



THE COOPERATIVE UNIVERSITY OF KENYA

FACULTY OF COMMERCE

DIPLOMA IN CATERING AND HOSPITALITY MANAGEMENT

Course Name: LEISURE AND RECREATION MANAGEMENT

Course Code: CMCH 1216

YEAR TWO SEM TWO EXAMINATION

DECEMBER 2016

TIME: 2 HOURS

Instructions to candidates:

1. This paper consists of Section A and B
2. Section A is Compulsory (worth 30 Marks)
3. Section B Consists of 4 questions each worth 20 marks. Answer any TWO (40 Marks)

This paper consists of 2 printed pages

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SECTION A (30 MARKS)-COMPULSORY

1. a) Highlight the importance of Customer care in Leisure and recreation (5 Marks)
- b) Describe any Two sectors that provide leisure and recreation (5 Marks)
- c) Outline any Ten activities involved in recreation (5 Marks)
- d) Highlight Five reasons that will motivate one to engage in Recreation (5 Marks)
- e) Highlight the importance of Research in Leisure and Recreation Management (5 Marks)
- f) Explain Five factors to consider before Planning a Leisure and Recreation Event (5 Marks)

SECTION B (40 MARKS) ANSWER ANY TWO

2. a) Describe Four Periods in the Historical development of Leisure and recreation (12 Marks)
- b) Explain any Four movements that developed to facilitate the growth of Leisure and recreation around the world (8 Marks)
3. a) Describe the impact of Leisure and recreation under the following subheadings;
 - i. Social (4 Marks)
 - ii. Economic (4 Marks)
 - iii. Environmental (4 Marks)
- b) Explain any Four factors affecting Growth of Leisure and recreation (8 Marks)
4. Describe Marketing and promotional Leisure and recreation under the following subheadings (20 Marks)
 - a) Marketing strategies (5 Marks)
 - b) Marketing research (5 Marks)
 - c) Market plan (5 Marks)
 - d) Evaluation (5 Marks)



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MARKING GUIDE

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SECTION A (30 MARKS)-COMPULSORY

1. a) Highlight the importance of Customer care in Leisure and recreation (5 Marks)

- Leading indicator of consumer repurchase intentions and loyalty
- For differentiation
- It reduces customer discomfort
- It increases customer lifetime value
- It reduces negative word of mouth
- It is cheaper to retain new customers than to acquire new ones

Any of the above Five points with 1 mark each **5 x 1=5 Marks**

b) Describe any Two sectors that provide leisure and recreation (5 Marks)

- Public sector
- Private sector
- Voluntary

Any of the above Two points with 2½ marks each **2 x 2½=5 Marks**

c) Outline any Ten activities involved in recreation (5 Marks)

- | | | |
|-------------------|------------|-----------------|
| • Swimming | • Painting | • Video games |
| • Snorkeling | • Safari | • Sports |
| • Movies | • Reading | • Yoga |
| • Roller coasting | • Surfing | • Bandy jumping |

Any of the above Ten points with ½mark each **10 x ½=5 Marks**

d) Highlight Five reasons that will motivate one to engage in Recreation (5 Marks)

- Relaxation
- Express creativity/ personal expression
- Channel for releasing hostility and aggression
- Promote health and fitness
- Elite culture eg dance, literature

Any of the above Five points with 1 mark each **5 x 1=5 Marks**

e) Highlight the importance of Research in Leisure and Recreation Management (5 Marks)

- To find out the current trends
- To be able to satisfy customer needs
- To do a gap analysis
- To gather information on current facilities
- To come up with healthier activities
- To improve on what is already available

Any of the above Five points with 1 mark each

5 x 1=5 Marks

f) Explain Five factors to consider before Planning a Leisure and Recreation Event (5 Marks)

- Age
- Capabilities
- Facilities
- Cost
- Skills
- Added costs
- Transport to location
- Accessibility
- Benefits to the person

Any of the above Five points with 1 mark each

5 x 1=5 Marks

SECTION B (40 MARKS) ANSWER ANY TWO

2. a) Describe Four Periods in the Historical development of Leisure and recreation

(12 Marks)

- Period of ancient civilization-Egypt, Greece, Rome
- Dark and Middle ages
- Industrial/ renaissance
- 9th century and 20th century

Any of the above Four points with 3 marks each

4 x 3=12 Marks

b) Explain any Four movements that developed to facilitate the growth of Leisure and recreation around the world

(8 Marks)

- Adult Education movement
- Playground movement
- Establishment's voluntary organizations
- Development of National state Municipal Parks movement

Any of the above Four points with 2 marks each

4 x 2= 8 Marks

3. a) Describe the impact of Leisure and recreation under the following subheadings;

i. Social (4 Marks)

- Improved standard of living
- Exchange of culture
- New languages to communicate
- Development of new social structures
- Intermingling with locals

ii. Economic (4 Marks)

- Employments
- Increase in spending
- Roads to access facilities
- Superstructures to support
- Revenue
- Local county developments

iii. Environmental (4 Marks)

- Environmental sustainability
- Degradation of not taken care of
- Planting trees
- Prevention of pollution in areas where practiced
- Social Corporate responsibility

Any of the above 12 points with 1 mark each

2 x 1=12 Marks

c) Explain any Four factors affecting Growth of Leisure and recreation (8 Marks)

- Increase in Discretionary income
- Influence of technology
- Public interest in health and fitness
- Co modification of leisure
- Therapeutic recreation service
- New leisure roles for women

Any of the above Four points with 2 marks each

4 x 2= 8 Marks

4. Describe Marketing and promotional Leisure and recreation under the following subheadings (20 Marks)

a) Marketing strategies (5 Marks)

- Marketing mix, Four Ps of marketing
- Other Three Ps of marketing ie People, Physical Environment etc

Any of the above Five points with 1 mark each

5 x 1=5 Marks

b) Marketing research (5 Marks)

Def; process of collecting valuable information used to identify and define marketing

opportunities and problems. It is either;

- Qualitative marketing research or
- Quantitative marketing research
- Observation

The above Five points with explanation

5 x 1=5 Marks

c) Market plan (5 Marks)

Def: comprehensive blue print which outlines an organizations' overall marketing efforts. It involves the following

- Financial data-accounts and costing
- Product data- from production to development
- Sales and distribution data-sales, packaging
- Advertising-sales promotion, merchandising

Any of the above Five points with 1 mark each

5 x 1=5 Marks

d) Evaluation (5 Marks)

- Evaluate marketing goals
- Reexamine the target customers
- Evaluate the financial implications
- Evaluating the most effective strategies
- Check if there is an increase in customer numbers

Any of the above Five points with 1 mark each

5 x 1=5 Marks

SECTION A 30 + SECTION B 40 MARKS

TOTAL 70 %



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(A Constituent College of Jomo Kenyatta University of Agriculture And Technology)

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SUPPLEMENTARY EXAM

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SECTION A (30 MARKS)-COMPULSORY

1. a) Define the following terms as used in the unit: (5 Marks)
- i. Leisure
 - ii. Recreation
 - iii. Fitness
 - iv. Health
 - v. Passive recreation
- b) Highlight the importance of marketing Leisure and Recreation facilities (5 Marks)
- c) Describe the relationship between Recreation and Health (5 Marks)
- d) Explain any Five reasons of studying Leisure and Recreation (5 Marks)
- e) Highlight any five Economic Impacts of Leisure and Recreation (5 Marks)
- f) Differentiate between Qualitative and Quantitative research for Leisure (5 Marks)

SECTION B (40 MARKS) ANSWER ANY TWO

- 2.a) Describe any Five Principles of Leisure and Recreation (10 Marks)
- b) Explain the importance of Leisure and Recreation to the Environment (10 Marks)
3. a) Describe any Five Challenges facing Leisure and Recreation (10 Marks)
- b) Explain Five roles the government can play to boost Leisure and Recreation(10 Marks)
4. a) Describe The Seven Ps of Marketing applicable to Leisure and Recreation (14 Marks)
- b) Explain the importance of Marketing evaluation for activities (6 Marks)

COURSE OULINE

SUBJECT CODE: CMCH 1215

SUBJECT NAME: LEISURE AND RECREATION MANAGEMENT

1.0 SUBJECT PURPOSE

The subject introduces students to concepts and approaches to leisure and recreation management in the hospitality and tourism industry.

1.1 SUBJECT DESCRIPTION

The subject examines the underlying factors in leisure and recreation and analyses the key components and scope of the leisure and recreation environment and introduces the students to leisure market research

1.2 SUBJECT OBJECTIVES

By the end of the subject the students should be able to:

- Describe the various concepts and approached to leisure and recreation
- Describe the key components in the leisure and recreation industry
- Explain the global trends and the emerging trends in leisure and recreation in the hospitality and tourism industry
- Describe leisure provision by the public, private and voluntary sectors
- Describe the classification and methods used in programming of events

1.3 SUBJECT LEARNING OUTCOMES

By the end of the subject students should be able to:

- Apply market skill in marketing leisure and recreation events in the hospitality and tourism industry
- Undertake appraisal of recreation facilities
- Apply the various approaches to leisure and recreation in managing change in the hospitality and tourism industry
- Plan and make effective leisure and recreation programmes

1.4 SUBJECT CONTENT

1. Philosophy and Evolution of Leisure
2. Leisure and recreation pathways
3. Leisure Provision, Public sector, Private sector, Voluntary sector, Leisure and social settings
4. Organization of leisure and recreation events
5. Impacts of Leisure and Recreation-Social , Economic, Environmental
6. Principle of Leisure and Recreation Management

7. Marketing and promotional Leisure and recreation
8. Evaluation
9. Customer Service in Leisure and Recreation Management of Physical Resources
10. Appraisal-Input, output, efficiency and programme, indicators, Appraisal process
11. Research in Leisure

1.5 REFERENCE BOOKS

Anderson D, 1992, Looking at leisure, Hodder& Stoughton

Bill T, 1983, Leisure and recreation Management, 3rd edition, E & FN Spon

Cordes, I, 1996, Applications in Recreation and Leisure for today and the Future, 2nd edition, McGraw-Hill

Haywood, Les, 1995, understanding leisure, 2nd edition, Stanley Thornes Ltd

Leitner, Michael, 2004, Leisure Enhancement, 3rd edition, The Haworth Press

Outhart, T, 1995, Leisure and tourism for intermediate GNVQ, Collins Educational

1.6 TEACHING AND LEARNING METHODS

A combination of the following teaching and learning methods will be used:

- Lectures and exercises
- Reading assignments
- Case studies
- Group work and discussions
- Article reviews
- Videos

1.7 INSTRUCTION MATERIAL/EQUIPMENT

A combination of the following teaching and learning methods will be used:

- White/Black board and Marker/Chalk board
- LCD/Overhead projector
- TV/VCR/DVD Player

1.8 EXAMINATIONS

- 2 Progress Tests
- 1 Final Exam

1.9 EVALUATION

CATS (Progress Tests & Terminal Exams) accounts for 2/3 of the total marks and final exams account for 1/3 of the total marks

