

**UNIVERSITI TEKNOLOGI MARA**

**OUTDOOR RECREATION AND ENVIRONMENTAL EDUCATION:  
AN ANALYSIS OF AWARENESS, KNOWLEDGE AND  
ATTITUDE AMONG BROGA HILL'S TOURISTS**

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Dissertation submitted in partial fulfilment of the requirements for  
the degree of Bachelor of Sports Management (Hons.)

**Faculty of Sports Science and Recreation**

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**DECLARATION OF ORIGINAL WORK**  
**BACHELOR OF SPORTS MANAGEMENT (Hons.)**  
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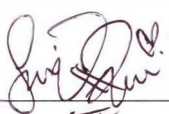
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This research project was the best result of my independent work and investigation, except where otherwise stated, I absolved Universiti Teknologi MARA and its Faculty of Sports Science and Recreation from any blame as a result of my work.

All verbatim extracts have been distinguished by quotation mark and sources of my information have been specifically acknowledged.

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## ABSTRACT

This study addressed four main purposes, which are: (1) to identify the level of environmental awareness based on gender, age and education level towards environmental education among the tourists; (2) to identify the level of environmental knowledge based on gender, age and education level towards environmental education among the tourists; (3) to identify the level of environmental attitude based on gender, age and education level towards environmental education among the tourists; and (4) to examine which of the psychological factor of Theory of Behavior Changes towards Environment (Hanna, 1995) that is mostly affected on environmental education. This study utilized descriptive analysis design. The 40 items of Behavioral Changes towards Environment (Hanna, 1995) was administered among 201 ( $N=201$ ) among tourists in Broga Hill. The primary finding of this study supported that outdoor recreation is effective in changing behavior of tourists' environmental education. This study found that only the socio demographic variables of: (1) gender; (2) age; and (3) education level had significant influences on environmental awareness, knowledge and attitude. The study also highlighted three environmental factors in environmental education: (1) environmental awareness; (2) environmental knowledge; and (3) environmental attitude indicated significant as a result of the findings. Environmental awareness, knowledge and attitude were ranked as the most influential toward environmental education. Implications of the findings provide evidences on the effectiveness of outdoor recreation program in change behavior tourists' environmental education. This study also addressed the importance of specific design to conservation environment and making priorities in terms of environmental education for various settlements in Broga Hill. It will also help in environmental education approach to make it relevant and responsive to immediate awareness, knowledge and attitude of the tourists by putting into perspective emergent environmental concerns.

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