

**CHUKA**



**UNIVERSITY**

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**UNIVERSITY EXAMINATIONS  
RESIT/SPECIAL EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF TOURISM AND  
HOTEL MANAGEMENT**

**BTHM 246: LEISURE, RECREATION AND SPORTS TOURISM**

**STREAMS: BTHM Y2S2**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 24/07/2018**

**2.30 P.M – 4.30 P.M**

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**INSTRUCTION:**

- **Answer all questions in section A and any other two in section B**
- **Do not write anything on the question paper**

**SECTION A (30MARKS)**

1. (a) Briefly describe three different approaches to pricing. [6marks]  
(b) Describe three types of sport tourism. [3marks]  
(c) Using examples explain four ways in which the public sector supports leisure and recreation activities. [4marks]
2. (a) State six factors that influence price differences of the leisure activities. [6marks]  
(b) Define the following terms; [3marks]
  - (i) Leisure
  - (ii) Recreation
  - (iii) Sports tourism  
(c) Briefly describe four similarities between sport, recreation and leisure. [8marks]

**SECTION B (40MARKS)**

4. Most of leisure, recreation and sports tourism products are services. Describe their unique characteristics that affect their marketing. [20marks]
  5. Discuss five factors that influence participation in leisure and recreation. [20marks]
  6. Discuss five impacts of leisure, recreation and sports tourism. [20marks]
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