GRETSA UNIVERSITY - THIKA

MAY-AUGUST 2026 SEMESTER

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT

COURSE CODE: BSHM 308

COURSE TITLE: LEISURE AND RECREATION

DATE: 03 AUGUST 2026 **TIME: 2 HOURS**

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY.**
2. SECTION B: ANSWER ANY OTHER **TWO** 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: COMPULSORY

Question One

Case Study: Revitalizing Green Valley Recreation Park

Green Valley Recreation Park is a public leisure facility located near a rapidly growing urban centre. The park offers picnic grounds, walking trails, children's play areas, cycling routes, sporting facilities, and cultural entertainment events. Over the last **five** years, visitor numbers have declined significantly despite population growth in the surrounding region.

A survey conducted by the county government revealed several concerns. Visitors complained about limited recreational activities, inadequate transport connections, poor marketing, and competition from newly established private leisure facilities. Young adults expressed interest in adventure-based activities, while families preferred affordable recreational experiences. Senior citizens indicated a need for wellness and health-related recreation programmes.

The county government intends to reposition the park as a leading leisure and recreation destination capable of attracting both residents and domestic tourists. You have been appointed as a Leisure and Recreation Consultant to advise the county government.

a) Identify **five** factors that may have contributed to the decline in visitor numbers at Green Valley Recreation Park. **[5 Marks]**

b) Explain **five** ways in which leisure and recreation activities contribute to human health and well-being **[5 Marks]**

c) Describe **five** products that customers purchase from Green Valley Recreation Park **[10 Marks]**

d) Propose **five** marketing initiatives that could improve visitation to the park. **[10 Marks]**

SECTION B: ANSWER ANY TWO QUESTIONS

Question Two

a) A county government plans to establish a new recreation centre for local residents. Explain **five** benefits that leisure and recreation activities can provide to communities. **[10 Marks]**

b) Discuss **five** components of the cruise product that make cruise tourism unique from other holiday types **[10 Marks]**

Question three

a) A tour operator seeks to develop holiday packages for different market segments. Explain **five** factors that influence tourists' choice of leisure holidays. **[10 Marks]**

b) Describe **five** categories of travellers that should be considered when designing leisure holiday products. **[10 Marks]**

Question Four

a) Highlight two advantages associated with each of the following tourism destinations:

- **i.** Coastal tourism destinations **[2 Marks]**
- **ii.** Countryside tourism destinations **[2 Marks]**
- **iii.** Tourist towns and cities **[2 Marks]**
- **iv.** Natural attractions **[2 Marks]**
- **v.** Man-made attractions **[2 Marks]**

b) Explain **five** roles performed by tourism agents at a leisure and recreation destination. **[10 Marks]**

Question five

a) A city plans to develop a major leisure shopping complex. Explain **five** forms of leisure shopping facilities that may be incorporated into the development. **[10 Marks]**

b) Describe **five** promotional techniques that can be used to market leisure products and services. **[10 Marks]**