



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2021/2022 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**

**DATE:**

**TIME:**

**INSTRUCTIONS TO CANDIDATES**

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

*This paper consists of 3 printed pages. Please turn over*

## SECTION A- 30 marks

### SECTION A: (30 MARKS) ANSWER ALL QUESTIONS IN THIS SECTION

#### Question 1

- a) Discuss the relationship between sports and tourism. [4 Marks]
- b) Explain **TWO** benefits you may accrue from Sportification of culture. [4 Marks]
- c) Illustrate **FOUR** significance of a sporting event in your locality. [4 Marks]
- d) Briefly describe **FOUR** costs of sports tourism [4 Marks]
- e) Discuss sports as an agent for peace [4 Marks]
- f) Explain **TWO** advantages of a sport policy [4 Marks]
- g) Using example, illustrate **THREE** types of sports
- h) Using examples, illustrate **THREE** types of sports. [6 Marks]

### Section B- 40 Marks (Answer Any Two Questions)

#### Question 2

- a) You have been appointed as a sports manager in your county. You are required to prepare your team for sub-county teams competitions. Illustrate **FIVE** aspects you would consider in helping the new teams learn new sporting activities in readiness for their competitions. [10 Marks]
- b) For your teams above, discuss **FIVE** strategies you would put in place to ensure minimal or no injuries. [10 Marks]

#### Question 3

a) "Sports tourism is the future sure bet for county development".  
Analyze. **[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) Analyze sports as a cultural experience. **[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) "Sports tourism events at the international, regional and national level have a double effect". Critique **[10 Marks]**

.....**End**.....