



SMART RECREATION: RECREATING EXPERIENCES WITH ARTIFICIAL INTELLIGENCE

Azita Ahmad Zawawi^{1*}

Department of Recreation and Ecotourism, Faculty of Forestry and Environment
Universiti Putra Malaysia, Serdang, 43400, Selangor
Malaysia
azitazawawi@upm.edu.my

Ong Shu Qi²

Department of Recreation and Ecotourism, Faculty of Forestry and Environment
Universiti Putra Malaysia, Serdang, 43400, Selangor
Malaysia
shuqi0621@gmail.com

*Corresponding Author email: azitazawawi@upm.edu.my

Submitted: 16 June 2025

Revised: 31 August 2025

Accepted: 10 September 2025

Peer-review under responsibility of 9th ASIA International Multidisciplinary Conference (Songkhla, Thailand) Scientific Committee
<http://connectingasia.org/scientific-committee/>

© 2025 Published by Readers Insight Publisher,
Office # 6, First Floor, A & K Plaza, Near D Watson, F-10 Markaz, Islamabad. Pakistan,
editor@readersinsight.net

This is an open access article under the CC BY license (<http://creativecommons.org/licenses/by/4.0/>).



ABSTRACT

Smart Recreation refers to the integration of technology and artificial intelligence (AI) into recreational activities, enabling the collection, communication, and processing of data related to these activities, their environments, and user experiences. The growing prevalence of recreational technologies, including various devices and applications, has begun to transform the landscape of outdoor recreation. However, the rapid progression of technology has posed challenges for users, many of whom struggle to fully grasp and effectively utilize these tools. This study aimed to evaluate users' familiarity with and knowledge of technology, as well as its impact on their recreational experiences. A questionnaire was distributed to users at selected recreational parks in Putrajaya, Malaysia, to gather valuable feedback and insights. Descriptive and correlation analyses were subsequently performed on the data collected. The findings revealed that most respondents were very familiar with smartphone applications and actively utilized a variety of recreational apps. A strong correlation was identified between the respondents' technological knowledge and their behavior regarding technology use in recreational activities. Many respondents reported having positive recreational experiences with technology, despite some negative aspects. These insights are valuable for future innovators and creators in recreational technology, especially as AI advances.

Keywords: *Smart Recreation; Experience; Technology; Artificial Intelligence*