

CHUKA



UNIVERSITY

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UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE  
OF BACHELOR OF HOTEL MANAGEMENT

BECO 461: RECREATION, SPORTS AND EXERCISE MANAGEMENT

STREAMS: BCHM (Y4S2)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 15/04/2020

11.30 A.M. – 1.30 P.M.

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INSTRUCTIONS:

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

SECTION A (30 MARKS)

1. Briefly describe the relationship between leisure, recreation and tourism [6 marks]
2. Briefly explain five health benefits of leisure and recreation [5 marks]
3. Briefly explain five management functions that are executed in recreation facilities

[5 marks]

4. Describe five factors that influence consumers to purchase a specific recreational activity in the tourism industry [5 marks]
5. Give four justifications for leisure as a state of mind [4 marks]
6. Highlight five principles of planning a recreational facility [5 marks]

SECTION B (40 MARKS)

7. (a) Explain five drivers of holiday travel in Kenya [10 marks]

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- (b) Discuss five emerging issues that affect recreation activity in Kenya's tourism industry [10 marks]
8. (a) Discuss five motivators for recreational entrepreneurship in Kenya [10 marks]  
(b) Explain five factors that influence global visitation for leisure [10 marks]
9. (a) Many investors choose to invest in the recreational sector of the hospitality industry. They have to oversee the operational tasks being undertaken while executing some roles. Explain the managerial role that enable the managers to achieve this goal. [12 marks]
- (b) Describe four factors that influence the growth of the recreation sector in Kenya [8 marks]
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