

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL

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

BECO 461: RECREATION, SPORTS AND EXERCISE MANAGEMENT

STREAMS: BSC (BECO) Y4S1

TIME: 2 HOURS

DAY/DATE: TUESDAY 02/02/2021

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- Answer **ALL** questions in section A and **ANY TWO** from section B
- Do not write anything on the question paper

SECTION A: (30 MARKS)

1. Briefly explain the role of data in recreation and exercise management (6 Marks)
2. Explain the structure of the sports tourism industry (6 Marks)
3. Explain six factors that influence the demand for sports recreation and sports tourism in Kenya (6 Marks)
4. Describe the major recreation and sports tourism activities in Kenya. (6 Marks)
5. Briefly explain how you would maximise revenues for event based sports tourism (6 Marks)

SECTION B: (40 MARKS)

6. Discuss the impacts of recreation and sports tourism on the host destinations culture (20 Marks)
7. Discuss six factors that you would consider when starting leisure and recreation business in coastal Kenya Tourist circuit (20 Marks)
8. discuss any four models that you would use in forecasting demand for leisure and recreation in Kenya (20 Marks)

