A BRIGHT CAREER PROSPECT

Graduates of this program can contribute to a myriad of parks and recreation workforce that includes park managers, tourism entrepreneurs, tourism executives, government officers, environmental education and interpretive experts.

Parks and recreation is a major component in travel and tourism industry. Travel and tourism supports approximately 292 million jobs in 2016, equivalent to 1 in 10 jobs in the global economy (WTTC, 2017).

By 2026, tourism will contribute to 370 million jobs, representing one in nine of all jobs worldwide (ILO, 2018).

Sports and recreation is one of the top three industry in Malaysia to generate the highest e-commerce revenue of RM19.2 billion in 2016 (Tourism Statistics, 2016).

COURSE DURATION:
4 years (including 6 months of practical training)

ENTRY REQUIREMENTS:
Fulfills the University General Requirements and Specific Programme Requirements.
A minimum of PNGK 2.00 at STPM level or its equivalent.
Please contact us for further information on entry requirements.

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Upm Forestry Faculty  bstr_upm
OUR VARIOUS PLATFORM FOR TEACHING AND LEARNING

supports current advancement in transformative learning. Lecturers in this program are knowledgeable and experienced (with more than 50-plus years of combined experiences in the field of park and recreation).

OUTDOOR RECREATION

- Recreational User Behavior
- Outdoor Recreation Skills
- Outdoor Recreation Planning

PLANNING AND MANAGEMENT

- Recreation Resource Valuation
- Recreation Risk Management
- Parks and Recreation Management
- Recreation Site Planning and Design

BUSINESS AND MARKETING

- Entrepreneurship in Park & Recreation
- Development of Recreation Product
- Recreation Marketing

SOCIAL ELEMENT

- Heritage and Community Tourism Management
- Ecotourism Management
- Therapeutic Recreation for Special People

LEADERSHIP ELEMENT AND TRAINING

- Recreation Programming and Leadership
- Industrial Training

RESEARCH ELEMENT

- Research Method in Recreation and Ecotourism

OUR OBJECTIVES

- To produce leaders that can lead and organize programs in an ethical manner;
- To produce competent professionals in the field of parks and recreation;
- To produce critical and creative professionals in conducting research related to parks and recreation;
- To produce graduates who are capable in pursuing postgraduates studies.

OUR WIDE RANGE OF COURSES

aim to provide meaningful learning experiences that support the holistic development of students to maximize their physical, emotional, intellectual and spiritual potential.

OUR GREEN AND NURTURING ENVIRONMENT

provides a conducive place to study and play. The 1200 ha Air Hitam Forest Reserve provides students with outdoor classroom and research facilities.

*For full list of courses refer to our website