



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR FOURTH YEAR FIRST SEMESTER

**SCHOOL OF TOURISM AND NATURAL RESOURCES
BACHEOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 423
COURSE TITLE: LEISURE AND RECREATION
MANAGEMENT**

DATE: 24TH APRIL 2019

TIME: 1430 – 1630 HRS

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **THREE** Questions

This paper consists of 2 printed pages. Please turn over.

Question One

- a) Define Leisure (2 mks)
- b) State five (5) impacts of leisure on quality of life as found in the “Declaration of human right” of the United Nations (Ajibua, 2012). (5 mks)
- c) Define recreation and give 9 examples of recreation (10 mks)
- d) Explain the four different elements that tourism supply components can be classified. (8 mks)

Question Two

- a) Describe the three (3) essential elements of Leisure experience (6 mks)
- b) There is debate about how to define leisure. However, there is a general consensus that there are three primary ways in which to consider leisure. Define Leisure then in these three (3) ways. (6 mks)
- c) Give three (3) benefits of recreation to the local community (3 mks)

Question Three

- a) Briefly, describe the evolution and development of Leisure and recreation in people (7 mks)
- b) With a diagram, compare the Maslow’s Hierarchy of Human Needs with Khaldun’s Hierarchy of Desires (8 mks)

Question Four

- a) The character of Tourism demand will continue to change. Give three factors why you think it can change (6 mks)
- b) Describe the factors that motivate Leisure, Recreation and play (9 mks)

Question Five

- a) What are the main 6 factors that promote the growth of Recreation (6 mks)
- b) Give and explain five (5) key types of organized recreation (5 mks)
- c) With examples, give to major recreation service components (4 mks)

Question Six

- a) Elaborate on ten (10) challenges facing the Recreation and Leisure service field in the Twenty-First Century (10 mks)
- b) The potential effectiveness of visitor education is determined in part by the nature of the visitor’s actions. Discuss the five (5) general **categories of undesirable** visitor actions on public areas (5 mks)

Question Seven

- a) State five relationships between recreation and tourism according to Olarewoju (2000). (5 mks)
- b) What is the importance of visitor education and communication in Leisure and recreation field (5 mks)
- c) Give five impacts of Leisure and recreation on Ecology (5 mks)

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