



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2009/2010

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
SPORT SCIENCE
(RECREATION AND LEISURE MANAGEMENT)

SLR 401: LEISURE AND RECREATION IN HOSPITALITY INDUSTRY

DATE: Monday 28th December, 2009

TIME: 2.00 p.m- 4.00p.m

INSTRUCTIONS:

ANSWER ANY THREE QUESTIONS

- 1a) Analyse the different forms of leisure and recreation services provided by private and public enterprises in the hospitality industry. [2 marks each = 12 marks]
- b) What challenges are faced by providers in each of the categories above?
[2 marks each = 12 marks]
- 2a) Discuss the effects of globalization on the type of leisure and recreation programmes offered by the hospitality industry. [2 marks each = 12 marks]
- b) How is the Kenyan hospitality industry coping with globalization?
[2 marks each = 12 marks]
3. With examples, differentiate between leisure and recreation programmes offered by hotels and parks in Kenya. [2 marks each = 24 marks]
- 4a) Discuss the current trends in the provision of leisure and recreation in the hospitality industry in Kenya. [2 marks each = 12 marks]
- b) How are these trends impacting on the way recreation programmes are managed in Kenya? [2 marks each = 12 marks]
5. You have been asked to carry out a market survey of the leisure needs of a community that wants to set up a recreation facility.
 - a) Discuss any 5 strategies you would apply to accomplish this task.
 - b) Highlight the performance indicators for the success of the programme.
[24 marks]