



# FUNDAMENTAL OF RECREATION

SUHAINI BINTI IBRAHIM  
POLITEKNIK TAWAU SABAH

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**Issued on 2025**

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**Published by :**

Politeknik Tawau Sabah  
KM 36, Jalan Balung  
91009 Tawau, Sabah

Phone : 089-950500

Fax : 089-950501

Portal Rasmi : [politawau.mypolycc.edu.my](http://politawau.mypolycc.edu.my)

e ISBN 978-629-95213-4-1



# ACKNOWLEDGMENT



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

All praise and gratitude to the Almighty for granting the strength, patience, and perseverance to complete this book, *Fundamentals of Recreation*.

This work would not have been possible without the valuable support and contributions of many individuals and institutions. Special thanks are extended to lecturers, academic mentors, industry professionals, and colleagues who shared their expertise, insights, and constructive feedback throughout the writing process.

We would also like to express our sincere appreciation to the educational institution Politeknik Tawau Sabah and the publishing team for providing the platform, resources, and encouragement to produce this educational material. Their commitment to academic development has been instrumental in the completion of this book.

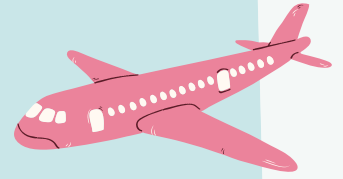
Lastly, I hope that this book will serve as a meaningful guide and reference for students, educators, and anyone interested in the field of recreation. Any shortcomings are solely the authors' responsibility, and suggestions for improvement are always welcomed.







# PREFACE



In this book , students will gain a comprehensive understanding of the tourism and recreation industry, beginning with its historical origins and the development of the recreational sector over time. The course introduces essential terminology and core concepts related to leisure, parks, and recreational services.

Students will also explore various types of recreational activities, examining their purposes and the roles they play in enhancing individual well-being, promoting community engagement, and supporting economic development. By the end of this topic, students will appreciate the significance of recreation both locally and globally.

To support effective learning, this book includes interactive activities and exercises for each topic, designed to reinforce key concepts, encourage critical thinking, and promote student engagement. These hands-on components aim to enhance understanding and application of the subject matter in real-world contexts.





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# Chapter

# One

## PROFILE OF RECREATIONAL INDUSTRY

This topic introduces students to the history and development of the recreation industry, highlighting key milestones and changes over time. Students will also explore the various types of recreational activities and their roles in enhancing quality of life and promoting community well-being.



# HISTORY AND DEVELOPMENT OF RECREATIONAL INDUSTRY



- To provide a meaningful background for the study of recreation and leisure in modern society, it is helpful to have a clear understanding of its role in the past
- We can trace the origins of many of our contemporary views of leisure and related cultural customs to the traditions and practices of ancient cultures.



# Ancient GREECE 1200-500 B.C

- Greek citizen participate in state affairs- **ANTENIAN IDEAL** (Combine of soldier, athlete, artist, statesman and philosopher)

## GREEK Philosopher

- Plato & Aristotle- supported belief: constructive leisure activities were the route to happiness & fulfillment

## ATHENIAN Philosopher- play essential for healthy and growth children

- **Activity** : athletic games, example : Olympic Games, Pythian Games, Nemians Games
- **Purpose** : To Celebrate religious rites and heroes, for entertainment and pleasure
- Only men played the games, women were often excluded from public life





# Ancient **ROME** 265 BC

- The opportunity to participate in leisure during the Roman era was limited to those who had the appropriate resources
- The greater a person's standing, the greater their opportunity was for freedom from the daily requirement necessary
- Senator enjoyed almost unlimited leisure. while coloni struggle to make a comfortable life
- Play in the case of the Romans, served utilitarian rather than aesthetic or spiritual purpose (Horn, 1994)
- Leisure in ancient Rome focused on spectacle and entertainment for the masses instead of participation
- example : animals from foreign lands were brought in to become part of the savagery seen in the great coliseums, artificial lakes were created by enslaved



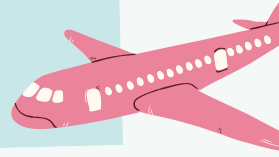
# *The* **RENAISSANCE** 14th-16 th Century

- This era saw power shift from the church to the nobility
- Play was perceived to be an important part of education
- recreation was not being idle; it provide a specific benefit by easing and helping to recover the people wearied by their work
- THREE parks emerged during the Late Renaissance
  1. **Royal Hunting** preserves that provides wild-game hunting
  2. **Formal garden** parks which participants viewed their surroundings much as you would experience a museum
  3. **English garden** parks that emphasized interacting with the environment through activities such as picnics and other restful pursuits.





# RECREATION INDUSTRY



## MEANING

- Its primary function is the provision of retail products, entertainment and recreation programs for people in their home communities
- The purist forms include fitness centers, dance studios, sporting goods stores, movie theatres and small amusement parks



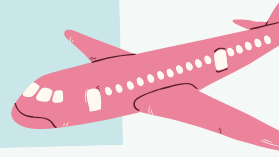
## INDUSTRIES THAT OVERLAP WITH RECREATION







# RECREATION INDUSTRY



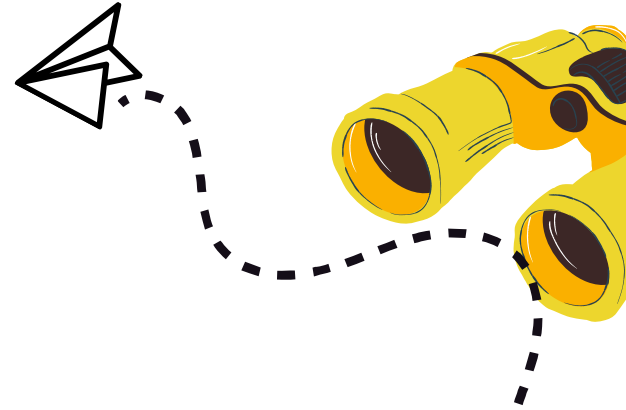
## MEANING

- The Recreation and Leisure Industry is defined as: **work that enhances wellbeing through providing and facilitating services and programs, leading personnel and operations, and allocating organization resources in the areas of:**
  1. Active Living (Health, Wellness and Fitness)
  2. Community Recreation
  3. Amateur/Recreational Sport and Leisure
  4. Outdoor Recreation and Parks





# TERMINOLOGIES AND CONCEPT OF TOURISM AND RECREATION



**TOURISM**

**RECREATION**

**LEISURE**

**PARK**

**TOURISM INDUSTRY**

**RECREATION INDUSTRY**

**FLOW**

**PLAY**





# TERMINOLOGIES



## TOURISM

The activities of persons travelling to and staying in places outside their usual environment more than 24 hours and less than one consecutive year for leisure, business and other purposes (UNWTO)



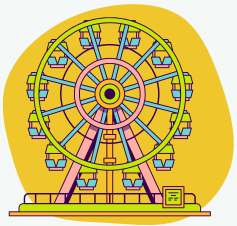
## TOURISM INDUSTRY

Comprises of all the companies which provide the products and services that are meant and used by tourists at different stages of travel and tourism.



## RECREATION

Recreation is any activity voluntary undertaken during free time that people do for rest, relaxation, and enjoyment.



## RECREATION INDUSTRY

The purist forms include fitness centers, dance studios, sporting goods stores, movie theatres and small amusement parks



## LEISURE

Free time is time spent away from business, work, job hunting, domestic chores, and education, as well as necessary activities such as eating and sleeping

# TERMINOLOGIES



## PARK

An area of public land that is used for amusement, enjoyment and recreation. They can contain tree, lakes and beautiful landform



## PLAY

play is imaginative, intrinsically motivated, nonserious, freely chosen and actively engaging

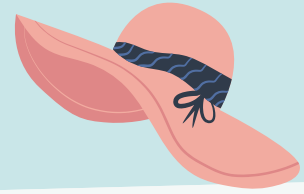


## FLOW

Is a state of being in which a person is fully engaged in an activity that results in feelings of energy, focus and success that often turn out to be the optimal life experiences for that individual



# TYPES OF PARK



## PUBLIC PARK

- Areas of land open to the public and managed by federal, state, or municipal governments or private organization
- Public Playgorund, public recreation center

- Owned by individuals or business and are used at the discretion of the owner



## PRIVATE PARK

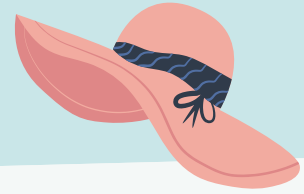


## GOVERNMENT-OWNED PARKS

- Owned by a national government, protected from most human development and pollution



# NATURE PARKS



## NATIONAL PARK

- These images of wild landscape and seascapes are ingrained in cultures that have also generated an integral part of the heritage that is protected in parks
- Example : Endau-Rompin National Park, Kinabalu National Park, Bako National Park

- Established for state natural and cultural resources protection
- established by a state to preserve a location on account of its natural beauty, historic interest or recreational potential
- Examples ; Selangor Heritage Park, Taman Rimba Park



## STATE PARKS

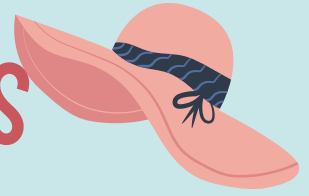


## MARINE PARKS

- Is a park consisting of an area of sea or lake) sometimes protected for recreational use, but more often set aside to preserve a specific habitat and ensure the ecosystem is sustained for the organisms that exist there
- Examples : Tunku Abdul Rahman Park, Turtle Island park, Tun Sakaran Marine Park



# MAND-MADE PARKS



## THEME PARKS

- Is the commercial or recreational parks contains active and passive recreational activities that apply a theme or combination of theme;
- Such as education, water park, safari, entertainment, culture, art , challenge or under water world in the area and controlled conditions



## RECREATIONAL PARK

Any park, garden or other land dedicated to the recreation of the people or lands intended and appropriated for the recreation of the people by mean of their rural and natural scenery



# CATEGORIES OF RECREATION



01



## INDOOR RECREATION

Activities are undertaken of the comfort of ones home or more specifically indoor and they are to recreate the mind and soul



## OUTDOOR RECREATION 02

Refers to leisure pursuits engaged in the outdoor, often in natural or semi -natural settings out of town



# CATEGORIES OF RECREATION

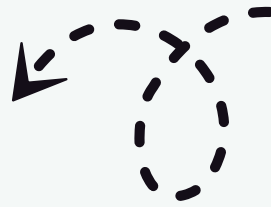


03



## ACTIVE RECREATION

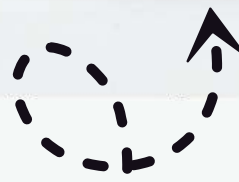
- A types of leisure treatment where a person actively takes part in an opeation, which demands actual physical and cognitive effort
- Example : running, swimming, brisk walking, mountain biking



## PASSIVE RECREATION

04

- Passive recreation also called "low intensity recreation" means activities that involve relatively inactive or less energetic pursuits
- Examples : observing nature, bird watching, painting, photography, kite flying



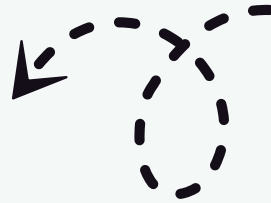
# CATEGORIES OF RECREATION



05



## ADVENTURE BASED RECREATION



- The terms extreme, action, high-risk, lifestyle sport have often been used interchangeably to describe adventure recreation across bodies of literature (Pain & Kerr, 2004)
- Includes activities such as rock climbing, skydiving and white water kayaking (Woodman et al. 2019)

# ACTIVITY 1



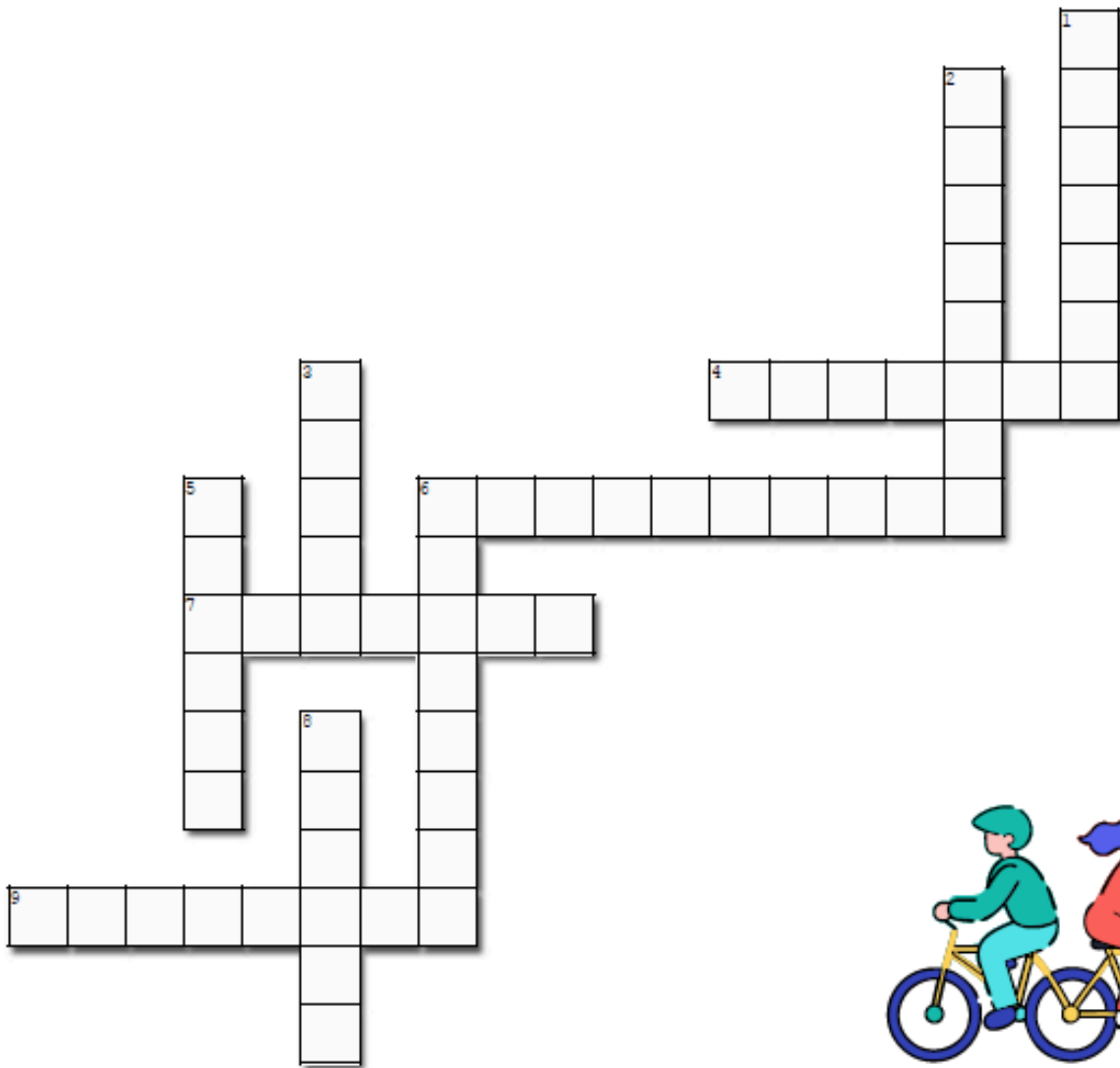
Complete the crossword puzzle below



Name: \_\_\_\_\_

## TYPES OF RECREATIONAL ACTIVITIES

Complete the crossword puzzle below



Created using the Crossword Maker on TheTeachersCorner.net

### Across

4. A relaxing activity that involves reading pages of printed words
6. A water activity that involves using a mask and tube to observe underwater life.
7. A recreational activity that involves pedaling a two-wheeled vehicle
9. Climbing a vertical surface, often with ropes and gear

### Down

1. An activity done in the kitchen that involves preparing
2. A creative indoor activity where people use paint and
3. A musical recreational activity involving singing or playing instruments
5. A team sport played on a field, where players kick a ball to score goals
6. A competitive water sport where participants swim a certain distance
8. A recreational activity where you walk in



# QUIZ TIME!!



Match the following terminologies with the correct definitions



**RECREATIONAL  
INDUSTRY**

As a quality of experience or as free time

**RECREATION**

Work that enhances wellbeing through providing and facilitating services and programs, leading personnel, and operations, and allocating organization resources in the areas of

**ACTIVE  
RECREATION**

A types of leisure treatment where a person actively takes part in an operation, which demand actuals physicals and cognitive effort

**LEISURE**

The experience that results from freely chosen participation in physical, social, intellectual, creative, and spiritual pursuits that enhance individual and community wellbeing

**FLOW**

Is a state of being in which a person is fully engaged in an activity that results in a feeling of energy, focus and success





# Chapter

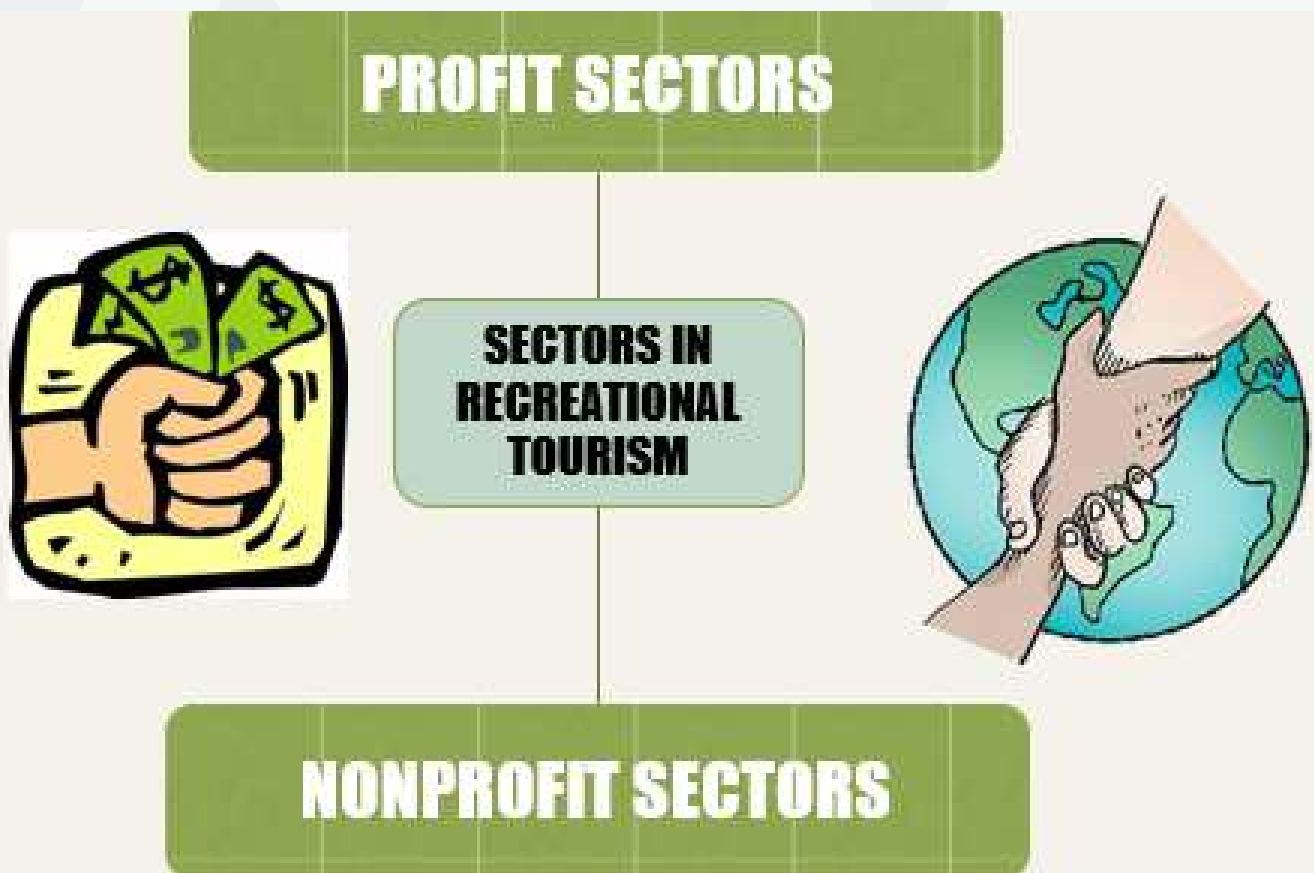
## Two

### SECTORS IN RECREATIONAL INDUSTRIES

This topic explores two key sectors within the tourism and recreation industry: the nonprofit and for-profit sectors. Students will examine the roles, characteristics, and types of nonprofit recreation organizations at both national and community levels, as well as the responsibilities of professionals working in such settings. The topic also highlights the contributions of small and medium enterprises (SMEs) and large corporations in the for-profit sector. Students will compare for-profit service providers with other sectors and apply essential business strategies and skills to effectively deliver valuable recreational products, services, and experiences.

# INTRODUCTION

- ✓ A sector is an area of the economy in which businesses share the same or related business activity, product, or service.
- ✓ Sectors represent a large grouping of companies with similar business activities, such as the extraction of natural resources and agriculture.
- ✓ Economic sectors in Malaysia, including agriculture; mining and quarrying; manufacturing; construction; and services
- ✓ Sectors in recreational tourism can be divided into Two Categories which is **Profit sectors** and **Non Profit Sectors**





# INTRODUCTION

## PROFIT SECTOR

1. The profit sector in the recreational industry includes businesses and organizations that operate with the primary goal of making money. These include private companies and commercial ventures that offer recreational services or facilities in exchange for fees.
2. Examples:
  - Private gyms and fitness clubs
  - Amusement parks
  - Sports clubs and arenas
  - Entertainment centers (e.g., bowling alleys, arcades)
3. These businesses aim to attract customers by offering quality services and experiences, and their success is measured by financial profit.



## NON-PROFIT SECTOR

1. The non-profit sector includes organizations that provide recreational services primarily for public benefit, not for making profit. These are often funded by government grants, donations, or membership fees.
2. Examples:
  - Community centers
  - Public parks and recreation departments
  - Youth clubs (e.g., YMCA)
  - Non-profit sports leagues
3. These organizations focus on improving community well-being, accessibility, and promoting healthy lifestyles, rather than generating revenue.



# NON PROFIT SECTOR



## CHARACTERISTICS

- A non-profit organization (NPO) is a type of company that is set up for **charitable purposes and does not have the intention to make a profit** for its owners or members.
- The Company Act Malaysia 2016 defines a non-profit organization as an entity that is “not established for the purpose of making profit and no part of its income shall be payable to, or otherwise available for the benefit of any director, member, promoter or officer of the body.
- They fall under the broad, umbrella-definition of charities and charitable works. They are generally governed by two bodies:
- The Registry of Societies (ROS) – or Jabatan Pendaftaran Pertubuhan Malaysia (JPPM) which regulates NPOs established under the Societies Act 1966.
- The Companies Commission of Malaysia (CCM) – or Suruhanjaya Syarikat Malaysia (SSM) which regulates NPOs incorporated under the Companies Act 1965.
- Applications can also be found on the Jabatan Kebudayaan & Kesenian Negara (JKKN) website. Each category has its own set of rules and regulations.





# NON PROFIT SECTOR



## CHARACTERISTICS

1

**ORGANIZED:** have institutional presences and structure; there is an identifiable entity

2

**PRIVATE :** separate from the state, follow laws, have own policies, programs and services.

3

**NONPROFIT DISTRIBUTING :** not return profits

4

**SELF-GOVERNING**  
: fundamentally in control of their own

5

**VOLUNTARY:** membership is not legally required, and attract some voluntary contribution of time and money

6

**BENIFICIAL TO PUBLIC:** contribute to public purpose and public good.

## NON PROFIT SECTOR



### ROLES OF NON PROFIT SECTOR

#### PUBLIC BENEFIT

Organized specifically for social outcomes.  
Eg: Education organization, hospitals, museums and community recreation centers

#### MUTUAL BENEFIT

Provide services exclusively to a limited number of members with common interest  
Eg: business and professional associations, social clubs and golf clubs

## NON PROFIT SECTOR



### NON PROFIT SECTOR IN MALAYSIA



Here are several examples of nonprofit organizations related to recreation in Malaysia



#### Malaysia Nature Society (MNS)

- Focus: Nature conservation, environmental education, eco-recreation (e.g. jungle trekking, bird watching).
- Activities: Organizes nature camps, hiking events, and environmental awareness programs.



#### WWF-Malaysia (World Wide Fund for Nature)

- Focus: Conservation and environmental awareness.
- Activities: Nature camps, volunteer programs, educational outreach.

## PROFIT SECTOR



“Any enterprise that provides recreation and leisure experiences with the intent of making profit”.

Scopes of product/service :  
Local  
National  
Multinational

✓ **SMES** are defined as independent firms which employ fewer than a given number of employees. This number varies across national statistical systems.

- **Manufacturing:** sales turnover **not exceeding RM50 million** OR full-time employees **not exceeding 200 workers**.
- **Services and other sectors:** sales turnover **not exceeding RM20 million** or full-time employees **not exceeding 75 workers**.

✓ Researchers and practitioners have defined **SMES based on the socioeconomic development of each country** (Chelliah et al., 2010).

✓ For example, in the **United states**, these enterprises are defined as companies with 500 or fewer employees (Cavusgil et al., 2008)

✓ While in **Taiwan**, Lin and Chaney (2007) defined SMES as an establishment with 650 employees or less.



## PROFIT SECTOR



## CHARACTERISTICS

### Manufacturing

### Services and Other Sectors

Sales turnover:  
RM15 mil  $\leq$  RM50 mil  
OR  
Employees: From 75 to  $\leq$  200

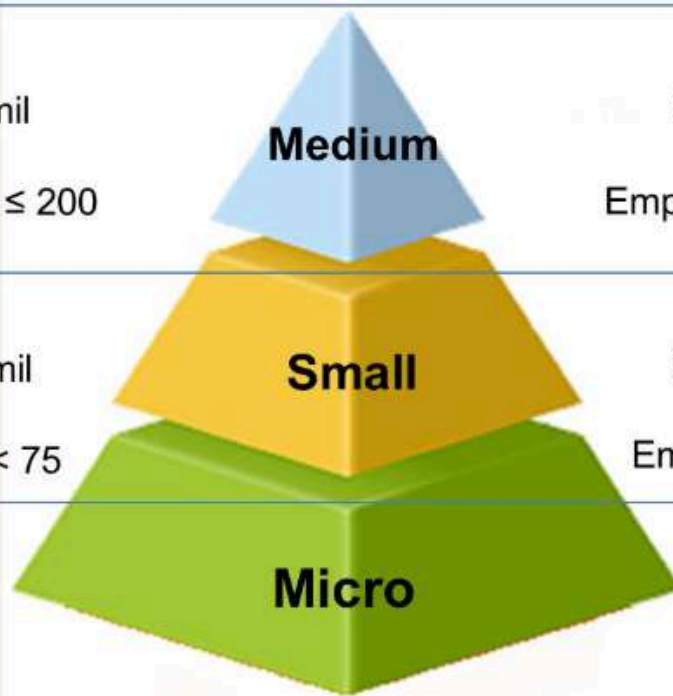
Sales turnover:  
RM3 mil  $\leq$  RM20 mil  
OR  
Employees: From 30 to  $\leq$  75

Sales turnover:  
RM300,000 < RM15 mil  
OR  
Employees: From 5 to < 75

Sales turnover:  
RM300,000 < RM3 mil  
OR  
Employees: From 5 to < 30

Sales turnover:  
< RM300,000  
OR  
Employees: < 5

Sales turnover :  
< RM300,000  
OR  
Employees: < 5



# MALAYSIA SME SYSTEM

# PROFIT SECTOR



## ROLES

### Planning

Planning that goes into assessment of demand and the creation of value added products and programs.

### Marketing

Marketing of the product, goods, services and programs in a well-designed communication plan  
e.g. through media broadcast, internet, or social media.

### Delivery

Delivery of the goods and services in a timely manner to the market  
e.g. by postage or COD for goods, and make sure it deliver according customer requested (goods) (service) customer service, forum, talk, training

### Monitoring

Monitoring of the results of their effort after the consumer has purchased the goods or services  
e.g. follow up o customer feedback.

## PROFIT SECTOR



## EXAMPLES

Business/Organization	Focus Area	Key Recreational Activities/Services
Sunway Lagoon (Selangor)	Theme park and leisure tourism	Water park, amusement rides, extreme sports, wildlife park
Escape Penang / Escape PJ	Adventure and outdoor recreation	Zip-lining, rope courses, water slides, obstacle challenges
Skytrex Adventure (Shah Alam, Melaka, Langkawi)	Aerial outdoor adventure park	Flying fox, canopy walks, high rope courses
District 21 (IOI City Mall, Putrajaya)	Indoor active recreation	Obstacle courses, climbing walls, trampoline zones



# DIFFERENCES BETWEEN NON PROFIT SECTOR VS PROFIT SECTOR

	PROFIT	NON PROFIT
OWNERS	Stockholder	None
PRIMARY MISSION	Earn profit for the stockholder	Provide services needed by society
TAX STATUS	Corporation owners are subjected to income taxes	Exempt from income taxes if approved by LHDN
EXAMPLE OF REVENUE	Sales of product or services, investment income and gains.	Donor contribution grants, membership dues
EXCESS OF REVENUE OVER EXPENSES	Reinvested to further the purpose of the organization.	Distributed to owners as dividend or reinvested into the business.



# Chapter

# Three

## RECREATIONAL TOURISM IMPACTS

This topic explores the impacts of tourism and recreation from multiple perspectives—economic, environmental, and socio-cultural. Students will examine both the positive and negative effects, including how tourism contributes to economic growth, environmental sustainability or degradation, and social and cultural change within communities. By understanding these dimensions, students will be able to critically assess the overall influence of tourism and recreation on destinations and society

# INTRODUCTION

- Recreational tourism has become one of the most dynamic sectors within the global tourism industry, offering leisure-based experiences such as outdoor adventures, theme park visits, cultural festivals, and nature exploration.
- As recreational tourism continues to grow, it brings a range of impacts on the destinations it touches.
- These impacts can be economic, such as job creation and income generation; environmental, including both conservation efforts and potential ecological degradation; and socio-cultural, influencing local traditions, lifestyles, and community cohesion.
- Understanding these impacts is essential for promoting sustainable tourism practices that ensure long-term benefits for both tourists and host communities.
- It is vital that they are aware of the widest possible implication of such events for host communities as concerns over the sustainability of tourism and recreation. (Weaver, 2004)
- According to Mathieson and Wall (1982), categories impacts of tourism are divided into **economic, social, and environmental**



# ECONOMY IMPACT



Recreational tourism contributes significantly to the local and national economy through several key areas:



## Positive Impacts:

- **Job Creation** – Employment opportunities in hospitality, tour services, transport, and entertainment sectors.
- **Income Generation** – Boosts earnings for local businesses such as hotels, restaurants, souvenir shops, and outdoor activity providers.
- **Infrastructure Development** – Encourages government and private investment in roads, public facilities, and tourism infrastructure.
- **Business Opportunities** – Stimulates entrepreneurship through new recreational services and small tourism-based enterprises.



## Negative Impacts:

- **Economic Leakage** – Profits may flow to foreign companies or large corporations, reducing local benefit. •
- **Seasonal Dependence** – Employment and income may be unstable, depending on tourist seasons.
- **Inflation of Local Prices** – High tourist demand can drive up prices of goods, services, and property, affecting local residents.

# ENVIRONMENTAL IMPACT



Recreational tourism directly affects the natural environment, both positively and negatively. These impacts depend on the type of activity, the number of visitors, and how well the environment is managed.



## Positive Impacts:

- **Environmental Awareness** – Encourages appreciation and respect for nature through eco-tourism and educational activities.
- **Conservation Funding** – Entrance fees, eco-tourism charges, and donations can be used to support environmental conservation programs.
- **Protected Areas Development** – Promotes the establishment and maintenance of national parks, nature reserves, and marine parks.



## Negative Impacts:

- **Pollution** – Increase in waste, air and water pollution from transportation, littering, and tourism facilities.
- **Habitat Destruction** – Overuse of natural sites may lead to soil erosion, deforestation, and damage to sensitive ecosystems.
- **Wildlife Disturbance** – Human presence may disrupt animal behavior, breeding patterns, or lead to overfeeding and dependence on tourists.
- **Overcrowding in Natural Areas** – Popular tourist spots may become degraded due to excessive visitor numbers.



# SOCIO-CULTURAL IMPACT



Recreational tourism can bring significant changes to the social and cultural fabric of host communities. These impacts may be both beneficial and harmful, depending on how tourism is managed.



## Positive Impacts:

- **Cultural Exchange** – Encourages interaction between tourists and locals, promoting mutual understanding and appreciation.
- **Preservation of Culture** – Stimulates interest in traditional arts, crafts, music, and festivals to attract tourists.
- **Community Development** – Creates opportunities for local communities to participate in tourism, boosting pride and unity.
- **Improved Quality of Life** – Tourism revenue may lead to better public facilities, education, and healthcare in rural areas.



## Negative Impacts:

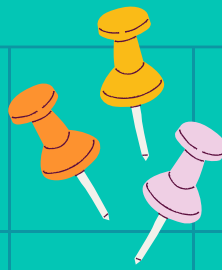
- **Cultural Commodification** – Local traditions may be altered or staged to suit tourist expectations, losing authenticity.
- **Social Inequality** – Uneven distribution of tourism benefits may increase income gaps and cause community tension.
- **Loss of Identity** – Overexposure to foreign cultures may influence local values, language, and lifestyle.
- **Conflict Between Locals and Tourists** – Overcrowding, disrespect for local customs, or noise may cause friction between communities and visitors.



# ACTIVITY



# 1.THEMATIC GROUP DISCUSSION



## **OBJECTIVE:**

To help students understand and compare the economic, environmental, and socio-cultural impacts of recreational tourism.

## **INSTRUCTIONS:**

1. Divide students into three groups, each focusing on one theme:
  - Group A: Economic Impacts
  - Group B: Environmental Impacts
  - Group C: Socio-Cultural Impacts
2. Each group will:
  - Identify positive and negative impacts in their assigned area.
  - Prepare a short presentation or poster to share with the class.
3. After the presentations, conduct a class-wide discussion comparing the different impacts.

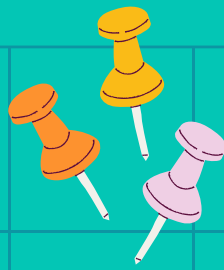
## **LEARNING OUTCOME:**

Students will gain in-depth knowledge on one impact area and also learn from their peers about the other perspectives.





## 2. LOCAL CASE STUDY ANALYSIS



### OBJECTIVE:

To apply knowledge of tourism impacts to real-life destinations in Malaysia.

### INSTRUCTIONS:

- Assign or allow students to choose a local tourism destination (e.g., Langkawi, Melaka, Cameron Highlands, Pulau Tioman).
- In small groups, students will:
- Research and discuss economic, environmental, and socio-cultural impacts at that destination.
- Prepare a report, infographic, or presentation summarizing their findings.
- Encourage students to include current data or articles if available.

### LEARNING OUTCOME:

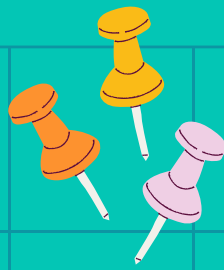
Students will be able to connect theoretical knowledge to real-world situations and identify the balance of positive and negative tourism impacts in Malaysia.







### 3. ROLE PLAY – COMMUNITY TOURISM SIMULATION



#### **OBJECTIVE:**

To encourage empathy and awareness of different stakeholder perspectives in tourism development

#### **INSTRUCTIONS:**

- Assign students different roles such as:
  - Local resident
  - Tourist
  - Tour operator
  - NGO representative
  - Local government officer
- Set a scenario, e.g., "A proposal to build a new eco-tourism resort in a protected forest area."
- Students discuss or act out their opinions in a simulated town hall meeting.

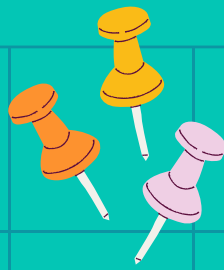
#### **LEARNING OUTCOME:**

Students will learn about stakeholder conflicts, collaboration, and decision-making in tourism planning.





## 4. IMPACT MAPPING (MIND MAP POSTER)



### **OBJECTIVE:**

To help students visually organize and connect the different types of impacts in an engaging way.

### **INSTRUCTIONS:**

- Provide students with A3 paper or digital tools (e.g., Canva, Miro, Jamboard).
- Ask them to draw a mind map showing:
  - Economic impacts
  - Environmental impacts
  - Socio-cultural impacts
- Include both positive and negative examples.
- Students may present their maps in small groups or as part of a gallery walk.

### **LEARNING OUTCOME:**

Students will strengthen their ability to categorize and connect tourism impacts in a creative format.



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# CONCLUSION

The recreation industry plays a key role in enhancing individuals' well-being and contributing to social and economic development. Understanding the industry's profile reveals its history, core concepts, and popular recreational activities. The diverse sectors, including nonprofit and for-profit organizations, highlight the variety of services and opportunities available. Recognizing the economic, environmental, and socio-cultural impacts underscores the need for balanced management to maximize benefits and minimize negative effects. A solid grasp of these fundamentals supports sustainable growth in the recreation industry.







# FUNDAMENTAL OF *RECREATION*

**Published by :**  
**Politeknik Tawau Sabah**  
**KM 36, Jalan Balung**  
**91009 Tawau, Sabah**  
**Phone : 089-950500**  
**Fax : 089-950501**  
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e ISBN 978-629-95213-4-1

