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Preserving Cultural Landscape in Homestay Programme Towards Sustainable Tourism: Brief critical review concept

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Abstract

Cultural landscape has increased the demand for tourism in local and international level. Homestay Programme is one of community based tourism that applies cultural landscape concept in tourism destinations. However, the current Homestay Programme needs further attention and development strategies due to challenges in conservation and urbanization. The objective of this paper is to identify concept of cultural landscape in tourism and its relationship with tourism industry. This paper will hopefully lead to an assessment on preservation of cultural landscape through tourism industry and give better understanding to future generations.

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Keyword: cultural landscape ; Homestay Programme; tourism development

1.0 Introduction

In recent years, the cultural landscape concept has become one of the key products to promote tourism sector towards a sustainable development. In tourism development, the value and attraction of space are important to maintain and preserve the natural landscape, cultural beauties, and assets. According to The World Commission on Economic Development (WCED), sustainable development is a "development that meets the needs for the present without compromising the ability for future generations to meet their own

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needs." The definitions are discussed in detail according to a few principles. The first principle is environmental sustainability to maintain the ecological processes, biological diversity and biological resources. Furthermore, the other principle is social and cultural sustainability to maintain social and cultural identity in tourism sites. Finally, the last principle discussed is the economic sustainability. Economic sustainability is important to help the efficiency of economy and to support future generations. Nowadays, the world is facing serious issues which are security, climate change, energy, increasing unemployment and food prices, a growing rich-poor gap at both international and national levels, and an increasing number of natural and man-made disasters (Abdel Hadi, 2012).

The concept of sustainability has been used to preserve the limited resources due to rapid increase in population and tourism development. The tourism development has increased the standard of living among all countries, but tourism also has a negative impact on the environment including cultural landscape. In general, tourists visit the areas with good facilities, attractive, functional, clean and not polluted. Tourism can also maintain the cultural landscape for better environment quality. In order to maintain the natural environment, the practices among local communities is important to encourage better practices rather than preventing bad practices. Moreover, the cultural landscape is a product to develop the tourism sector. Nowadays, tourists tend to visit and explore the cultural elements in other countries to get a better knowledge and experience. The tourists also want to explore and experience the local lifestyle in villages. From these reason, governmental bodies have to take advantage to promote the Homestay Programme activities to preserve the cultural landscape in tourism sites. Landscape is not just people seeing the area, but the way people interpret the place and experience the cultural elements in it.

This paper presents a synthesis of studies from mid-1990s to 2013 on cultural landscapes in tourism. This paper starts with defining the concept of cultural landscape followed by a discussion between two concept models. The two models are Carl O. Sauer's Model and Zube's Model. This paper also explains cultural landscape approach for conservation in several agencies including World Heritage Community, United States National Park Services, European and Australian government. Furthermore, cultural landscapes approach for sustainable tourism in several countries is explained to give better understanding about cultural landscape in tourism development. Finally, this paper explains the concept of Community-Based Tourism (CBT) and relationship between cultural landscape and Homestay Programmes. The significance and benefits of cultural landscape study in Malaysia are also discussed in this paper.

2.0 Methodology

Literature review was based on different disciplines including cultural landscape, cultural tourism, community based tourism, sustainable tourism, landscape conservation and environmental geography. Computerised searches were conducted using online databases from UNESCO, SAGE, Science Direct, JSTOR and Taylor. Cultural landscape, cultural tourism, Homestay Programme, sustainable tourism and tourism development were the keywords to guide this paper.

The literature that related to this study were selected to give a reflective understanding about cultural landscape and tourism development. The journals were selected in this paper published in 1900 to 2013. The review highlights the cultural landscape preservation in tourism.

3.0 Literature Review

3.1 Concept of cultural landscape

The term cultural landscape has been used by different disciplines in different ways, according to practitioners in different disciplines (Jones, 1988). Vidal de la Blache also saw geography as studying

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