



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER

**SCHOOL OF NATURAL RESOURCES, TOURISM AND
HOSPITALITY MANAGEMENT
BACHELOR OF TOURISM MANAGEMENT**

COURSE CODE: BTM 4105

COURSE TITLE: SPORTS AND ADVENTURE TOURISM

ATE: 2ND DECEMBER, 2022

TIME: 0830-1030

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section **A** and any other **TWO** in section **B**.

This paper consists of 2 printed pages. Please turn over

SECTION A-30 MARKS

Question 1

- a) Briefly discuss **THREE** trends changing the current status of sports tourism in Kenya. **[3 Marks]**
- b) Briefly explain **THREE** types of sports tourism. **[3Marks]**
- c) Briefly explain **THREE** advantages of a sports policy. **[6 Marks]**
- d) Illustrate **THREE** costs adventure tourism may bring to your locality. **[6 Marks]**
- e) Explain **THREE** roles of the local community in the development of adventure tourism in Kenya. **[6Marks]**
- f) Discuss **THREE** strategies you would adopt to ensure maximum post event utilization of arenas. **[6Marks]**

Section B- 40 marks

Question 2

- a) You are required to write a paper entitled “Sports infrastructure as tool for balanced regional development” Base your case on your county. **[20 Marks]**

Question 3

- a) With reference to principles of sustainable development, describe the significance of the various scales of sports tourism to urban regeneration. **[10 Marks]**
- b) Discuss **FIVE** factors that have hindered the development of sports tourism in Kenya despite the constructions of stadiums in different counties. **[10 Marks]**

Question 4

- a) Explain **TWO** international sporting bodies and their impact to the Kenyan sporting activities **[10 Marks]**
- b) Discuss **FIVE** factors you would consider in choosing a sport for a group of 10 clients for Europe. **[10Marks]**

Question 5

- a) You are required to organize for a mega event of your choice at Kasarani Stadium. In this regard, discuss the **FOUR** dimensions you would consider for your success. **[10 Marks]**
- b) “The future of adventure tourism depends on sustainable development”. Explain. **[10 Marks]**

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