



## A Proposal for the Development of Eco-Tourism at Pantai Batu 4, Port Dickson

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### Abstract

This is a proposal for the development of Pantai Batu 4, Telok Kemang. This project is prepared in order to achieve a few objectives such as upgrading tourism destination of Port Dickson. Furthermore this proposal will try to enhance the beach to increase the attraction. Intention in creating a national one stop shopping Central for eco-tourism and local economy industry that cater leisure, recreation, and economy business purposes was announced by Malaysia Ministry of Tourism, Art and Culture. It will be a national level tourist center that can portray Malaysia's tourism industry in the eye of world. It should function as interactive places that encourage business, culture, leisure and recreation activities will in maximum action. The Central Market apart from its commercial supremacy will have alliances with the MPPD to undertake tourism and local economy business projects in collaboration with similar reputed national Central. Studied has been in this area from August 2018 to November 2018 before Pantai Batu 4 development proposed. This Pantai Batu 4 development will consist of brand new commercial area, secured parking lot and attractive tropical garden.

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*Keywords: Pantai Batu 4, Eco Tourism, Central Market, Tourist Destination*

### 1. INTRODUCTION

Port Dickson is a beach resort destination at Negeri Sembilan in Malaysia, about 90km south from Kuala Lumpur and 30km away from Seremban. Also called 'PD' by locals, this popular holiday retreat is located within easy reach from KL and Singapore by major highways and roads. From PD's town Central, a coastline of warm beaches and calm seas stretches along a 10-mile strip towards Malacca. The most popular beach zones along this stretch are Teluk Kemang, Blue Lagoon, Pantai Batu 4, Pantai Purnama and Pantai Cahaya Negeri, supported by major hotels, resorts and apartments that offer budget and luxury family accommodation. Pantai Batu 4 is one of the largest and one of most popular beach of Port Dickson. It is located about 4 miles from PD town. Consequently, this beach stretch has many shops, space for parking, unorganized eating stalls and providing family accommodation. On weekends and public holidays, the beach gets unbelievably crowded with visitors, while the sea becomes frenzied from motorised water sports.

Bring the Port Dickson the high class of eco-tourism place as the bench mark for other places. There are good ideas of upgrading the eco-tourism in Port Dickson especially at Pantai Batu 4 that very significant to family vacation. Pantai Batu 4 receives more than 3000 visitor per day that come for vacation during weekend and school holidays. Huge opportunity for locals to upgrades their living standard. Port Dickson has been the tourist attraction for over years, but in time it needs to be improved or upgrade for the local and outsider accommodation. Our work is to focus on Batu 4 Improvement plan for the tourist attraction and future urban planning.



Figure 1 Pantai Batu 4 area is in highlighted mark

## 2. SITE ANALYSIS

Pantai Batu 4 is famous for its barbeque party, and it's never a better time to have one with your family. Find the perfect spot and set up your equipment. There also have some spaces for camp site for those whose like to stay at the beach to feel the sea breeze and make camp fire. Indulge at the food trucks. Pantai Saujana in PD has many food trucks offering a variety of food and drinks. Head on down to the parking lot and sample one of the many delights available. The main issues of Pantai Batu 4 are it always traffic jam within weekend. Its also lack of facilities such as public toilets for tourists after sea bath to cleanse themselves and showering. This place does not have any problem when it come for amenities because its have many kind of restaurants from local restaurants and also fast food such as KFC. Pantai Batu 4 also popular with one of the biggest night market in Port Dickson. This is a good chance for the residents to boost up their local products such as fresh seafood towards the public people and also tourists. Difficult accessed to public toilet make it difficult for the tourists to use its. There are also not enough public toilet and bath for tourists to take a shower. Shop lots that have at saujana are not proposing well. But the qualities of goods that have been sale are quite fresh and good for buyer.



Picture 1 Public people who want make a barbeque at this place need to bring their own equipment.



Picture 2 Pantai Batu 4 also famous in food truck



Picture 3 Shop lots that have at saujana are not proposing well.



Picture 4 Hidden public toilet makes it difficult for tourists to access

### 3. THE PROPOSAL

Port Dickson has been the tourist attraction for over years, but in time it needs to be improved or upgrade for the local and outsider accommodation. Our work is to focus on Batu 4 Improvement plan for the tourist attraction and future urban planning. Based on the site analysis information and the interviewed did to the visitors, the team come up with a proposal that can be implemented by the local authority for the betterment of Telok Kemang. The main purpose for this proposal is to upgrade the eco-tourism in Port Dickson and the objectives of this purpose are to attract more tourists at Port Dickson, to equip the living standards of the locals, to set as a bench mark of Port Dickson and to create integration among people

The proposal is as shown below. The strategies used in the development of Pantai Batu 4 based 3 three strategies which are to increase the density of the tourism by allowing a denser tourism structure as long as new investments in the city centre and business investment can be implemented along the street level, to create tourist landmark where Central Market can be signature landmark for Batu 4 and build sense of welcoming by increasing the maintenance and the visual of the facilities to create a new icon for Pantai Batu 4 where this location will have its own identity and make people recognize better than before.

### 3.1 PD Central Market @ Batu 4, Port Dickson

Through this proposal our team has decided to propose the Central of market place for locals and tourist at Pantai Batu 4. Pantai Batu 4 received over 3000 tourists every weekend and the number will increase during public holiday. The recommended purpose site was near to the existing night market that operates every Saturday 2pm until 11pm.



Figure 2 Recommended purposed site



Figure 3 View from the purposed site

PD Central Market will be the main attraction for shopping gift and souvenir in Negeri Sembilan. It's functional for promote the local art and culture of Negeri Sembilan that rich in handicraft which highlights on the identity of local culture. It also provides daily fresh market for local people buy their daily needs. The Central Market also promote on local culture such as traditional dance and history of Negeri Sembilan. This art and culture promoting programme need to collaborate with Malaysia Department of Information. This project will increase the economy that brings business and jobs opportunities the locals. Employment opportunities in the field of management, tourism and business can reduce the number of migrant populations to work. The structure should provide the employment of a group of operators that, through specific courses of professional formation, would be formed to manage the business and tourism aspects. In addition, The PD Central Market, with all that it represents, encourages a series of related thematic activities which enhance the occupation and the economy well more than the simple employment of the staff.

The neighbour of The PD Central Market will be the supporting element for visitors' attractions. This is because more activities will be held at Pantai Batu 4. People will come to Pantai Batu 4 for some activities. We decided to upgrade and enhance the existing shop lot to give it new look and maintain the building. The new look will more suitable and synchronise with the local culture.

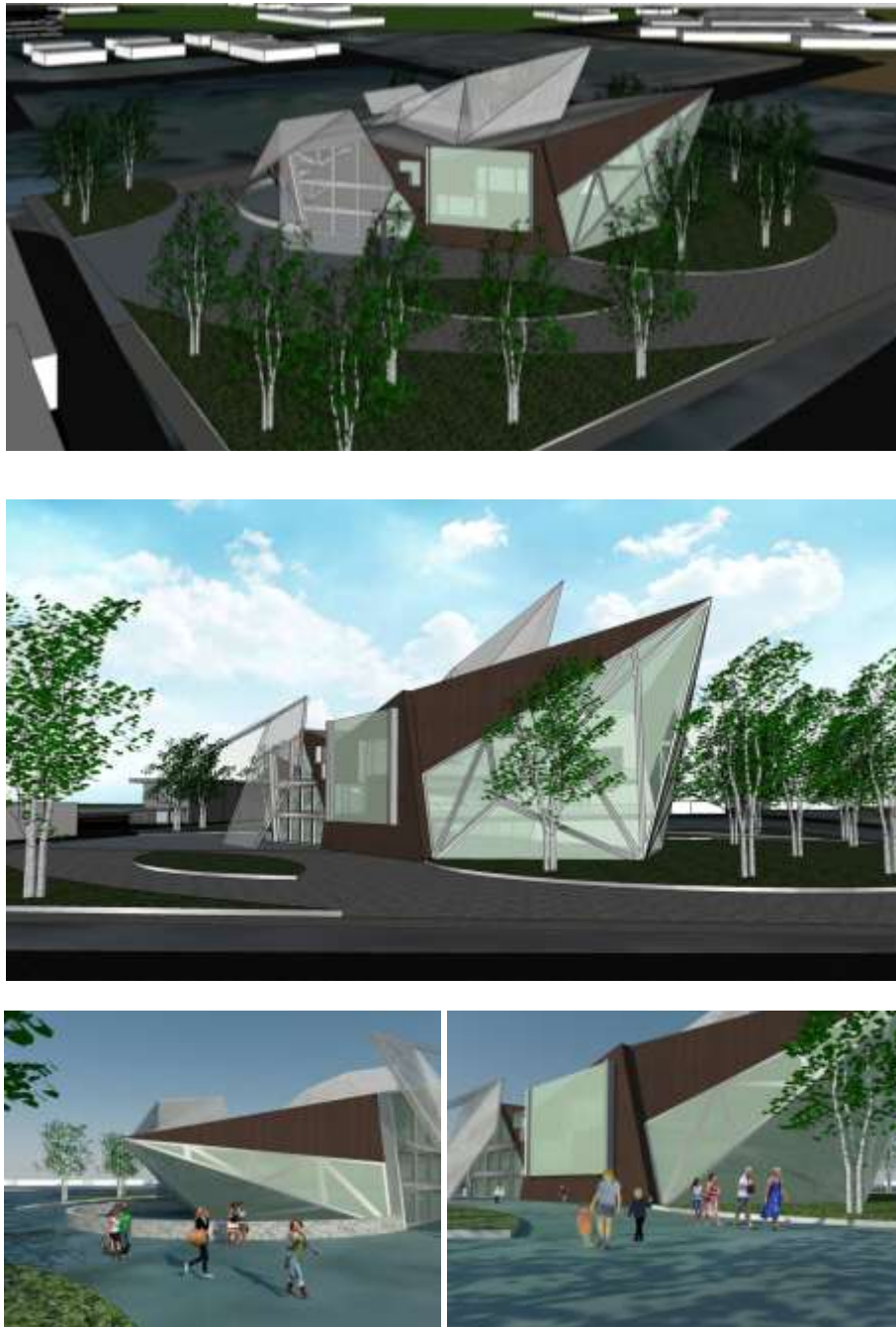


Figure 4 Proposed building PD Central Market

### 3.2 NIGHT MARKET

The Central Market will be support by night market that provides shelter and proper business lot. The new night market design is more organise and easy to maintain. The facilities and structure will increase the comfort to the user that can give them more time for spending in the night market.



Figure 5 Proposed night market

### 3.3 MULTI-STOREY CAR PARK

The current issue at Batu 4 is the busy traffic causes by lack of car park. The existing car park used by the food truck to park and operate their business there. Most of the visitors park their car at the side road. The solution for that issue we proposed the multi-storey car park. The multi-storey car park is safer than current parking area and can fit over three hundred cars at one time. The existing food trucks using the car park area to operate their daily business which is disturbing car park for visitors. To encounter this problem, we decided proposed proper food truck area especially for their business purpose that separate from the visitors parking area. More food truck can use this special food truck area that can bring various type of food truck to give more choice to the visitors.

The supporting elements are enhancement, night market; multi-storey car park and food truck area will make The PD Central Market more attractive and bring more visitors at Pantai Batu 4. Regarding to our proposal, we confidence and believe that our proposal will archive the aim and objective for this proposal.

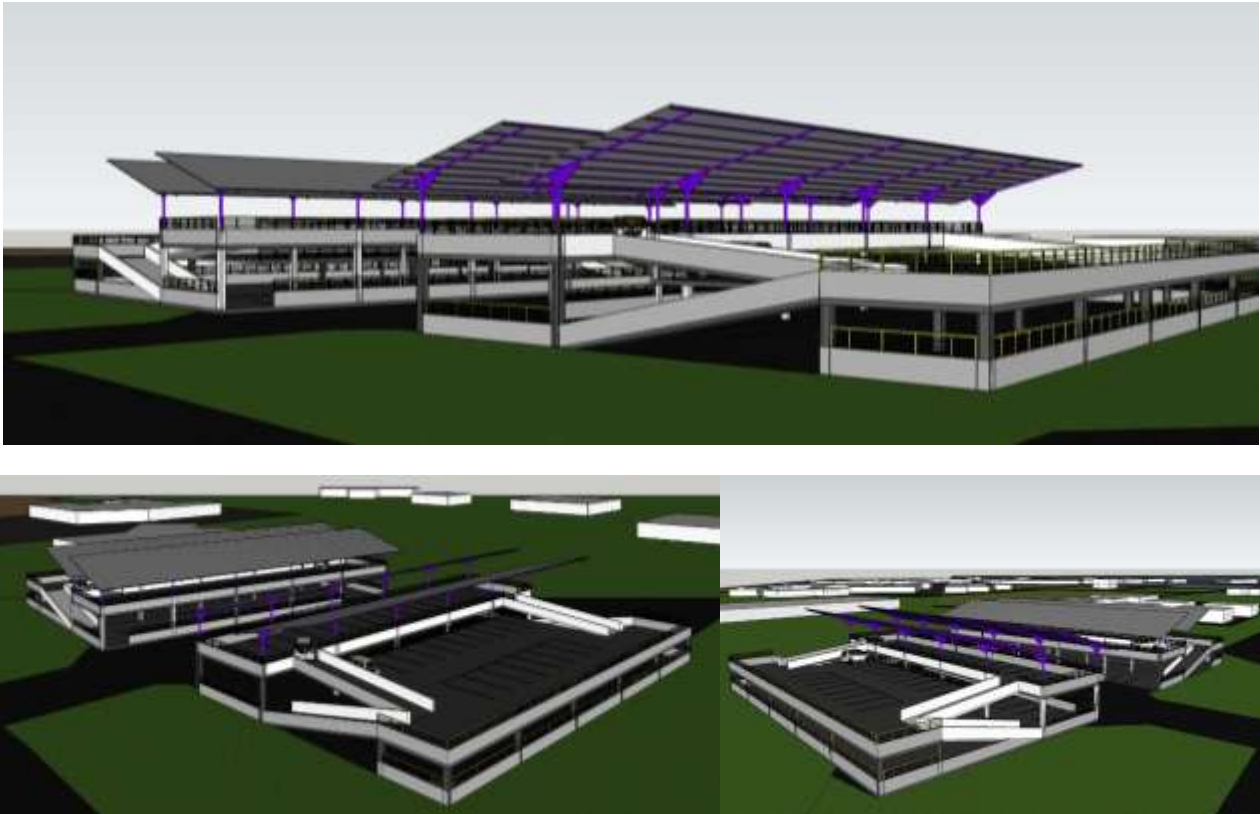


Figure 6 Proposed multi storey car parks

#### **4.0 CONCLUSION**

This project will get an overwhelming response and will achieve its objectives with the cooperation of high-level management and committee. This project is beneficial to all parties involved in developing the program. Potential of our planning proposal will attract many visitors from inside and outside of Port Dickson and oversea. This proposal is also not only to attract people but also accommodate people a lot more on accessibility to the universal design.