape Beautification	/	/	/	/	/
Stalls/Restaurant	/	/	/	/	/
Surau	-	/	-	/	/
Toilet	-	/	/	/	/
Lighting	/	/	/	/	/
Jetty	/	/	/	/	/
Observers Tower	-	-	/	/	/
Promotion	-	/	/	/	/
Signage	/	/	/	/	/
Parking	Poor	Sufficient only for non-peak season	Not sufficient	Sufficient	Sufficient only for non peak season

Table 3. Users, Niche and Problems of Muar, Batu Pahat and Pontian Shoreline Tourism

Muar Shoreline Tourism					
Sites	Users/Visitors	Niche of Attraction	Stakeholders/ agent of development	Problem Faced	Future Prospect
		Activities			
Parit Kesang Laut	Fisherman, local community	Food, scenic area, Kelong and Fishing, scenic, thematic program	Fisheries department	Erosion, unmanaged area. No tourism related activity,	Moderate
Parit Karang	Fisherman, local community	Gastronomic seafood, scenic Fishing, gastronomic	JKKK and Fisheries Association	Erosion, Lack of Amenities, Maintenance	Good
Parit Leka, Parit Jawa	Gastronomic seekers, Fisherman, day tripper and stopovers	Gastronomic - Asam Pedas Fishing, gastronomic, bird watching, photography	Fisheries Association Unmanaged area,	Overcrowding of boats, petrol littering, Rubbish	Very good
Hentian Mahkota Parit Simin	Stopover domestic tourist, fisherman, stopovers	Scenic attraction, soft leisure Sightseeing, Gastronomic, Fishing and Photography	Local authority	Maintenance, Amenities, Erosion	Very Good
Batu Pahat Shorelines					
Site	Users/Visitors	Niche of Attraction Activities	Stakeholders/ agent of development	Problems faced	Future Prospect
Minyak Beku Beach	Locals-day-trippers, fishing Lovers, Domestic tourist	Food, scenic area, and beach sport Fishing, scenic, picnic	Fisheries Department	Erosion, Lack of regular maintenance area. Limited tourism-related activity.	Moderate
Minyak Beku Ferry Terminal	Local Users and international/ regional tourist	Homestay, scenic attraction Fishing, gastronomic, photography, thematic event	JKKK and Fisheries Association	Erosion, Lack of activity, over projection of users, lack of promotion	Very Good
Sg Lurus Beach	Locals, Gastronomic seekers, Fisherman	Gastronomic - Asam Pedas, fishing Fishing, gastronomic, bird watching, photography	Fisheries Association	Unmanaged area, Overcrowding of boats, petrol littering, garbage	Moderate
Punggur Beach	Locals – day trippers and stopover domestic tourist, fisherman	Scenic attraction, soft leisure, fishing Sightseeing, Gastronomic, Fishing and Photography	Local authority	Erosion, Lack of maintenance, Basic Amenities	Good
Pontian Shoreline					

Site	Users/Visitors	Niche of Attraction Activities	Stakeholders/ agent of development	Problems faced	Future Prospect
Kg Api-Api	Fisherman, local community	Fishing, scenic, thematic program	Fisheries department	Erosion, Lack of regular maintenance area. Limited tourism-related activity.	Moderate
Pontian Square	Fisherman, local community	Fishing, gastronomic	JKKK and Fisheries Association	Erosion, Overcrowd of users, lack of promotion	Good
Sungai Tampok Recreational Park	Seafood, Asam pedas Gastronomic seekers,	Fisherman, Fishing, gastronomic, bird watching, photography	Fisheries Association	Lack of Maintenance, Rubbish	Good
Sungai Rambah Recreational Beach	Stopover domestic tourist, fisherman,	Sightseeing, Gastronomic, Fishing and Photography	Local Authority	Erosion, Lack of maintenance, Promotion	Moderate

When asked who the stakeholders responsible for shoreline management are, this study found that many stakeholders claim on certain aspect of concern and jurisdictions on shoreline areas. The local leaders of the community living within these shore, locally namely as the JKKK, assert on the responsibility on managing these areas. Their concerns however centre in sea flooding problems, erosion and sedimentation on the shoreline and river front. Due to most of them are fishermen and small scale plantation operators, concern of sea flooding and increase of the Straits traffics put them alert on the shoreline management plan.

Even though agriculture and fishing are the major contributors of the economy, development of the port and Tanjung Bin power plant, was highlighted to destruct the shoreline and coastal zones. During the consultation process with the penghulu or the local leaders, problem related to tourism was also highlighted. The proximity of the area with the icons of Tanjung Piai has not been utilised to strengthen the rural economy. The areas' specialities in durians, honey and fishing as outdoor enjoyments have not benefited the locals. Observation along the major roads though provides rural ambiances for motoring or drive tourism, on one hand, has shown that locals are quite passive in tourism related activities.

3.3 The Community Acceptance and Options on Shoreline Tourism Development

This section reports the community perception on shoreline tourism development based on a household survey in three districts, Muar-Batu Pahat and Pontian.

3.3.1 Acceptance of Tourists' Presence, Tourism Benefit and Potentials

The level of acceptance on tourists' presence in the villagers' locality were also gauge in the study (Table 4). Overall, more than 80% respondents have no obligation on domination of tourists' presence, no matter where their origin is. In fact, both segments the Singapore and international tourists have had high percent of acceptances, 86.4 % and 85.4 respectively.

According to our key respondents, the Singapore tourists are regular customers, especially during weekends and school holidays. Spread through words of mouth, some of these seafood restaurants' owners nevertheless stressed on the need of better promotion. The community's view on tourism asset and potential of shoreline to be enhanced are also gauged. Even though each shoreline showed more rigour tourism development, interestingly, the locals accept tourism as part of the rural-scape they adore and proud of.

Table 4. Community's View on Tourist Arrival and Presence

Questions	Answers	Frequency	Percentage
Do you like domestic tourist arrival	Yes	344	88.0
	No	4	1.0
	Not Sure	43	11.0
Do you like Singapore tourists	Yes	338	86.4
	No	4	1.0
	Not Sure	49	12.5
Do you like international tourist arrival	Yes	334	85.4
	No	8	2.0
	Not Sure	49	12.5

Community's views on the benefits resulted from tourism development along the shorelines are gauged during the survey. Table 5 shows mean values of the benefits of tourism development along the shorelines. The community believed that these initiatives would act as the new economic impetus, followed by increase in job opportunities and income. Besides direct gain, the community in the study areas believed that indirect gain such as strengthen self esteem and increase opportunities with Outsiders. Of their concerns are also the environmental issues, beautification programmes and conservation of endangered sites and ecosystem.

Tourism potential of the West Johor shoreline is considered as 'very good' when almost majority agreed with this matter. On what asset that the community preferred, results assert on potential of beach-based activities as dominating key factor. In particular, ecotourism, fishing and gastronomic are the major sector that they perceived will provide opportunities to the local, especially among youth. Meanwhile who should be the actors of such programmes received positive views from the house head. Youth should become the key players especially for those who are without secure jobs and keen of entrepreneurship in tourism. Also suggested are women who can work collectively in handicrafts and traditional cookies.

Table 5. Community's Views on Benefits of Shoreline Tourism Development

Benefits	Mean	Std. Dev.	Rank of benefits
Increase income	3.9	0.599	1
Increase job opportunities	3.9	0.539	1
Creation of new jobs and new income sources	3.89	0.546	3
Increase quality of life	3.83	0.555	4
Diversify leisure activities	3.69	0.56	6
Increase awareness on local culture	3.52	0.611	9
Strengthen self esteem	3.46	0.601	10
Increase interaction with outsiders	3.64	0.586	7
Increase environmental beautification	3.71	0.588	5
Increase conservation	3.64	0.582	7

3.3.2 Focus Group Discussion: Development Preferences and Options

Two focus group discussions (FGD) were held in May and July, 2012. Attended by both heads of the villagers and government as well as NGOs representatives from the three districts, the findings of the FGD are as follows.

The first FGD: 15-16 May 2012. Both head leaders at village levels and government agencies as well as NGOs agreed on the reporting of the issues, potentials as well as constraints that they faced. Erosion and sedimentation came from all the groups, however, tourism as the major issues were not seriously discussed. Tourism is more favoured among those who are aware of the future plans in their district. Concern for more monitoring, enforcement and upgrading of facilities came from the NGOs who are involved in ecotourism opportunities and fish anglers activities.

The second FGD, July 25-26, 2012: Similar to the first FGD, the second FGD aims to dissimilate the analysis of the existing development of the shorelines, particularly on issues, weaknesses and strength as well as the recommendation for management units. Based on 13 management unit set to manage shoreline in West Johor, the meeting recognised the recommendations for tourism as well as the Integrated Shoreline Management Plan. Most of the recommendations have been agreed with amendments. Taking into account that lack of recreational uses among community is obvious, the participants insist on upgrading amenities and more promotion. Some of the local leaders wanted homestay to be developed in the mangrove areas, but conflicting issues such carbon footprint will become a threat the ecology.

The focus group also discussed thoroughly issues on Ramsar site, illegal oil spill in open sea and disruption of mangroves. Although Pontian is one unique area which houses three Ramsar site and showed an increased of tourist arrivals, however, did not provide enough impetus in rural economy. The FGD sum up with five major themes that shorelines should priorities: i) Erosion and sedimentation should be attempted, taking into account types of intervention and seriousness of the problems. ii) Tourism as part of the shoreline management plan plays importance roles in providing recreational areas for the locals and community. Five sites along the shoreline will be chosen in the beach and recreational site enhancement programs. iii) Issues of environmental problems need collective and integrated attempted. iv) Local community will be involved in proposed programs. v) The unique selling point of the shorelines will become the basis of shoreline tourism development to ensure sustainable development.

3.4. Development Options for Sustainable Shoreline Tourism

The findings of the study provided a scenario on how dynamics and complicated the contribution of shoreline areas to ensure sustainable tourism development. While examples from developed countries provide sample of shoreline tourism be attempt as part of the shoreline integrated plan, this study strongly support for such initiative to be taken into action in West of Johor. Guidelines for options of development are as follows:

- i) Sustainable tourism should become one of the key sectors in managing and ensuring sustainable shorelines management. In particular, tourism here should take the advantages it possess especially the muddy and clay shorelines and scenic attraction it portrays.
- ii) While there are stretches of shorelines, prioritisation of site for upgrading of tourism and recreational facilities should not deprived and marginalised rural as well as urban locality of the shores.
- iii) As the rural communities are the users as well as the guardian of the shorelines, ensuring their involvement – ranging from the decision making initiatives, entrepreneurship to generally active participations should be the basis for inclusiveness and integration.
- iv) Conflicting issues of environmental problems such as oil spill in open sea and shores should be attempted.
- v) Underutilization of existing sites should be overcome with more thematic programs and promotions. Clashes of events in the three neighbouring districts need to be minimised to ensure carrying capacity as well as meeting demand and supply.
- vi) Being a part of the state's tourism initiatives and development approach to achieve sustainable development, shoreline tourism in West Johor should portray iconic sites with their unique ecosystem consisting clay and mud shorelines as well as the scenic Straits of Malacca.

Based on the above guidelines, the Muar-Batu Pahat-Pontian shorelines will be activating its uniqueness with thematic themes to ensure a sustainable tourism. The Muar Shorelines definitely fit with nature-based tourism in relation to domestic and international arrivals. While the gastronomy of local cuisines should be promoted, the shoreline areas also will also be utilised with the branding of the royal town activities. One example is Kembara Sultan of Johor which can be ventured in exploring the 200 km shorelines as well.

On the other hand, the Batu Pahat shorelines which showed a mixture of activities – fishing and recreational as well as culinary, setting some of the shoreline areas for events of regional and international level will lend to the generating more income to the district as well as surrounding areas. Being the most fragile shoreline with three Ramsar sites, knowledge ecotourism, art and photography as well as edu-tourism should be the major programs that need to be organised integrated with tourism related stakeholders.

4. Conclusion

This study reveals that tourism is one of the key sectors in shorelines development and integrated shoreline management plan. Even though there are vast choices of development approach in tourism, especially in post-modern era, making tourism secure sustainability of the ecosystem it withstands is therefore crucial. The scenario analysis of the shoreline which highlighted the status of existing touristic assets and overall progress have marked sustainable shoreline is interlink with other support system.

The study also demonstrates on how focus group discussion is organised not only to gauge their opinions but also to make decision making more feasible to the stakeholders capacity. In fact ownership and sense of belonging of the shoreline seem to offer better negotiation of development approaches. On the whole, tourism is accepted to play considerable roles to the sustainable shoreline development. More important, the unique physical entity of clay and mud shoreline with distinct and scenic panoramas is significantly important in shaping shoreline tourism-scape. It is suggested that shoreline tourism be integral part in guiding programs or offering options in the shoreline integrated management plan as well as in tourism development.

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