GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS
JANUARY - APRIL 2017 SEMESTER

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT

COURSE CODE: BSHM 307

COURSE TITLE: LEISURE AND RECREATION MANAGEMENT

DATE: 3 APRIL 2017   **TIME: 3.00 PM – 6.00 PM**

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY.**
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A IS **COMPULSORY [40]**

Question 1

CASE STUDY

Jeans, a tourist from the Middle East has always wanted to travel to Africa and more so to destination Kenya. This could have been perhaps because of the goods stories he may have heard about Kenya and in addition, may also have been the well displayed information on the media, web sites and tourist information centers. While in Kenya, Jeans toured the coastal circuit which seemed very exciting. This was due to the various appealing ecological ecosystems and enormous activities he might have indulge into. The narratives behind the attractions in Mombasa were very exciting too. One of the many wonders of the world which happens to be experienced in Kenya was also a hot point for him. His one month trip to Kenya was wonderful and Jeans vowed to come back to Kenya again and again.

Source: Author 2017.

Use the case study above to answer Question 1 [a & b]

Question 1

a) From the case above, explain **FIVE** roles Jeans may play to the Kenyan tourism industry.

[10]

b) Analyze **FIVE** reasons that made Jeans vow to come back to Kenya again and again. **[10]**

c) Mary, a tourist from New Jersey had travelled to Kenya over December holidays. She wanted to consider a flight from Nairobi to Maasai Mara game reserve. Analyze **FIVE** factors that she may be required to put into consideration before making her final Conclusion. **[10]**

d) The leisure industry is a combination of many industries which support and excite the stay of visitors while at a destination. Giving relevant examples of these organizations, Explain **FIVE** roles each play. **[10]**

SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS **[60]**

Question 2

You have been appointed as an Assistant Managing Director for the Ministry of Tourism and have been mandated with the task of formulating strategies that may enable save the tourism industry. This has been necessitated by considering the low arrival numbers realized in 2015. You are therefore required to;

i.   Discuss **FIVE** recommend by the ministry of tourism in support of the industry.   **[10]**

ii. Analyze **FIVE** strategies you may propose to save the tourism industry**.**   **[10]**

Question 3

a) Theme parks in Kenya are under tapped. This has led to their slow or no development. Analyze **FIVE** challenges affecting the development of theme parks at the national level for regional economic diversification development.   **[10]**

b) John Smith has been appointed by the organization he works with to present a paper at a conference to be held at the United Nations- Gigil headquarters later in the month. He happens to be accommodated in one of the five star hotels in Nairobi Central Business District.

Required
I.   Describe the type of traveller John is?   **[2]**

II. Analyze **FIVE** characteristics that John may assume.   **[8]**

Question 4

a) The natural resources and the environment is key to the development of the tourism industry in Kenya. Analyze.   **[10]**

b) The government, through vision 2030 sees tourism as a major contributor to the Gross Domestic Product. Considering the challenges that the tourism industry has recently been facing, and considering that 2017 is an election year, discuss **FIVE** strategies that the government may encourage to enhance attainment of vision 2030 for the leisure industry.

[10]

Question 5

a) The Leisure shopping industry is a new concept in Kenya that is growing very fast. Discuss **FIVE** environmental contribution of leisure shopping to destination Kenya. **[10]**

b) The tourism industry has been going down by day. As the Head of Kenya Tourism Board, analyze **FIVE** marketing strategies that may be put in place for the tourism industry to achieve tourism vision 2030 goals. **[10]**