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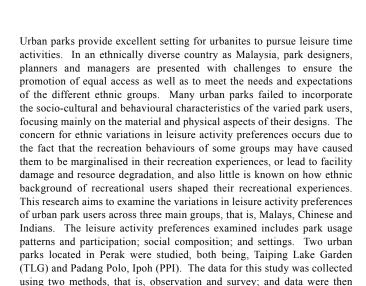
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Title: Variations in Leisure Activity Preferences Based on Ethnicity of

Urban Park Users

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analysed using descriptive statistics. Findings revealed differences and similarities related to leisure activity preferences of the three ethnic groups. Chinese park users were found to be the most enthusiastic users as compared to Malays and Indians. Physical exercising, such as walking, was preferred by most parks users. Majority of the park users preferred companion, especially of their same ethnic groups, when frequenting the parks. Different groups also have different setting preferences. Factors such as time availability, cultural values, park's physical characteristics, experiences sought and safety aspect, were identified to have contributed to the variations in leisure activity preferences. These findings contributed to a better understanding of the recreation style and leisure preferences of the culturally and ethnically diverse user groups. The findings will assist park designers, planners and managers to improve and enhance on the

design, planning and management of urban parks. These can be achieved

through better park designs, planned park activities and programmes, as

well as, maintenance and clear management policies and strategies of the

parks which will meet future park user's needs and expectations.

