

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FOURTH YEAR EXAMINATION FOR THE AWARD OF BACHELOR  
OF SCIENCE IN ECOTOURISM MANAGEMENT

BECO 461: RECREATION, SPORTS AND EXERCISE MANAGEMENT

STREAMS: BSC (ECOT) Y4S1

TIME: 2 HOURS

DAY/DATE: MONDAY 02/12/2019

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- Answer ALL questions in SECTION A and any other TWO in SECTION B
- Do not write anything on the question paper

SECTION A (30 MARKS)

1. Briefly explain the relationship between leisure, recreation and sports tourism [3 marks]
2. Describe the meaning of exercise management [2 marks]
3. Briefly explain six factors that you would consider when planning for an indoor recreation activity. [6 marks]
4. Briefly describe why you would encourage the senior citizens to engage in recreation and exercise. [6 marks]
5. Briefly discuss six capacity management strategies that small operations can use to cope with increasing demand for recreation and sports tourism. [6 marks]
6. Describe four factors that affect development of recreation and sports tourism in Kenya [4 marks]

7. Identify any three emerging issues in physical exercise management. [3 marks]

SECTION B (40 MARKS)

7. Discuss the effect of sports ticket distribution in revenue management in sporting events.

[20 marks]

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8. Explain the contribution of devolved government in development and promotion of recreation and sports in Kenya. [20 marks]
9. Tharaka Nithi County has contracted you to aid in planning for a two day football tournament consisting of participants from five counties. The spectator crowd is estimated at 3000 each paying entry fee of 250 per day. Explain the planning issues that you would consider and indicate the strategies you would adapt for the smooth running of the event. [20 marks]
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