



***PUSH AND PULL FACTORS OF YOUTH INVOLVEMENT IN OUTDOOR
RECREATION ACTIVITIES***

NUR SYAHIDA BINTI JUHARI

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**PUSH AND PULL FACTORS OF YOUTH INVOLVEMENT IN OUTDOOR
RECREATION ACTIVITIES**



By

NUR SYAHIDA BINTI JUHARI

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for the Degree of Bachelor of Park and Recreation Science in the
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ABSTRACT

Youth involvement in outdoor recreation activities is still very low because youth these days are more interested in social networking and fun activities. Hence, it is important to understand the needs and wants of youth to attract more youth to be involved in outdoor recreation activities. The objective of this study is to determine the push and pull factors of youth involvement in outdoor recreation activities among local undergraduate students in Universiti Putra Malaysia. The study also compares the push and pull factors between the faculties. Self-reported questionnaire was distributed to 198 students from six faculties. Results shows that the most important push and pull factors of youth involvement are Self Actualization ($M= 4.254$, $SD=0.473$) and Infrastructure ($M=4.411$, $SD=0.410$). Besides, one of the push factors that show significant differences between faculties is the Social Need factor. Based on Post-Hoc test, significant differences were observed between Faculty of Forestry ($M=3.826$, $SD=0.403$) with Faculty of Veterinary Medicine ($M=4.102$, $SD=0.282$), Faculty of Medicine and Health Science ($M=4.091$, $SD=0.476$) and Faculty of Environmental Science ($M=4.258$, $SD=0.265$). However, no significant differences were observed between faculties for all pull factors.

ABSTRAK

Penglibatan belia dalam aktiviti rekreasi luar masih ditahap rendah kerana belia masa kini lebih tertarik dengan rangkaian sosial dan aktiviti-aktiviti yang lebih menyeronokkan. Oleh itu, ia adalah penting untuk memahami keperluan dan kehendak belia bagi menarik lebih banyak belia untuk melibatkan diri dalam aktiviti rekreasi luar. Objektif bagi kajian adalah untuk mengenalpasti faktor penolakan dan penarikan bagi penglibatan belia dalam aktiviti rekreasi luar dalam kalangan pelajar Universiti Putra Malaysia. Kajian ini juga membandingkan faktor penolakan dan penarikan antara fakulti-fakulti. Borang kaji selidik diedarkan kepada 198 pelajar daripada enam fakulti terpilih. Kajian menunjukkan faktor penolakan dan penarikan yang paling penting dalam penglibatan belia adalah *Self Actualization* ($M = 4.254$, $SD = 0.473$) dan Infrastruktur ($M = 4.411$, $SD = 0.410$). Selain itu, salah satu faktor penolakan menunjukkan perbezaan yang signifikan antara fakulti yang merupakan faktor keperluan sosial. Berdasarkan ujian Post-Hoc, terdapat perbezaan yang signifikan antara Fakulti Perhutanan ($M = 3.826$, $SD = 0.403$) dengan Fakulti Veterinar ($M = 4.102$, $SD = 0.282$), Fakulti Sains Kesihatan dan Perubatan ($M = 4.091$, $SD = 0.476$) dan Fakulti Sains Alam Sekitar ($M = 4.258$, $SD = 0.265$). Walau bagaimanapun, tidak terdapat perbezaan yang signifikan antara fakulti untuk semua faktor penarikan.

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APPROVAL SHEET

I certify that this research project entitled “**Push and Pull Factors of Youth Involvement in Outdoor Recreation Activities**” by Nur Syahida binti Juhari has been examined and approved as a partial fulfillment of the requirements for the degree of Bachelor in Park and Recreation Science in the Faculty of Forestry, Universiti Putra Malaysia.

Dr. Evelyn Lim Ai Lin
Faculty of Forestry
Universiti Putra Malaysia
(Supervisor)

Prof. Dr. Mohamed Zakaria bin Hussin
Dean
Faculty of Forestry
Universiti Putra Malaysia

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LIST OF ABBREVIATIONS

UPM	Universiti Putra Malaysia
ORA	Outdoor Recreation Activities
SPSS	Statistical Package for Social Science
ANOVA	Analysis of Variance



CHAPTER 1

INTRODUCTION

1.1 Introduction

Recreation is an activity conducted during leisure to experience enjoyment, amusement and pleasure through interaction with its natural environment. Cushman and Laidler (1990) stated that recreation is also seen as a social institution that is socially organized for social purposes. According to Matthews (2018), outdoor recreation can be experienced through various types of physical activities such as trekking, mountain climbing, jet skiing, kayaking, scuba diving and high rope activities.

However, not many Malaysian youths are involved in outdoor recreation activities. The Institute for Youth Research Malaysia (2012) reported that 63% of youth prefer spending their leisure time on social networking activities rather than recreation activities. The question is why are youth not interested to be involved in outdoor recreation activities?

1.2 Problem Statement

There is no shortage of outdoor recreation activities in Malaysia. The Ministry of Youth and Sports have organized various outdoor sports and recreation activities such as Rakan Muda, Fit Malaysia, Extreme sport development programs, National Sport Day, and more to attract and encourage youth to join the activities. Similarly, both private sectors and non-governmental organizations have also used recreational activities to promote their causes such as HLA Fit Run (Hong Leong Assurance), Glo Walk (Tech Dome Penang), Jom Hiking Charity Fun Hike (Howei), Inter hash Langkawi (Langkawi Hash House Harriers), Towards Cycling City Penang (Evention) and many more. However, there is still low level of youth involvement in outdoor recreation activities.

The Outdoor Foundation Association in Washington (2012) stated that outdoor recreation activities are popular among children, but participation among youth reduces from 62% to 57% during adolescence and young adulthood. Similarly, the participation of Malaysian youth in outdoor recreation activities also show a decreasing trend. For example, the Ministry of Youth and Sports has been organizing the Fit Malaysia program since 2014. Statistics have shown that the number of participants has been decreasing from 224,410 participants (2015) to 80,334 (2017). Similarly, the level of exposure for outdoor recreation activities at university level is also low (Yahya & Maruthaveeran, 2012).

Hazril reported in My Metro (2015) that generation Z youth tend to be involved in any kind of activities that is fun and of interest to them. According to the Institute for Youth Research Malaysia (IYRES)(2012), it found that most youth in Malaysia spend their time watching VCD or DVD followed by surfing the internet or social media and picnicking. The Utusan Online (2016) reported that to encourage youth to engage in sports, it is important to understand the needs and wants of youth. This is important to attract and encourage youth involvement in outdoor recreation activities. Hence, identifying and understanding the push and pull factors to youth involvement in outdoor recreation activities.

1.3 Objectives

The objectives of the research are:

- a) To identify the push and pull factors of youth involvement in outdoor recreation activities.
- b) To compare the push and pull factors of youth involvement in outdoor recreation activities between faculties.

1.4 Significance of Study

The study will identify the push and pull factors of youth involvement in outdoor recreation activities. Identifying and understand these factors are important so that the important pull and push factors are considered in the development of outdoor recreation activities. This is essential to ensure that the recreation activities developed fulfills the needs and wants of the youth today and encourages long-term interest and involvement in outdoor recreation activities.

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