



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF TECHNOLOGY IN HOTEL & HOSPITALITY MANAGEMENT

BHH 4405: SPORTS TOURISM

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- Answer question **ONE (Compulsory)** in Section **A** and any other **THREE** questions in Section **B**.

This paper consists of Two printed pages

SECTION A (Compulsory)

QUESTION 1

- a) Discuss the factors to consider in the planning for sport tourism. **(15 marks)**
- b) List the key players involved in sport tourism planning. **(5 marks)**

SECTION B (Answer any THREE questions)

QUESTION 2

- Citing relevant examples discuss the benefits of hosting Mega events. **(25 marks)**

QUESTION 3

- a) Discuss the role of media in sport tourism development. **(15 marks)**
- b) Describe **SEVEN** tactics that are useful when leveraging event advertising and publicity. **(10 marks)**

QUESTION 4

“Tourist behaviour is a critical element for sustainable sport tourism development. Discuss. **(25 marks)**”

QUESTION 5

Discuss the role of the State/Government in sport tourism planning. **(25 marks)**