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**FACULTY OF HOTEL & TOURISM MANAGEMENT**

**THE FACTORS OF OBESITY  
AMONG CHILDREN IN MALAYSIA**

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## ABSTRACT

This undergraduate project discussed on the issue of obesity problem among children in Malaysia. This study analyses the three factors of obesity among children which increasing of convenience foods, taste preference and behavioral and environmental of the children. Then, by understanding all of the three factors, this study determines the most influence factor of obesity among children. Our country is experiencing arise in the prevalence of obesity. This unhealthy trend is being progress to adulthood. Many Malaysian are still unaware of this problem and they are thinking that children's health problem is not as serious as adult's. Moreover, childhood obesity is associated with a lot of health problem such as hypertension, breathing difficulties, cardiovascular disease and psychological problem. The result of this study indicates that behavioral and environmental factor of the children is the most influence factor of obesity. Thus, this study will benefits to the society in helping them to have better understanding on the factors that influenced their children and also the academician and food entrepreneur such as the school canteen to provide more healthy food that helps in development of the children and help them to maintain a healthy lifestyle and eating habits.

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