



The Potential of Public Parks for Business Activity in An Urban Community

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DOI: <https://doi.org/10.30880/ijscet.2023.14.05.001>

Received 14 April 2023; Accepted 08 June 2023; Available online 31 October 2023

Abstract: Apart from offering a positive impact on general well-being, public parks play critical roles in community and social. The previous study has always focused on the parks' effect on property values, which is quantifiable, but little is known about the profit-able value of public parks on the urban community, particularly in the context of business activity. This research aim is to discover the potential of public parks for a business activity for the community in Kuala Lumpur as a case study. Therefore, the research objectives are: i) To identify the attributes factors of business activity in public park, ii) To determine the types of business activity. The research employed a quantitative approach by distributing online questionnaires to the random urban community. Significantly, 170 respondents have responded to the questions based on the sampling method applied for the random size of the population. The findings show that park attributes are derived from the aspects of attracting the urban community to public parks and influencing business activity through community participation. The urban community prefers to have added program value as part of the park's business activity while also recognizing the value of preserving passive activities by not over-commercializing the park. The findings also show that repurposing a public park as a business district can be innovative, but it takes preparation and a suitable system from the park's management.

Keywords: Business activity, public park, quantitative design, social setting, urban community

1. Introduction

In today's era of rapid industrialization, there is undeniable global demand for public parks. According to Brown et al. (2018), such parks, as representatives of urban green areas, play a crucial role in countering the degradation of the urban environment while accommodating rapid urban growth. They are recognized as valuable contributors to environmental conservation, offer recreational opportunities for physical activity and promote healthier lifestyles (Mak & Jim, 2019; Sakip et al., 2015; Sreetheran, 2017). Moreover, Nath et al. (2018) found that parks provide individuals with physical and leisure activities, positively impacting stress reduction, weight maintenance, and overall well-being. Public parks are not only beneficial for personal wellness, but also play an important role in fostering community development and social cohesion. By providing spaces for physical activities and gathering, parks can become hubs for social interaction and contribute to a community's sense of identity (Ujang et al., 2015). Public parks also have a significant economic impact. In addition to the ability to create happier and more prosperous communities, parks can stimulate economic activity (NRPA, 2018). Consequently, careful planning and effective management are required to

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ensure that public parks function optimally, allowing them to benefit community wellness while fostering business opportunities as part of community development initiatives within the parks.

However, in Malaysia, quantifying the value of public parks compared to other countries is challenging. Scavarda et al. (2020) state that parks do not generate direct profits like many public services, making it difficult to justify their economic and business value. Previous research has primarily focused on the parks' impact on property values, which are measurable, but there is limited understanding of the profitable value of public parks on urban communities, particularly in terms of business activity (Park & Kim, 2019). Park and Kim (2019) highlight that attractive urban parks act as catalysts for attracting users from neighbouring areas and facilitating enjoyable events and activities within the park. In line with this perspective, Ujang et al. (2015) suggest that integrating business activities as part of public park programs can encourage community interaction among both residents and visitors. It is also important to emphasize quality park design, incorporating essential park attributes, as it enhances social bonds, fosters social connections, and promotes a more thoughtful approach to park planning and design (Moulay et al., 2017). By considering these findings, designers, authorities, and park management can better plan and design public parks that are responsive to users' needs, ensuring that the parks offer improved ecosystem services. While the quantifiable value of public parks in Malaysia remains challenging to measure, these insights provide guidance for creating more effective and user-centred park designs.

As mentioned, the social profit generated by public parks is challenging to measure, leading to a lack of research exploring the potential of public parks in inducing business activity for the benefit of community social development. Existing studies, which are typically hedonic studies, have focused on the positive impact of public parks on increasing property values (Carmona, 2019; Ellis & Schwartz, 2016; Latinopoulos et al., 2016). For example, Engström & Gren (2017) found that the presence of public parks in Hong Kong increased house values by 14.83%, while a view of parks contributed to an additional 1.95% housing value premium. While these studies are valuable in measuring the economic value of public parks in terms of property pricing, they do not fully capture the social profit that the community derives from the economic perspective. Therefore, there is a need to change perceptions and add value to public parks through business activities, which can significantly impact how people perceive the parks and their functionality. By better understanding the needs and demands of the urban community (Shuib et al., 2015), incorporating business activities into park planning based on a higher valuation from the community could potentially transform and elevate existing public parks into comprehensive designated parks. This research aims to align with the vision and mission of the city of Kuala Lumpur, Malaysia, by exploring the potential of public parks for business activities that benefit the community. The specific objectives of this research are: i) to identify the factors that contribute to successful business activities in public parks; and ii) to determine the types of business activities that can be implemented.

2. The Scenario of Public Parks

Public parks play a significant role in promoting physical activity, cultivating healthy behaviours, enhancing community well-being, and even increasing property values (Ellis & Schwartz, 2016; Larson et al., 2016; Mansor et al., 2019; Park & Kim, 2019; Sakip et al., 2015). The International Federation of Parks and Recreation Admiration has defined parks as open spaces primarily intended for public use, and which are characterized by vegetation and water elements (Van Hecke et al., 2018). In Malaysia, the Malaysian Town and Country Planning Department (TCPD) Planning Guideline for Open Space and Recreation (2000) categorizes public parks as national parks, regional parks, town parks, local parks, neighborhood parks, children's playgrounds, and play lot areas (Sakip et al., 2015). Under Malaysia's Town and Country Planning Act 1976, open space is defined as any land, enclosed or otherwise, reserved for public gardens, parks, sports and recreational spaces, and pleasure grounds. Public parks, often referred to as managed open spaces, are green areas that are accessible to all and are typically supervised by management (Carmona, 2019). Kuala Lumpur Master Plan 2040, which envisions a 'City for all' in Malaysia, categorizes public parks as open spaces alongside other types of land, such as private lands, cemeteries, and undeveloped land. According to Anuar & Muhamadan (2018), 10% of the development area in Malaysia has been allocated for public park development, including botanical gardens, urban forests, and various types of public parks managed by local authorities, such as national parks, district parks, urban parks, local parks, and neighborhood parks. Public parks in Malaysia serve as important open spaces, designated for recreational activities and community well-being. They are classified into various types based on their scale and purpose, and their development is guided by planning guidelines which are intended to ensure accessible green spaces for the public.

2.1 The Attributes Factors of Business Activity in Public Park

Public parks in multicultural societies like Malaysia serve as valuable platforms for fostering vibrancy and a lively environment that embraces diversity and breaks barriers based on financial, social status, and lifestyle differences. Sreetheran (2017) emphasizes that public parks provide opportunities to reconnect with the natural environment through recreational activities, resulting in positive emotions and enhancing social cohesion within the community. This in turn contributes to good health and overall well-being. Furthermore, public parks offer environmental benefits and serve as aesthetic assets for the community. They go beyond providing recreational spaces and play a crucial role

in creating a healthy living environment, particularly for urban dwellers. The positive impact of a pleasant living environment on physical and mental health cannot be underestimated, especially in urban areas. Mansor et al. (2019) discuss the multifaceted functions of public parks, emphasizing their role in promoting and supporting leisure activities for the urban community. These activities contribute to a healthy lifestyle in physical, psychological, and social aspects. Consequently, public parks play a significant role in fostering positive self-development among the urban community, accommodating their dynamic lifestyles, and contributing to future sustainability. They serve as essential spaces that promote well-being, social interactions, and a healthy lifestyle, making them invaluable assets for multicultural societies striving for harmony and inclusivity.

Development programs and community support for outdoor, nature-based parks with a wide range of recreational services are aimed at enhancing people's quality of life (Larson et al., 2016; Othman & Jafari, 2019; Shuib et al., 2015). High-quality and well-managed public parks offer numerous physical and mental health benefits through activities such as green exercise (Nath et al., 2018). Additionally, these parks provide personal development opportunities through volunteering and participation in social activity programs organized within the park (Brown et al., 2018; Nath et al., 2018; Salvo et al., 2017). As a result, public parks have the potential to improve individuals' overall quality of life, happiness, and well-being (Ellis & Schwartz, 2016; Lang, 2017; Larson et al., 2016). In the next section, we will delve into how people perceive public parks, exploring both the traditional view and an alternative perspective that highlights the broader potential of public parks.

2.2 Business Activities for Park Utilization

Park utilization is a vital factor in determining the quality of the parks' vitality. Park utilization factors in Malaysia are significantly affected by its diverse culture, socioeconomic and income levels and gender. Climate also plays a significant part in the use of parks. Based on a study by Sreetheran, (2017), parks specifically in Kuala Lumpur are visited by users at least 1-2 times a month, or 1-2 days a week. According to the author, 60 percent of study respondents state they mainly visit parks on the weekends, since most of them are not working at that time. Park users in Kuala Lumpur likewise tend to visit in this regard either morning or evening (Abdul Aziz et al., 2018; Bertram et al., 2017a; Mansor et al., 2019). This is quite common for a tropical country such as Malaysia, which has constantly high temperatures and humidity throughout the year. Spending time engaged in any activities in a park, particularly during the afternoon, would be quite uncomfortable. Because of the fresh air, groups typically prefer to be outside in the mornings and evenings, as the weather at that time is not as hot, making it convenient, for example, for a family to bring their children to play around somewhere without having to search for a shaded spot. In other compact cities in Asia where hot and afternoons are avoided, parks are most often visited during mornings and evenings (Balai Kerishnan et al., 2020; Sreetheran, 2017). Most park users prefer to spend only around 1-2 hours in the park and are unable to spend more than two hours in the park.

Studies have found that most park users are between 26-35 years old, while the number of users visiting the parks in Kuala Lumpur is increasing as age increases (Abdul Aziz et al., 2018; Balai Kerishnan et al., 2020; Sreetheran, 2017). However, the findings of these studies deviate from a study in the U.S. that reported that people between 66-75 years of age were slightly more likely to visit the parks due to having more leisure time, and may also have more awareness of their health and well-being due to their age and living conditions and environment. Despite shortened travel time, most park visitors access the parks by car and not by public transport, as this provides cost savings and offers greater accessibility (Nath et al., 2018; Park & Kim, 2019; Xie et al., 2020). This may be because most park visitors come to the parks with friends and relatives and are more comfortable traveling by car rather than public transportation. On the other hand, most park users in Kuala Lumpur use cars to visit parks that are not well-connected to public transport. Significantly, parks are often visited in groups of men, rather than by individuals. Most park users tend to visit parks, particularly in large groups in the company of friends, spouses or partners, and children (Cao & Kang, 2019; Sreetheran, 2017). The majority of studies have recognized that female park users prefer to frequent community parks. They prefer to visit the park in a group due to safety reasons. They often choose to visit the park to do business with family and friends, or to spend time with husbands and children. This contrasts with male park users, who prefer to do their exercise alone in the park, and concentrate on sports and games for physical activity (Lindberg & Schipperijn, 2015).

As a result, more coordinated events should have been provided that could desalinate gender, enabling male users to engage more in park events. On the other hand, studies show that Malaysia's public parks are the platform for having activities with family and friends, especially during holidays and festivals (Mansor et al., 2019). Malaysia in particular is blessed with a multiethnicity that contributes to many celebrations and holidays. Many metropolitan residents will return to their hometowns to spend time with relatives during school holidays, weekends, or other occasions such as weddings and birthday celebrations on these specific events. This family bonding is deep regardless of ethnicity, and most Malaysians prefer to participate in family-oriented activities. In this regard, the potential public parks for business operation whereby individuals or groups have often visited the area. Significantly, certain park visitors are key contributors to the business operations that take place within the parks. With so many opportunities for cultural events and holidays, public parks are the best family bonding forum and relevant for Malaysians to become involved with parks programs in particular by engaging with business activities. Meeting new people and finding new hobbies

through business will contribute to the growth of the community, while also enhancing the sense of security and belonging in the areas.

3. Methodology

For the data collection process, a quantitative approach was employed, utilizing an online survey questionnaire as the primary tool. The questionnaire was designed to gather information and insights regarding the views and perceptions of the respondents regarding the potential of business activity for the urban community in Kuala Lumpur. Using a self-completion questionnaire, the data collected were well-structured and standardized. The online questionnaires were prepared and distributed on June 1, 2021 using an online platform. This approach was chosen due to the prevailing conditions of the COVID-19 pandemic and the implementation of Movement Control Order (MCO) 3.0 by the government. The use of an online platform allowed for remote data collection, ensuring the safety and convenience of the respondents. The selected online platforms for data collection included WhatsApp Link and Google Form.

In total, 170 respondents participated in the survey. They were randomly selected using a random sampling method to ensure representation from the target population, which was approximately 300 individuals. The Google Form questionnaire was shared via WhatsApp, and respondents were randomly distributed to maximize the diversity of responses. By employing an online survey methodology, the research aimed to gather quantitative data to explore the perceptions and preferences of the respondents regarding business activities in public parks among the urban community of Kuala Lumpur.

4. Findings and Analysis

4.1 To Identify the Attributes Factors of Business Activity in Public Park

The research findings revealed that various attribute factors significantly influenced the preference for business activity among the urban community. Notably, the urban community expressed a strong preference for park attributes related to physical features, social aspects, and activities. These attributes played a crucial role in attracting the urban community to utilize public parks and fostering business activity by encouraging community participation. The study identified specific contributing factors that were deemed significant for conducting business in a public park. These factors were carefully analysed, and their influence on the success of business activities in public parks was determined. The results shed light on the key attributes that contribute to the overall viability and attractiveness of business ventures within public park settings. By understanding and considering these attribute factors, park planners and managers can better cater to the needs and preferences of the urban community. This knowledge will inform decision-making processes related to the design, development, and management of public parks, with a focus on enhancing the potential for successful business activities. Overall, the findings highlight the importance of considering specific attribute factors that drive business activity in public parks. By incorporating these factors into park planning and management strategies, stakeholders can create environments that effectively engage the urban community and foster thriving business ventures.

4.1.1 Physical Attributes

Physical attributes are vital to enabling such places to be understood by expanding the range of available use, making public parks more flexible for multiple purposes (Carmona, 2019). In this regard, the results show that the physical attributes of public parks potentially associated with a business activity include comfort and image, accessibility and network, legibility and visibility, and park facilities.

a) Comfort and Image

Table 1 displays the results for the influence of comfort and image on business activities in the public park. The attribute with the highest mean value, at 4.488, is "clean and good maintenance," indicating that the urban community considers this factor essential for creating a comfortable public park that integrates business activities. Maintaining cleanliness and ensuring good park maintenance contribute to a sense of safety and comfort for park users (Asibey et al., 2019; Henderson et al., 2001; Sakip et al., 2015; Sreetheran, 2017). The second-ranked attribute, with a mean of 4.347, is "many natural elements." The urban community has expressed a preference for public parks that offer abundant natural elements, as these contribute to the overall comfort of the park environment. Incorporating green spaces with diverse local plants and natural amenities can enhance community engagement and encourage the utilization of the park for business activities (Donahue et al., 2018).

The attribute "welcoming images," which refers to the park's visual appeal and attractiveness, is ranked third with a median value of 4.270. The urban community recognizes the importance of creating a welcoming and visually appealing environment to attract visitors to engage in business activities within the park. In contrast, the attribute "high aesthetic as added value" received the lowest rank, with a median of 4.194. The urban community expressed the least

preference for emphasizing high aesthetics as an added value to promote business activities in the park. Some community members may believe that commercializing the park can undermine its primary role of preserving nature. They emphasize that the business aspect should not compromise the park's overall function of providing a serene environment, contributing to the environment, promoting health, and benefiting society. Overall, the findings highlight the significance of cleanliness, good maintenance, natural elements, and welcoming park images in influencing the success of business activities within public parks. However, it is important to balance these factors with the preservation of the park's primary functions and overall role in serving the community's well-being and environmental conservation.

Table 1 - Comfort and image as contributing factors to physical attributes

	<i>Percentage (%) & N (Frequency)</i>					Mean	St. Dev
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree		
Clean and good maintenance	-	-	12.9%	25.3%	61.8%	4.488	.715
			22	43	105		
Many natural elements	0.6%	1.2%	12.9%	33.5%	51.8%	4.347	.793
	1	2	22	57	88		
Welcoming images	0.6%	1.2%	15.9%	35.3%	47.1%	4.270	.812
	1	2	27	60	80		
High aesthetic value	0.6%	1.2%	20.6%	33.5%	44.1%	4.194	.844
	1	2	35	57	75		

b) Accessibility and Network

Table 2 presents the results for the influence of accessibility on business activities in the park. The attribute with the highest mean value, 4.441, is "continued walkways." The urban community prefers parks that have well-connected walkways, allowing easy access and linking park activities to business activities. Research suggests that highly accessible parks, whether for walking, cycling, or public transportation, attract more users and support increased business activities (Larson et al., 2016; Sakip et al., 2015). Continuous walkways help identify specific areas or spaces for business activities, enhance overall connectivity within the park, improve environmental settings, and allow for the use of park facilities (Siu, 2013). The second-ranked attribute, with a mean of 4.30, is "separate walkways." The urban community expressed a preference for separate walkways designed to connect business activities with other park activities. Designing walkway connectivity that separates paths leading to business activities or other active areas from those leading to passive areas enhances the overall park experience. This provides clear direction for park visitors and allows for convenient access to their desired activities.

The attribute "location near major roads and parking areas" received a median value of 4.20 and ranked third. The urban community agrees that positioning business activities near major roads and parking areas is beneficial. When ample parking is available in the public park, this increases the opportunity for community members to visit and engage with the business activities (Park & Kim, 2019; Project for Public Spaces Inc.; & Partners for Livable Communities; 2003). On the other hand, the attribute "high accessibility by transportation or walking" received the lowest rank, with a median of 4.088. The urban community showed a lesser preference for parks that are highly accessible solely by transportation or walking. It suggests that while accessibility is important, other factors such as continued walkways and separate paths have a greater influence on the perception of business activity within the park. These findings emphasize the significance of providing continued walkways, separate walkways, and proximity to major roads and parking areas in supporting and facilitating business activities in public parks. By ensuring easy access and convenient connections, parks can attract more users and promote engagement with the business activities offered.

Table 2 - Accessibility as a contributing factor to physical attributes

	<i>Percentage (%) & N (Frequency)</i>					Mean	St. Dev
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree		
Continued walkways are provided to connect to business activity	2.9%	2.9%	19.4%	31.2%	42.9%	4.441	.729
	5	5	33	53	73		
Separated walkways to	0.6%	-	17.1%	33.5%	48.8%	4.300	.790
	1		29	57	83		

connect business activity							
Located near to major road and parking area	0.6%	4.1%	14.7%	35.9%	44.7%	4.200	.881
	1	7	25	61	76		
Highly accessible by transportation or walking	1.2%	-	10.6%	31.2%	57.1%	4.088	1.004
	2		18	53	97		

c) Legibility and Visibility

Table 3 presents the results for the influence of legibility and visibility on business activity in the park. The attribute with the highest mean value, 4.5706, and ranked first is "high safety and security." The urban community emphasized the importance of a park being safe and secure to support business planning and promote placemaking. A public park that ensures liveability and provides a sense of safety and security encourages community members to utilize the park and engage in business activities (Carmona, 2019). The second-ranked attribute, with a mean of 4.3706, is "special criteria with good design layout and clear directional signage." The urban community has expressed a preference for business activities in the park to have a distinct design layout and clear signage that guides visitors. Special criteria, good design, and clear directional signage each contribute to creating vibrant and visually appealing spaces that facilitate social interactions and promote business activities (Sakip et al., 2015). The attribute "easily identified through special colour and name" received a median value of 4.223 and was ranked third. The urban community agreed that business activities should be easily identifiable through the use of specific colours and names. Colours and naming play a significant role in designing environments and buildings, providing place identification and facilitating the promotion of business activities (Ngesan & Zubir, 2015).

The attributes "visible from various access points" and "highly visible from thick obstacles" were ranked fourth and fifth, respectively. The urban community clearly prefers business activities that can be viewed from different access points and had clear visibility without thick obstacles. The overall park design should allow for unobstructed views and visual connections to promote the visibility of business activities (Moulay et al., 2017, 2018). The attribute "continuous visual connection to park activities and elements" received the lowest rank. The urban community showed less preference for business activities that required a continuous visual connection to park activities and elements. However, it is still important to have a proper layout and visual connection that allows for better view access to the business activities. These findings emphasize the significance of safety and security, distinct design layout, clear signage, special colours and names, and unobstructed visibility in promoting and supporting business activities in public parks. By ensuring legibility and visibility, parks can create an inviting and engaging environment which fosters community participation and thus the success of local businesses.

Table 3 - Legibility and visibility as a contributing factor to physical attributes

	<i>Percentage (%) & N (Frequency)</i>					Mean	St. Dev
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree		
High safety and security	-	-	11.2%	20.6%	68.2%	4.570	.686
			19	35	116		
Special criteria with good design layout and clear directional signage	-	0.6%	14.1%	32.9%	52.4%	4.370	.744
		1	24	56	89		
Easily identify through special colors and name	0.6%	0.6%	17.6%	38.2%	42.9%	4.224	.797
	1	1	30	65	73		
Clearly visible from various access point	1.8%	1.8%	14.7%	39.4%	42.4%	4.188	.876
	3	3	25	67	72		
Highly visible from thick obstacles	0.6%	2.4%	18.8%	34.7%	43.5%	4.182	.861
	1	4	32	59	74		
Continuous visual connection to park activities and elements	1.2%	0.6%	20.0%	41.8%	36.5%	4.117	.827
	2	1	34	71	62		

d) Park Facilities

Table 4 presents the results for the influence of park facilities on business activity in the park. The attribute with the highest mean value, 4.358, is "efficient lighting for night events and programs." The urban community agrees that providing efficient lighting in the park is essential before supporting business activities to be conducted at night. Efficient lighting not only enhances park safety but also enables the design of diverse areas that can accommodate more social activities and contribute to the success of business activities (Ibrahim et al., 2020; Mansor et al., 2019). The second-ranked attribute, with a mean of 4.2994, emphasizes that park facilities can provide support for business activities. Park facilities have a significant impact on directly supporting business activities in public parks. The urban community prefers the provision of multi-purpose parking for temporary markets and food truck vendors, as indicated by the attribute ranked third with a median value of 4.217. Multi-purpose parking plays a crucial role in expanding the scale of business activities, accommodating food truck vendors and temporary markets, and creating vibrant spaces for community engagement.

The attribute "free Wi-Fi for networking and promoting business activity" received a median value of 4.188 and ranked fourth. The urban community agrees that access to free high-speed internet in the park is essential for networking and promoting business activities. It allows for exposure to new ideas, people, cultures, and experiences, fostering an entrepreneurial climate and encouraging social and cultural connections (Truch & Sutanto, 2018). However, it is important to balance internet access to prevent overcrowding and misbehaviour, ensuring that it aligns with the purpose of promoting healthy community development. The urban community has also expressed a preference for parks with sufficient shaded trees, ranking fifth with a mean value of 4.135. Shaded areas, created by large trees and shelters, provide multipurpose spaces for conducting business activities and encourage community participation (Salvo et al., 2017). The attribute "park facilities need to be close to each other to facilitate business activity" received the lowest rank. The urban community showed less preference for having park facilities in close proximity to facilitate business activities. However, the design, layout, and quality of facilities, as well as their proximity to each other, can influence facility use and the success of business activity programs in the park (Lindberg & Schipperijn, 2015). These findings highlight the importance of efficient lighting, supportive park facilities, multi-purpose parking, free Wi-Fi access, shaded areas, and thoughtful facility arrangement in promoting and supporting business activities in public parks. By providing these amenities, parks can create an inviting and conducive environment for entrepreneurship, community engagement, and economic development.

Table 4 - Park facilities as a contributing factor to physical attributes

	<i>Percentage (%) & N (Frequency)</i>					Mean	St. Dev
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree		
Efficient lighting is provided at night	0.6%	1.8%	12.9%	30.6%	54.1%	4.358	.818
	1	3	22	52	92		
Park facilities can provide support for business activity	1.2%	1.2%	17.6%	33.5%	46.5%	4.229	.863
	2	2	30	57	79		
Multi-purpose parking provided for temporary market and food truck vendor	1.8%	2.4%	18.2%	27.6%	50.0%	4.217	.883
	3	4	31	47	85		
Free wi-fi is provided in park for networking and promoting business	1.2%	2.4%	20.6%	32.9%	42.9%	4.141	.853
	2	4	35	56	73		
Sufficient shaded trees to allow for multi-purpose of space	1.2%	1.8%	20.6%	35.3%	41.2%	4.135	.905
	2	3	35	60	70		
Park facilities need to be closed to each other to facilitate the business activity	0.6%	2.9%	18.2%	39.4%	38.8%	4.129	.945
	1	5	31	67	66		

4.1.2 Social Attributes

Table 5 presents the results of the social attributes influencing business activity in the park as perceived by the urban community. The attribute with the highest mean value, 4.341, is "creating gathering areas or nodes to attract users." The urban community agrees that business activities can create gathering spaces that attract users and promote socialization. This aligns with the idea of creating vibrant locations in public spaces to accommodate the community and enhance social engagement (Esmailpoorarabi et al., 2020). The second-ranked attribute, with a mean of 4.329, emphasizes the need to balance both quietness and vibrancy through proper park layout planning. Balancing these aspects is crucial in meeting the preferences of the community and contributing to the success of the park and its activities. The urban community agrees, with a median value of 4.264, that business activities can enhance the park experience by creating vibrant and liveable spaces. Incorporating business activities as part of the social attributes in the park can significantly influence community engagement and enhance their experience with vibrant and liveable spaces.

The separation of spaces between passive and active activities in the park is deemed necessary, as indicated by the attribute ranked fourth with a mean value of 4.252. This separation allows for a range of social interactions, including simple observation of social events and others, fostering social interactions and community satisfaction (Kim & Jin, 2018; Latinopoulos et al., 2016; Sirina et al., 2017). The attribute "park seating needs to allow for passive and active contact" ranked fifth, with a median value of 4.1941. Providing comfortable seating options in public parks is crucial for meeting people's social needs and promoting passive and active interactions among the community (Truch & Sutanto, 2018; Carmona, 2019). The urban community placed the lowest emphasis on business activity that serves to increase place attachment and experience. However, business activity areas can still serve as valuable gathering spaces or park nodes, fostering socialization and vibrant community interactions (Esmailpoorarabi et al., 2020). These findings highlight the importance of creating gathering spaces, balancing quietness and vibrancy, enhancing the park experience, separating spaces for different activities, and providing comfortable seating options in promoting business activities and social engagement in public parks. By considering these social attributes, parks can develop into vibrant and inclusive spaces that foster community interaction, well-being, and satisfaction.

Table 5 - Social attributes for urban community social engagement involving business activity

	<i>Percentage (%) & N (Frequency)</i>					Mean	St. Dev
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree		
Creates gathering areas or nodes to attract users	-	1.2%	17.6%	35.9%	45.3%	4.341	.746
		2	30	61	77		
Balance both quietness and vibrancy through proper planning layout	0.6%	0.6%	13.5%	35.9%	49.4%	4.329	.775
	1	1	23	61	84		
Enhance experience through vibrant and livable space and activity	0.6%	2.4%	14.1%	35.9%	47.1%	4.264	.832
	1	4	24	61	80		
Separation of space between passive and active activity	-	1.2%	17.6%	35.9%	49.4%	4.252	.784
		2	30	61	84		
Park seating need to allow for passive and active contact	-	0.6%	18.8%	41.2%	39.4%	4.194	.756
		1	32	70	67		
Serve as place attachment and to gain more experience	0.6%	2.4%	18.2%	38.2%	40.6%	4.158	.845
	1	4	31	65	69		

4.1.3 Activity Attributes

Table 6 presents the results of the activity attributes influencing business activity in the park as perceived by the urban community. The attribute with the highest mean value, 4.482, and ranked first is "strategically located business areas." The urban community agrees that business areas in the park should be strategically positioned and highly

visible, serving as valuable nodes that bring people together and promote business activity. The second-ranked attribute, with a median value of 4.299, emphasizes the importance of well-maintained facilities for conducting business activities. Public parks that provide well-maintained facilities, along with nature, open spaces, and attractive scenery, are seen as promoting activity attributes and supporting business engagement (Van Hecke et al., 2018). The urban community generally agrees, with a median value of 4.458, that lighting for night events and programs is important in the park. Proper lighting design allows for the creation of different areas within the park that can accommodate social activities and enhance the overall experience (Ibrahim et al., 2020; Mansor et al., 2019). The provision of large and ample open spaces for events and programs is preferred by the urban community, ranking fourth with a median value of 4.447. Having sufficient space in the park is crucial for accommodating various activities and events and increasing community engagement.

Attractive scenery designated for photography and adaptable seating areas for events and tournaments ranked fifth and sixth, respectively, with median values of 4.417 and 4.370. These attributes both contribute to creating an aesthetically pleasing environment and providing comfortable seating options for park events. The urban community generally agrees that a park should have sufficient infrastructure to support business operations, ranking this seventh with a median value of 4.270. Having proper infrastructure in place is essential for facilitating and enhancing business activities within the park. Multifunctional street furniture, serving as a forum for public arts and exhibitions, is preferred as an attribute to influence park activity, ranking ninth with a mean value of 4.217. Providing diverse seating options and considering microclimate factors can contribute to the comfort of both the community and the activities taking place. The attribute concerning nature's presence in the park designed for marketing purposes ranked the lowest, indicating the urban community's least preference for commercializing the park. This suggests that the community values the natural aspects of the park more than marketing-oriented design. These findings underscore the importance of strategically located business areas, well-maintained facilities, lighting, open spaces, attractive scenery, adaptable seating, infrastructure, and multifunctional street furniture in promoting business activities and attracting community engagement in public parks. By considering these activity attributes, stakeholders can create parks which are vibrant and functional spaces that support a wide range of activities and enhance the overall park experience for the urban community.

Table 6 - Activity contributions to business activity

	<i>Percentage (%) & N (Frequency)</i>					Mean	St. Dev
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree		
Strategically located	0.6%	1.8%	8.8%	28.8%	60.0%	4.458	.777
	1	3	15	49	102		
Well maintained facilities are provided to conduct business activity	0.6%		7.6%	34.1%	57.6%	4.482	.689
	1		13	58	98		
Must have lighting for night events and programs	-	0.6%	10.0%	30.0%	59.4%	4.482	.698
		1	17	51	101		
Large and ample open space provided for events and programs	-	0.6%	10.0%	33.5%	55.9%	4.447	.696
		1	17	57	95		
Attractive scenery designated for photography	-	-	11.2%	35.9%	52.9%	4.417	.685
			19	61	90		
Seating areas that are adaptable and flexible in the park are provided for events and tournament	0.6%	0.6%	13.5%	31.8%	53.5%	4.370	.783
	1	1	23	54	91		
Sports and play facilities, as well as infrastructure, are provided to support business operations	0.6%	1.8%	15.9%	32.4%	49.4%	4.270	.812
	1	3	27	55	84		

Multifunctional street furniture is required to be provided as public arts and exhibitions to influence park activity	0.6%	2.4%	16.5%	35.9%	44.7%	4.217	.845
	1	4	28	61	76		
Nature's presence in the park is designed for marketing purpose	1.8%	2.9%	13.5%	44.1%	37.6%	4.129	.880
	3	5	23	75	64		

4.2 To Determine the Types of Business Activity

Based on the structured questionnaires and the concept of managing parks as businesses, this research aimed to identify the types of business activities that can be conducted in public parks for the Kuala Lumpur urban community. The findings suggest three categories of business activity: recreational, leisure, and events or festivals. Recreational activities in public parks include sports-related businesses, such as sports equipment rentals, fitness classes, and sports tournaments. These activities cater to individuals or groups interested in engaging in physical activities within the park environment. Leisure activities encompass a range of businesses that provide relaxation and entertainment options in the park. This may include outdoor cafes or restaurants, picnic areas, art and craft workshops, or even book clubs. These businesses offer opportunities to enjoy leisurely activities and socialize in the park setting.

Events or festivals in public parks create opportunities for businesses to organize and host various events, such as music concerts, cultural festivals, food markets, or art exhibitions. These events attract a larger audience and can generate revenue for both the event organizers and participating vendors. By actively utilizing park facilities, marketing the parks through social programs, and focusing on expanding the user base based on community needs and preferences, stakeholders can enhance these three categories of business activity the overall park experience and contribute to the economic and social development of the Kuala Lumpur urban community. It is important to note that the specific types of business activities within these categories may vary depending on the local context, community preferences, and available resources. Therefore, further research and analysis are needed to determine the most suitable and viable business activities for public parks in Kuala Lumpur.

4.2.1 Recreational Activity

The systematic planning of park access and networks can have a significant impact on promoting physical activities and improving community health and well-being in public parks. The findings presented in Table 7 focus on the type of business activity for recreational activities in the park, based on the preferences of the urban community in Kuala Lumpur. Jogging and exercising ranked highest, with a mean value of 4.611. This indicates that the urban community highly values opportunities for jogging and exercising in public parks. It aligns with the increasing awareness of the importance of a healthy lifestyle and the use of public parks as recreation centres. Sports rental business activities ranked second with a mean value of 4.258. This suggests that there is interest among the urban community in renting sports equipment, such as bicycles, to engage in physical activities and spend quality time with family and friends in the park. Kayaking and wall climbing ranked third and fourth, respectively, with median values of 4.229 and 4.167. These findings indicate that there is potential for business activities related to these recreational pursuits in public parks, attracting individuals who enjoy these outdoor activities.

Yoga, Zumba, and kite flying were ranked fifth, sixth, and seventh, respectively, with mean values ranging from 4.135 to 4.370. These activities provide opportunities for businesses to offer training, wellness demonstrations, or organize events that promote community engagement and new experiences. Marathons and mountain biking were ranked eighth and ninth, respectively, indicating some interest in these activities as potential business opportunities in the park. On the other hand, paintball ranked lowest, suggesting that extreme sports may be less preferred by the urban community as business activities in public parks. Overall, the findings demonstrate the urban community's interest in a variety of recreational activities in public parks, highlighting the potential for businesses to cater to these preferences and promote community engagement and well-being through physical activities. It is essential for park planners and managers to consider these preferences when developing business models and allocating resources to maximize park usage and community satisfaction.

Table 7 - Recreational activity as a type of business activity preferred by the urban community

	<i>Percentage (%) & N (Frequency)</i>						
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Mean	St. Dev

Jogging and exercising	-	-	5.3%	28.2%	66.5%	4.611	.587
			9	48	113		
Sports rental i.e., Roller skates and bicycle	-	0.6%	17.6%	37.1%	44.7%	4.258	.763
		1	30	63	76		
Kayaking	1.2%	2.9%	15.3%	32.9%	47.6%	4.229	.89724
	2	5	26	56	81		
Yoga	0.6%	5.9%	18.2%	30.0%	45.3%	4.135	.954
	1	10	31	51	77		
Zumba	4.1%	2.9%	18.8%	32.9%	41.2%	4.370	.983
	7	5	32	56	70		
Kite flying	5.3%	2.9%	21.8%	38.2%	31.8%	3.882	1.059
	9	5	37	65	54		
Marathon	4.1%	3.5%	27.1%	35.9%	29.4%	3.829	1.026
	7	6	46	61	50		
Mountain bike	7.1%	7.6%	22.9%	34.7%	27.6%	3.682	1.163
	12	13	39	59	47		
Paintball	9.4%	11.2%	20.0%	31.2%	28.2%	3.576	1.267
	16	19	34	53	48		

4.2.2 Events and Festival

Public parks can serve as important spaces for cultural cultivation, in which business activities can be integrated to enhance social interactions and create a sense of place within the community. Table 8 presents the findings regarding the type of business activity for events and festival activities in public parks, based on the preferences of the urban community in Kuala Lumpur. Learning and education programs ranked highest with a mean value of 4.370. This indicates that the urban community highly values business activities that provide opportunities for learning and educational programs in the park. By incorporating such activities, parks can contribute to the cultural development of the community while attracting people to engage and spend time in the park. Cultural festivals ranked second, with a mean value of 4.129. This suggests that there is interest among the urban community in attending and participating in cultural festivals held in public parks. These festivals can contribute to the vibrancy and cultural diversity of the community. Art and music street performances ranked third and exhibition and display ranked fourth, with mean values of 4.064 and 3.976, respectively. These findings indicate that the urban community recognizes the potential for business activities related to art and music performances, as well as exhibitions and displays in the park. These activities can enhance the cultural atmosphere of the park and attract visitors.

Busking, which involves street performances by artists, ranked fifth, with a mean value of 3.923. This suggests that there is some interest in busking as a business activity in the park, although this ranks slightly lower compared to other cultural activities. Special events and celebrations, such as weddings and birthday celebrations, ranked eighth, with a mean value of 3.852. While these events can contribute to business activity in the park, they may be less preferred compared to other cultural activities. Outdoor concerts ranked lowest, with a mean value of 3.558. This may be attributed to the perception of comfortable weather and seasons in Malaysia, leading to lower utilization of parks for outdoor concerts. As a result, outdoor concerts are least preferred as a contributor to business activity in public parks. Overall, the findings suggest that the urban community in Kuala Lumpur has a preference for business activities in public parks that promote learning, cultural festivals, art and music performances, and exhibitions. By incorporating these activities, public parks can enhance the cultural vibrancy of the community, attract visitors, and create opportunities for social interactions and business development. Park management, authorities, and designers each play a crucial role in planning functional parks that cater to various activities, fostering community engagement and social entrepreneurship.

Table 8 - Events and festival activity as type of business activity preferred by urban community

	<i>Percentage (%) & N (Frequency)</i>					Mean	St. Dev
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree		
Learning and education programs	0.6%	1.8%	11.8%	31.8%	54.1%	4.370	.805
	1	3	20	54	92		
Culture festivals	1.2%	1.8%	18.2%	40.6%	38.2%	4.129	.853

	2	3	31	69	65		
Art and music street performances	1.2%	3.5%	18.8%	40.6%	35.9%	4.064	.891
	2	6	32	69	61		
Exhibition and display	1.8%	3.5%	21.8%	41.2%	31.8%	3.976	.916
	3	6	37	70	54		
Busking	2.4%	5.3%	22.4%	37.6%	32.4%	3.924	.985
	4	9	38	64	55		
Special events and celebration i.e. wedding and birthday celebrations	5.9%	4.1%	22.4%	34.1%	33.5%	3.852	1.112
	10	7	38	58	57		
Outdoor concert	8.2%	8.8%	27.1%	30.6%	25.3%	3.558	1.196
	14	15	46	52	43		

4.2.3 Leisure Activity

Leisure activities in public parks have a positive impact on the well-being of the community, as reported by the respondents in a study conducted by Nath et al. (2018). Table 9 presents the findings regarding the type of business activity for leisure activities in public parks, based on the preferences of the urban community in Kuala Lumpur. Photography ranked highest, with a mean value of 4.441, indicating that the urban community highly values photography as a leisure activity in the park. This suggests that there is a demand for business activities that cater to photography enthusiasts, such as photography workshops, equipment rentals, or photography tours. Picnic ranked second, with a mean value of 4.388. This indicates that the urban community has a preference for passive leisure activities, such as enjoying a picnic in the park. Business activities that provide picnic-related services, such as picnic basket rentals or food and beverage options, could attract visitors and enhance their park experience. Kiosks and food stalls ranked third and fourth, with median values of 4.352 and 4.329, respectively. This suggests that the presence of kiosks and food stalls can contribute to the business activity in the park. These establishments provide convenience and food options for park visitors, enhancing their overall leisure experience. Cafes, gathering and casual meetings, and food trucks ranked fifth, sixth, and seventh, with mean values of 4.311, 4.252, and 4.182, respectively. These findings indicate that there is a positive relationship between business activity and socializing in the park, particularly through the presence of cafés and seating areas that encourage gatherings and casual meetings. Quality parks that provide warm and friendly cafés and seating areas create opportunities for social interactions and community engagement.

Restaurants ranked eighth, with a mean value of 3.947, suggesting that they COULD contribute to the business activity in the park. However, they may be less preferred compared to other leisure activities and food options available in the park. Car boot sales ranked ninth, with a mean value of 3.711. This indicates that there is some interest in selling and buying personal collections, such as books, clothes, or handmade items within the park as a leisure activity. Selling and buying personal collections ranked tenth with a mean value of 3.6823. This further highlights the community's interest in engaging in business activities related to selling and trading personal collections. Night markets ranked lowest, with a mean value of 3.441. This suggests that the urban community has a lower preference for night markets as a contributor to business activity in public parks. Night markets may be perceived as less compatible with the park environment or may face challenges related to park regulations and infrastructure. Overall, the findings indicate that the urban community in Kuala Lumpur has a preference for leisure activities such as photography and picnics in public parks. The presence of food options, including kiosks, food stalls, cafés, and food trucks, COULD also contribute to business activity in the park by enhancing social interactions and providing convenience for park visitors. Other business activities related to the sale of personal times or organizing car boot sales may also attract interest from the community. Park management and authorities can consider these preferences when planning and developing park amenities and business opportunities to maximize community engagement and enhance the leisure experience in public parks.

Table 9 - Leisure activity as type of business activity preferred by urban community

	<i>Percentage (%) & N (Frequency)</i>					Mean	St. Dev
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree		
Photography	-	0.6%	10.6%	32.9%	55.9%	4.441	.704
		1	18	56	95		
Picnic	2.4%	1.8%	7.6%	31.2%	57.1%	4.388	.885
	4	3	13	53	97		

Kiosk	-	2.9%	12.4%	31.2%	53.5%	4.359	1.083
		5	21	53	91		
Food stall	-	4.1%	13.5%	27.6%	54.7%	4.329	.861
		7	23	47	93		
Cafe	1.2%	1.8%	15.3%	28.2%	53.5%	4.311	.878
	2	3	26	48	91		
Gathering and casual meeting up	2.9%	0.6%	12.4%	36.5%	47.6%	4.252	.9105
	5	1	21	62	81		
Food truck	2.9%	3.5%	11.8%	35.9%	45.9%	4.182	.977
	5	6	20	61	78		
Restaurant	4.1%	4.7%	22.4%	30.0%	38.8%	3.947	1.083
	7	8	38	51	66		
Car boot sales	5.3%	7.6%	21.8%	41.2%	24.1%	3.711	1.079
	9	13	37	70	41		
Selling and buying personal collections	4.7%	10.6%	22.9%	35.3%	26.5%	3.682	1.116
	8	18	39	60	45		
Night markets	11.2%	13.5%	23.5%	23.5%	28.2%	3.441	1.327
	19	23	40	40	48		

5. Conclusion

In conclusion, the findings of the study highlight the importance of park attributes in facilitating business activity in public parks and influencing the urban community's preferences and participation. The community values clean and well-maintained parks; walkways connecting park activities to business areas; safety and security; and efficient lighting for evening events. These are all important physical attributes that contribute to the success of business activities in parks. Social attributes, such as providing gathering locations and creating a vibrant environment conducive to social interaction, are also perceived as significant factors in attracting users and enhancing the social aspects of business activity in public parks. Furthermore, strategic location planning must be emphasized as a key activity attribute that plays a significant role in bringing people together and creating valuable nodes for business activity within the park.

The findings regarding the types of business activity reflect the community's preference for activities that enhance the park atmosphere and provide added value without overwhelming the park with commercialization. Recreational activities, including jogging and exercising, as well as events focused on learning and education, such as photography, are particularly favoured by the urban community. These findings underscore the importance of managing parks as businesses by actively utilizing park facilities, marketing through social programs, and expanding the user base based on community needs and preferences. Park managers, authorities, and designers should strive to develop functional public parks that offer a broad range of activities to cater to the community's preferences, foster community spending, and promote social capital and entrepreneurship. Overall, the study highlights the interplay between park attributes, community preferences, and business activity, emphasizing the need for properly planned and executed approaches to maximize the potential of public parks as vibrant and engaging spaces for the urban community.

Acknowledgement

The authors express their sincere gratitude for the support given by the College of Built Environment, Universiti Teknologi MARA, Shah Alam and funding by PYP, Universiti Teknologi MARA.

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