



UNIVERSITI TEKNOLOGI MARA

PMG518: USER NEEDS ASSESSMENT

Course Name (English)	USER NEEDS ASSESSMENT APPROVED
Course Code	PMG518
MQF Credit	3
Course Description	This course examines the needs and rights to use for park users. Emphasis is given on fulfilling user's psychological and physical needs. Methods included evaluation of users' needs.
Transferable Skills	Demonstrate ability to socialize walks of life
Teaching Methodologies	Lectures, Tutorial
CLO	CLO1 Examine the user needs and their rights in parks and recreation. CLO2 Explain the principles in evaluating and managing parks. CLO3 Interpret the critical aspects on environmental needs that is attractive and distract to the user in parks.
Pre-Requisite Courses	No course recommendations
Topics	
1. The Definition of User 1.1) Public 1.2) Visitors 1.3) Tourists	
2. Users Preferences 2.1) Status/ transportation 2.2) Educational/Research/Information 2.3) Spiritual 2.4) Leisure 2.5) Motivation/Excitement/Risks	
3. Users Current Needs 3.1) Psychological 3.2) Physical Needs	
4. Users Right 4.1) Law and Regulations 4.2) Educational Information	
5. Problems in Fulfill Users Needs 5.1) Stress 5.2) actives/Program 5.3) Gravity 5.4) Vandalism	
6. Assessing Users Needs Methodology 6.1) Research Method 6.2) Site Evaluation/Case Study 6.3) Opinion Based Research 6.4) Planning Criteria and Guidelines 6.5) Secondary Information Resources	

Assessment Breakdown	%
Continuous Assessment	40.00%
Final Assessment	60.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	The project can be an investigation of open problem or implementation at public park with distribute questionnaire and analyse the data used the software statistical package social science	20%	CLO3
	Journal/Article Critique	Summarize the journal/article	10%	CLO2
	Test	Structured Question	10%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> Albert J. Rutledge 1981, <i>A visual approach to park design</i>, Wiley-Interscience [ISBN: 0471825727]
	Reference Book Resources	<ul style="list-style-type: none"> John Hultsman, Richard L. Cottrell, Wendy Zales Hultsman, <i>Planning Parks for People</i> [ISBN: 0419144005] Priscilla Boniface, <i>Managing Quality Cultural Tourism</i> [ISBN: 041564237X] S. Medlik, <i>Managing Tourism</i> [ISBN: 0-7506-0033-0]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	