

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
RESIT/SPECIAL EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ECOTOURISM
AND HOSPITALITY MANAGEMENT**

TOHM 441: RECREATION MANAGEMENT

STREAMS: BECO Y4

TIME: 2 HOURS

DAY/DATE: MONDAY 23/07/2018

2.30 P.M – 4.30 P.M

INSTRUCTION:

- **Answer all questions in section A. Choose two questions in section B**

SECTION A: COMPULSORY (30 MARKS)

1. Using examples, explain the link in the following concepts: Leisure, recreation and tourism. [6marks]
2. Briefly explain any 3 theories of recreation. [6marks]
3. Briefly explain 3 factors that influence participation in recreation. [6marks]
4. Quality is a challenging topical issue in recreation sector. Briefly explain 3 constraints facing managers in an attempt to develop quality management systems. [6marks]
5. As recreation manager, you will always face ferocious competition. Discuss 3 strategies you would use for your business to remain competitive. [6marks]

SECTION B: ANSWER ANY 2 QUESTIONS

6. Developing a recreation facility requires in depth planning. Discuss the planning process you would adopt if you were to start your own recreation facility in Tharaka Nithi county. [20marks]

7. Discuss how you would implement the marketing mix in order to make a new recreation establishment in chukka profitable. [20marks]
 8. Critique 5 ethical issues in recreation sector. [20marks]
-