



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

UNIVERSITY EXAMINATION FOR THE DEGREE OF:

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (BSTM S13)

BHT 4406: SPORTS TOURISM MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date DECEMBER 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt Choose instruction.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) Explain the following concepts. (10 marks).
 - i. Desportification of sports.
 - ii. Sports tourism infrastructure.
 - iii. Holiday sports activities.
 - iv. Democratization of sports.
 - v. Sports tourism policy.
- b) Discuss the contribution of tourism to the development of sports globally. (10 marks).
- c) Briefly explain the factors that hindered mass participation in sports tourism in historically time from the ancient through the pre-modern times. (10 marks).

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Discuss **Five (5)** strategies a destination can use to optimize immediate revenues from hosting mega sporting events. (10 marks).
- b) Write brief notes on the environmental footprint of popular participation in sports tourism as witnessed in the 21st centuries. (10 marks).

QUESTION THREE

- a) Describe **Five (5)** key stakeholders' roles in the planning and hosting a major sports tourism event in a destination. (10 marks).
- b) Discuss FIVE strategies a tourism destination can employ in successfully attracting and hosting major international sporting events (10 marks)

QUESTION FOUR

- a) Explain the steps that a city preparing to host a mega international sporting event can put in place to mitigate potential adverse impacts that would be occasioned by the event (20 Marks)

QUESTION FIVE

- a) Describe the profile of active sport tourists (10 Marks)
- b) Discuss the main motivations for participation in active sports tourism(10 marks)