



# **GRETSA UNIVERSITY - THIKA**

## **END OF SEMESTER EXAMINATIONS JANUARY-APRIL 2025 SEMESTER**

### **BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT**

**COURSE CODE: BSHM 308**

**COURSE TITLE: LEISURE & RECREATION**

**DATE: APRIL 2025**

**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: The Transformation of Evergreen Park

Evergreen Park was once the heart of leisure and recreation for the community of Maplewood. Spanning over 50 acres, the park featured walking trails, a small lake, picnic areas, and a playground. Families would gather on weekends, joggers would enjoy the scenic trails, and children would play freely in the open fields. However, over time, the park fell into neglect. The playground equipment became rusty, the walking paths cracked, and the lake, once pristine, became polluted due to poor maintenance. Attendance dropped significantly, and many locals began seeking recreational activities elsewhere.

Realizing the importance of the park to the community's well-being, the local government decided to revamp Evergreen Park. They conducted surveys to understand what residents wanted in a modern recreational space. Many respondents emphasized the need for updated sports facilities, family-friendly amenities, and more organized recreational programs. Taking this feedback into account, the city council approved a budget for a complete transformation of the park.

Within a year, Evergreen Park underwent a dramatic change. The playground was replaced with modern, safe equipment, including areas designed for children of all abilities. A new sports complex featuring basketball courts, a soccer field, and a skate park attracted teenagers and young adults. A dedicated space for yoga and meditation was created near the lake, where visitors could practice wellness activities in a peaceful environment. The lake was cleaned, and a small boating area was introduced, encouraging people to engage in water-based recreation.

To ensure continued engagement, the city partnered with local organizations to host weekend events, including fitness boot camps, outdoor movie nights, and cultural festivals. These programs brought the community together and created a renewed interest in outdoor recreation. As a result, Evergreen Park became a vibrant space once again, with families, fitness enthusiasts, and nature lovers making it their regular destination.

**(Source: Author)**

- a) In relation to the case study above, answer the following questions: -
- i. Discuss **five** main challenges that led to the decline of Evergreen Park, and how did they impact the community? **[10 marks]**
  - ii. How did the local government incorporate community feedback into the renovation of the park, and why was this important? **[10 marks]**
- b) Discuss **five** ways leisure and recreation contribute to an individual's physical and mental well-being? **[10 marks]**

## **SECTION B: ANSWER ANY TWO QUESTIONS**

### **Question Two**

- a) Explain **five** ways recreation centers use marketing and promotions to attract more visitors? **[10 marks]**
- b) Discuss **five** impact of adventure tourism on the local economy and environment. **[10 marks]**

### **Question Three**

- a) Discuss **five** ways technology has influenced leisure and recreation in the sports industry? **[10 marks]**
- b) Explain **five** reasons sustainability is important in the leisure and recreation industry. **[10 marks]**

### **Question Four**

- a) Write short notes on the following in relation to sectors of the leisure industry: -
- i. Catering- fast food **[5 marks]**
  - ii. Transportation- airlines **[5 marks]**
- b) Discuss **five** roles local governments play in promoting leisure and recreation? **[10 marks]**

### **Question Five**

- a) Explain **five** forms of leisure shopping facilities. **[10 marks]**
- b) Analyze **five** reasons for the growth of cruise holidays. **[10 marks]**