

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS
EXAMINATION FOR THE AWARD OF BACHELOR OF BACHELOR OF HOTEL
MANAGEMENT

BECO 461: RECREATION, SPORTS AND EXERCISE MANAGEMENT

STREAMS: (BCHM) Y4S2

DAY/DATE: THURSDAY 07/08/2025

TIME: 2 HOURS

8.30 A.M. – 10.30 A.M

INSTRUCTIONS TO CANDIDATES:

- 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. Outline **FIVE** motivations that influence consumers to engage in recreational tourism in Kenya
[5marks]
2. Highlight **FIVE** significant roles that packaging and branding play in the development of sports tourism products. [5marks]
3. Describe **FIVE** challenges associated with using intermediaries in the distribution of recreational tourism services. [5marks]
4. Identify and explain **TWO** essential standards to consider when developing recreational facilities. [4marks]
5. Define **THREE** physical exercise measurement indicators [6marks]
6. Briefly describe **FIVE** typologies of sports tourists [5marks]

SECTION B (40 MARKS)

7. a) Explain the stages involved in the recreational tourism product life cycle [10marks]
b) Discuss **FIVE** key factors influencing the demand for beach tourism [10marks]
8. Analyze **TEN** effects of recreational activities on both the environment and local economic development, providing relevant examples for each. [20marks]
9. a) Describe **SIX** roles of various stakeholders in the management of recreation facilities [12marks]

b) Examine **FOUR** ways digital technology is influencing recreational tourism experiences.

[8marks]
