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## RESEARCH ARTICLE

### THE ROLE OF HUMAN ACTIVITIES SETTING IN CULTURAL AND HERITAGE WATERFRONT: THE CASE OF VENICE WATERFRONT, AMSTERDAM WATERFRONT AND MARSAXLOKK WATERFRONT

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#### ABSTRACT

A human activity constitutes the physical, cultural and perceptual attributes of townscapes that creates social phenomenon and sense of place. However, human activities in historic waterfront were facing alteration which resulted to place declining and placelessness. This paper discusses the roles of human activities setting that characterized the cultural & heritage waterfront identity of those three waterfronts namely as of Venice waterfront, Amsterdam waterfront and Marsaxlokk waterfront. A case study method was conducted by some evidence such as photo observation, and study on documents analysis and other resources related to collect society' cultural experiences. Result indicated that human activities generated from routine activity, sociocultural, and economic vitality contributed to identity of the cultural & heritage waterfront. This outcome can be helpful for the developer, policy makers and master planner to facilitate in documenting the role of human activities setting in cultural & heritage waterfront, as well to examine the meaning of human activities setting that emphasize the sense of place and social phenomenon.

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## INTRODUCTION

Human activities is the second component of identity of place noted by Tugnut, 1987. However Shuhana Shamsuddin (1997) was mention activities are specific behavior manifestation of man's response to his environment which related to a form of purposeful transformation of matter or information, for example, sleeping, eating, reading, and other similar activities. Rapoport (1997) said activities can be analyzed into four components such as the activities proper, the specific way of doing it, additional, adjacent or associated activities which become part of an activity system and symbolic aspect of the activity. Moreover the higher the density of activity, the more pronounced the structure definition is. One of the reasons why people recall a building according to Appleyard is the role of building as a setting for personal activities (Yunos, 2015, Shuhana Shamsuddin, 1997 and Rapoport, 1990) was suggested that types and intensity of activities are factors that influences the character of an area or place.

There are three distinct categories of activities, according to the Litt (1995) his mention that take place in public spaces is, necessary, optional, and social activities. Of the three, the necessary take a place regardless of quality of physical environment. According to issues we has been notice why human activities been so important elements in Townscape development that creates social phenomenon and sense of place.

This study was trying to achieve two objectives;

- A) To examines the roles of human activities in historic waterfront
- B) To documents human activities as role of meanings in historic waterfront as a visual effect for townscape image and identity. Reviewing the literature found that four main factors (familiarity & distinctiveness, symbolism and place of memory) are commonly used to understand the meaning and association of townscapes environment.

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In the first stage the research will begin by elected the 3 world successful Historic waterfront development.

In the second stage, those three historic waterfronts were selected as the target locations for observation data collection in deep. On the third stage, subject were deeply studies on human activities setting along the case study location due to examines the roles of human activities as a landscape element at the waterfront and as a result to understand about the function human activities setting in role to enhance the characteristic of townscape according to the evidence and literature review. In this study qualitative method are fit to the issue and objective. The evident was come from many different sources: such as, observation, noted, user opinion, personal journal and news clips from many source namely internet, books and media social sources. On the other hand, there is inadequate study focusing on the human activities setting in historic waterfront. Hence, the aim of this paper is to examine the roles of human activities setting in historic waterfront. This study also initiates by objectives to verify the types of human activity setting and meaningful attributes influencing the role of human activities in characterizing the identity of place.

## Literature Review

### Human activities in townscapes

Human activities is the second component of identity of place noted by Tugnut, 1987. However Shuhana Shamsuddin, 1997 was mention activities are specific behavior manifestation of man's response to his environment which related to a form of purposeful transformation of matter or information, for example, sleeping, eating, reading, and other similar activities. But Rapoport, 1997 said activities can be analyzed into four components such as the activities proper, the specific way of doing it, additional, adjacent or associated activities which become part of an activity system and symbolic aspect of the activity. Moreover the higher the density of activity, the more pronounced the structure definition is. One of the reasons why people recall a building according to Appleyard is the role of building as a setting for personal activities (Shuhana Shamsuddin, 1997) and Rapoport, 1990 was suggested that types and intensity of activities are factors that influences the character of an area or place.

### Human activities setting at culture heritage waterfront

Activities need a physical setting to take a place and the choice of setting in which activities will take place depends on the physical environments to support such as activities. According to the Chapman (1996) behavior setting place that encourage a particular types of behavior due to their particular characteristics of convenience or quality. In the other hand, he also noted that in involves the physical qualities of a place that could facilities certain behavioral response or activities to take place and attract other complementary activities to occur. According to the issues, the main factor that help to generate activities to occur are location, convenience, security, enclosure, comfort, visibility, and image. However Shuhana Shamsuddin (1997) was emphasize about the quality of visual at townscapes development, the impact of activities to the townscapes is most significant through the activities settings due to the variety of visual qualities of the townscape and

sensory experiences encountered. In fact of that, we was notice their have several characteristic types of activity setting that will emphasize the social phenomenon and sense of place namely as "padang", Five foots walkways, streets, transportation hubs, markets, shopping malls, squares, open spaces and waterfront.

### Open space "padang"

This is a green open space or huge plaza usually located in the most strategic part of the urban area or old town center and commonly used during the colonial days as the sports and recreational setting or festival and ceremony and recreational setting for the townscapes (refer to the figure 1). Shuhana Shamsuddin (1997) was noted the Padang differs than the other open space due to the its size and formal character with minimal plantings except for its lawn surface.

### Five foots walkways

The five foot walkways are one of the most unique activities setting in urban or old town centres that have a very good mixed blend development between a public and private section. Cullens (1994) was notice townscape term they can be referred to as enclaves, besides that, they are the common setting for pedestrian linkages that allow the pedestrian to walk through the row of the shop house shaded from the elements and safe from the traffic. But Watson (2003) was said the other function is a spill over space for the trading activities of the shop keepers who utilize the space to entice the passersby to patron their shops.

### Streets

The variety of activities happening on the streets especially make the urban or old town center more life able and unique where the variety of activities provide better choices in term of activities that they can engage in or even observe. This type of activities will increase the responsive nature of the street to the users as well as creating places of excitements in townscapes. As a mention by Shuhana Shamsuddin (1997), a good street should be used by different types of people for different activities and purpose whether physical, economic or social to meet their daily needs. In addition, she also noted a good and living street is one that can strike a good balance between different types of user with different types of activities. In fact of that more activities being introduced the more it can attract differences types of user at different time of the day and for the different purpose.

### Transportation hubs

Transportation hubs are the major nodes in many cities and are among the major activities in a town, for the example are the bus stations, railways stations, jetties, ferry terminals and the light railways transit or monorail stations. To support that statements Shuhana Shamsuddin (2011) was said more recently an integrated transportations hub has been introduced in Kuala Lumpur that integrate several difference types of transportation modes under one development incorporating other commercial activities such as retail outlets, offices and commercial area.

This point is particularly relevant to represent the unique of transportation mode that the impact it has in giving the townscapes a unique character.

### Markets

In fact, the most dominant activities setting in townscape is the market place. According to that statements, market place was took a places in form of townscapes with is compound addressing it for the spills over activities of the market. If we looking at back of time, markets location were built adjacent to the riverfront or near to the water source due to the importance of water as a major communication route. In the book of 'Townscape Revisited' written by Shuhana Shamsuddin (2011) this visual can still be seen nowadays in Kuching waterfront, BatuPahat riverfront, Kuala Terangganu waterfront where the markets are still located by the water and the latter, the rivers still actively used in transporting people from one places to the other places. She also mentioned, thus markets activities have an impact on the townscapes movements and character during this time frame where they function not just as a major node of the town centre but also as an important places market to visitor from any stage of age and gender.

### Open Spaces "pocket park"

Open spaces, according to the Chase et.al(1999), like civic institution, is important because of its public character and also due to its ability to allow for spontaneous gathering of group of people. Besides that, Chase et.al(1999) he also mention open spaces take about one third of the urban areas and spaces created amongst the building, whether they are there by design or by default. In fact those open spaces we can classification & function it's as a green spaces such as park and gardens. However Moughtin (2005) have it on vision in meaning of open spaces, Moughtin (2005) was noted, classifies green spaces into four landscapes types, such as urban commons, working landscapes, encapsulated countryside's and formal landscapes. He also report that, thus these open spaces perform a variety of functional and have a variety of user, they are also the setting of many outdoor activities notably that relate to leisure and recreation.

### Waterfront

Whatever we call it, waterfront or riverfront thus; this is one of the popular distinctive features of the townscapes due to the important of function, activities setting and location of it. After that, Benton (2008) was argues that water is an essential ingredients of life where people and commerce of cities are utterly dependent upon water where people and commerce of cities are utterly dependent upon water where the waterfront becomes an important gathering place. Never the less Kostof (1992) opines that urban waterways can be assessed by four design criteria such as the watercourse itself, the embankments such as presence of piers, walkways on the watersides, nature of the flanking building in relation to the width and the bridges that constitute the walkways. He also mentioned, the ability for the waterways to generate activities depends on the functional of the waterways to the town and the interdependence between them.

However Shuhana Shamsuddin (2011) was deny about Kostof (1992) & Benton (2008) statement, Shuhana Shamsuddin. (2011) said waterfront is a place where transportation has seen this trend to be changed where the main roads constructed become generator of the morphological development of the city then river are less function. In fact , at the past time, river was uses as a transportation channel that results in many of building being built close to the water line and fronting the river however nowadays the function of waterfront is bringing activities to the surrounding and strengthening the sense of place besides that waterfront activities also gives a strong character to the town.

### Meaning and association of places

According to the (Rapoport, 1998 and Harrison and Howard, 1980), they said a meaning is considered as playing an important role in historic townscapes image. Meaning is manifested through symbols that are considered as universal as they express the essential tendencies of human mind and it is important to examine the meanings that people attached to a locality in trying to create a sense of places. However Downs and Stea also argue that physical features of environment achieves significant or Imageability thought associations with particular sentiments, memories, attitudes, or belief. On the other hand, (Shuhanah, 1997 and Pipkins, 1998) defines the meanings of historic townscapes as subjective reality manifested at both the socio cultural level and psychological. As a conclusion we notices the meanings and association are the factors that makes the historic townscapes more noticeable and memorable to the people because of the folks because of the attachments that society have to an environment that is already established and with its own historic .

### Familiarity and distinctiveness of historic of places

According to the Lynch (1981) he notices that familiar town centre building increase the familiarity of place and contributes significantly to the sense of places that the town project. In urban situations he contends that buildings in town centre reflect the natures of society, which bring the super image. Moreover, a familiar building owns the value of their historic association. On the other hand, George Banz, 1970 discovers that devoid of meaning for urban form, position and shapes of convenient artifacts are remembered solely because they mark the frequently traveled path.

### Symbolism and the historic of places

According to the 'New English Dictionary' defines symbol as something that stands for represents or denotes something else. The symbol is an object which imparts meaning to the brain without having relationship to its phenomenology. It acts as railways to gain access to narrow rooted memories or to otherwise inaccessible area of memory. However Smith and Shuhanah, (1997) argue that cultural development in society involves destroying symbols in order to reappraise the truth, which is valid in term of attitudes to architecture and planning. He identifies four distinct fields of symbolism which are relevant to urban environment namely as associational symbolism, acculturated symbolism, symbolism of familiar and archetypal symbolism.

At the end of the top, its function is communication and the symbol system gives concrete expression to the concepts of values, meanings and other it's also was express by Rapoport and Shuhanah, 1997.

### Place memory and the historic of places

As we noticed a nostalgic memories play an important role in making places recognizable where places are remembered based on the memories of the past associated with the places and thus evoke meaning to the community. These memories are important to the folks in that they provides a sense of continuity and that the longer the elements had been around, the more memories they suggest. These memories prevented the community from feeling misplaced, especially when alterations were made to the appearance of the place. Townscapes that provide memories to the residents contribute to the perception of the place identity and image. The meaning make townscapes more noticeable because they communicate with observer and send the messages about the historic of the town, and the memories associated with the town.

### Sense of places

Relph (1976) explains a sense of place means the ability to familiarise diverse places and different identities of a place. Generating a sense of place is through the collectives of past memory, event and features (Zeldin, 1885 and Mowla, 2006). The important components like orientation and sense of continuity aided to improve the identity of a place (Harvey Cox, 1968 & Relph, 1976). Conversely, Steele (1981) elucidated the sense of place shaped by the physical and social settings where people associated with such place (Ferdous and Nilufar, 2008). There are three main attributes to configure a sense of place which are the physical setting, social (activity), meaning or image (psychology factor) (Steele, 1981 in Ferdous and Nilufar, 2008; Jon Punter, 1991 cited from Carmona, *et al.*, 2003; Montgomery, 1998). Nonetheless, Lang (2005) clarifies the sense of place interrelated with sociological and other psychological. As noted in the architecture dictionary, "Sense of place has become a buzzword used to justify everything from a warm fuzzy appreciation of a natural landscape to the selling of homesites in townscapes sprawl. The truth is we probably have no single "sense of place;" instead, we bring to the places we live a whole set of cultural preconceptions that shape the way we respond to the place, and in some measure reshape the place to fit those preconceptions." This lack of a common definition or understanding of sense of place, results both from the fact that it has become a buzzword used to suit various purposes, and from the interdisciplinary nature of the concept.

## MATERIALS AND METHODS

### Case Study: Site Observation

Base on the research question and an objective, qualitative methods fits into this study. However the exact types of qualitative method used will be discussed in the next stage. In this section, subject are going to be in analyzing, hence an observation method is appropriate choice to reach the

objective. This section is a measure of a successful Cultural & Heritage-waterfront development based on the human activities setting on the case study. This arguments is strengthened by the fact according to K.Y in (2003). Observation is the best method for social science research. Hence, according to K.Y in (2003) an observation has two important advantages:










1. The reality-covers events in real time.
2. Contextual-cover context of event.

Thus, these case study was selected according to the vote and review from many evidence that specific more to identity, sense of place, sense of memories, physical aspect and cultural & heritage aspect. Furthermore, observation was conducted by a few evidence such as picture observation, news, travel magazine and online site namely as Trivago.com and TravelAdviser.com according to the user review and author review. Moreover, to increase the reliability of observation evidence, a common procedure should have more than single observer to making an observation stronger. As a result to answer researchers question, researchers was divides the issue into a two stage. At the first stage, most of the case study was be review according to the site features namely as functional, safety, aesthetic, identity and image and facilities provides for user. Thus features are review according to observation and source from proven sources. Second stage is thus case study will be studies further according to five section of landscape elements, namely as place activities, hardscape structure (street furniture), landform pattern, water features, and vegetation. Each section of features elements and landscape elements will be given a rate from 1 until 5 which mean 1 for very poor, 2 for poor, 3 for moderation, 4 for good and 5 for very good according to the functional, safety aesthetic and facilities user friendly.







A case study is essentials to investigate the actual life of the contextual supported by many verification resources from documentation, direct observations, interviews and site survey (Yin, 2003) to examine the phenomenon experiences (Groat and Wang, 2002). The research outlines constructed by literature reviews, content analysis, site survey, site observation, picture survey and ultimately the comparison analyses of three case studies The research initial from literature reviews to verify the research variable (parameter) and needed secondary data The literature resources embraced of the journals, conference paper, books, local district municipal report, local action plan, maps, brochure, website and photographs taken from the internet. The gist of secondary data were examined through the descriptive content analyses of the site historical background, research problem, research methods and integrated the grounded theories of cultural space in this research review process.

Subsequently, the site inventory and site observation conducted to collect primary data. The field study and assessment is to substantiate the site issues, the function of landscape elements due to enhance the image and identity of cultural & heritage waterfront namely as the human activities setting.

**Table 1. Content analysis for seven types of human activities setting at Venice waterfront, Amsterdam waterfront and Marsaxlokk waterfront**

Physical components of human activities setting	Venice waterfront	Amsterdam waterfront	Marsaxlokk waterfront
Open spaces 'medan'	 <p>St Mark open space use as a place for festival space during the Carnival day (Source from: www.ibtimes.com)</p>	 <p>The open space at Dam Square a place for folk gathering and enjoy the human activities. (Source from: www.ibtimes.com)</p>	 <p>The open spaces are one of the most unique activity settings for the Marsaxlokk due to its ability to blend the functions of a public thoroughfare.</p>
Five foot walkways	 <p>A view of the tourist crowd &amp; tourist trap of shops along the walkway, leading to the west end of the Rialto Bridge (Source from: www.tim-thompson.com)</p>	 <p>A five foot walkways is ones of the most uniqueness activities setting for the Amsterdam townscapes (Source from: www.ibtimes.com)</p>	 <p>Hawkers and markets activities are common scene in the cultural &amp; heritage waterfront. Marsaxlokk waterfront. (Source from: www.airstreamtravel.com)</p>
Streets	 <p>Carnivale Streets, the location of these streets in the heart of the city centre and within the vicinity of the water transportation stations that make the street very accessible (Source from: www.tim-thompson.com)</p>	 <p>Sidewalks provide the opportunity for pedestrians to perform their activities in a safer and comfortable environment at Oude Kerk Streets. (Source from: www.airstreamtravel.com)</p>	 <p>The noticeable activities in townscapes is that related to street peddlers and hawking Zetjhun Streets. (Source from: www.tim-thompson.com)</p>
Transportation hubs	 <p>Places such as the taxi gondola station are places that can give character to townscape due to the uniqueness of the types of gondola used and the way they operate. Venice waterfront city. (Source from: imgbuddy.com)</p>	 <p>Water bus in Canals of Amsterdam is considered as one of the most significant place markets of the city and regarded as one of the symbols of city. (Source from: www.tim-thompson.com)</p>	 <p>Taxi gondola at Marsaxlokk bay, are often associated with the transportation activities of the cultural &amp; heritage waterfront. (Source from: waterfront.tova.co.za)</p>
Markets	 <p>The unique of water markets along the canal as a place of activities an attraction. Venice waterfront. (Source from: imgbuddy.com)</p>	 <p>Markets place has a magnetic effect in attracting crowds of people due to the nature of human activities. (Source from: www.tim-thompson.com)</p>	 <p>The markets place it is the most effective place for social interaction and has a significant impact to the townscape due to its concentration of activities.</p>

Continue.....

<p>Open spaces/ Pockets park</p>	 <p>Figure 1: The pocket park at both side of walkways become a part of green lungs for the city and also generate the activities for the townscapes. (Source from:www.airstreamtravel.com)</p>	 <p>These are small spaces between building that accommodate activities ranging from temporary hawking to passive recreation and leisure. (Source from: waterfront.tova.co.za)</p>	 <p>The setting of open spaces at Marsaxlokk waterfront is such that they function as green lungs to the townscapes. (Source from:www.airstreamtravel.com)</p>
<p>Waterfront</p>	 <p>Waterfront will create another activity setting in townscapes with a public access to the waterfront. Venice waterfront city (Source from: waterfront.tova.co.za)</p>	 <p>Outdoor street café injects sense of life along the waterfront (Source from: www.tim-thompson.com)</p>	 <p>The waterfront are also able to provide leisure oriented activities,where social interaction is able to take place in an open space. (Source from: waterfront.tova.co.za)</p>

**Table 2. Table analysis for seven types of human activities setting that create an successful waterfront development based on landscape elements features that emphasize the social phenomenon and sense of places for three difference case studies according to the observation data survey and literature review evidence**

Cultural & Heritage Waterfront	Human activities setting / Landscape elements features: Functional, safety, aesthetic, identity & image, orientation ,sense of places and sense of memory						
	Open spaces/ Padang	Five foot walkways	Streets	Transportation hubs	markets	Open spaces/ Pocket park	waterfront
Venice, Italy	*****	***	****	*****	****	*****	***
Amsterdam, Dutch	****	*****	****	****	*****	*****	**
Marsaxlokk, Malta Island	****	**	*****	****	****	*****	*****

**Table 3. Conclusion**

Physical component of landscape elements	Characteristic for social phenomenon and sense of place at cultural and heritage waterfront evaluation	
	Aesthetic / function criteria	Cultural & heritage criteria
Activities: •Open spaces •Five foot walkways •Street •Transportation hubs •Markets •Shopping mall •Squares •Park & pocket spaces •waterfront	•Sense of places •Sense of welcoming •Ornamental value •Sense of color •Building features •Sense of kinesthetic experiences •Sensory experiences •Sense of memories	•Symbolism of Places •Place memory •Identification & Imageability

Indeed, the landscape elements survey has influenced to the behavioral and site physical setting assessment according to enhance the image and identity of place emphasized by Shuhana (2011). She also indicated the landscape elements appraisal entails observations on people daily practice, activity pattern, activity spot, special cultural or tradition event. Consequently, the identified observation data would be documented in the conceptual framework and table format.

## ANALYSIS AND DISCUSSION

**The data collected from the observation will be analyzed and discussed**

1-very poor| 2-poor| 3-moderation |4-good |5-very good. The objective of data analysis for this section are to analyze which landscape elements are really enhance sense of place and social phenomenon as a cultural and heritage waterfront. As a result we notice that, the human activities setting as part of

landscape elements are really helpful in support the successful waterfront development. In the next stage this study will focus more on human activities setting at that waterfront.

### Summary

This section has highlighted the role played by human activities setting and the meanings in influencing the character of cultural & heritage waterfront. As a sensual place, blessed with sunshine, the outdoor spaces are fully utilized to act as settings for activities to occur in the cultural & historic centers especially on the streets and canal. The uniqueness of historic and culture townscape is due to the distinct behavioral character of the local people displayed through the activities that take place in the waterfront spaces. The historic centers tend to provide the unique setting for such activities to take place thought its mixture of used and architectural treatments such as the five foot walkways. This close relationship between physical settings that fulfill the needs for certain outdoor activities to take place is the key the ingredient to sustaining the sense of vitality for a place. Remains and evidences from the literature review and evident of past history will make a place more memorable, thus strengthening the identity of place. Hence, the significance of meaning and associations to the past in giving the character to cultural & heritage waterfront/townscapes cannot be demoralized.

### Conclusions and recommendations

As waterfront continue to be used as the global face cities present to the world, the challenges of balancing world class amenities with local identity must be carefully calibrated. However, the need for place branding and premium placed on attracting capital talent and tourist may push cities in the direction of development that is international and iconic, but that has too little to do with their history and culture. Our paper reveals the "Role of human activities setting in heritage and cultural waterfront". We identified a few factor that generate heritage and cultural waterfront to become a successful waterfront development namely as sense of place and social phenomenon. Furthermore, this paper also investigated the potential and functional of human activities setting due to create the identity toward the case study. Subsequently, the analysis part denotes three comparative case studies which based on that each landscape element components, determinants attributes and the community perception on cultural & heritage waterfront area through observation study.

In fact, we noticed thus, seven human activities setting are really helpful in role to enhance the identity and image of cultural and heritage of places to become a successful waterfront development. The sum of this section, we notice if we combine these seven human activities setting in one waterfront development, researcher believe it will be a perfect development for the successful waterfront development does not matter it was cultural & heritage waterfront or else townscapes development. The researcher believe that, every development need to emphasize about the important factor of human activities setting due to develop the successful development whatever for waterfront development or urban development.

Moreover, according to the literature review the cultural & heritage characteristics of the cultural & heritage waterfront spaces manifested by the unique of human activities character. Never less more, to complete this research study, researchers will test this content analysis in Malaysia cultural & heritage waterfront to see how far thus five landscape elements are really validity to support the successful waterfront development.

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