



MURANG'A UNIVERSITY OF TECHNOLOGY
SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT
DEPARTMENT OF HOSPITALITY, TRAVEL AND TOURS

UNIVERSITY ORDINARY EXAMINATION

2023/2024 ACADEMIC YEAR

**FOURTH YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR
OF SCIENCE IN HOSPITALITY MANAGEMENT**

HTM 416 – SPORTS TOURISM

DURATION: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Answer question one and any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE (30 MARKS)

- a) Account for the historical development of sports tourism. (10 marks)
- b) Explain five recent sports tourism related policy frameworks in Kenya. (10 marks)
- c) With the use of a model, examine three goals required to achieve sustainable sports tourism development. (10 marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

- a) Sports event management has become an essential aspect of the growing sports-recreation industry in Kenya and globally. Discuss the concept of sports events management. (10 marks)
- b) You have recently secured a job as a sports event manager. Illustrate the successful planning and execution of an upcoming sports tourism event that you are in charge. (10 marks)

QUESTION THREE (20 MARKS)

- a) Kenyan athletes have become world renowned Olympic and Commonwealth Champions. Develop a sports tourism marketing framework that destination Kenya can adopt to market its tourism products. (10 marks)
- b) Examine the assertion that sport is not only right for health preservation and to spend useful free time but it is can be used as an instrument to develop and to hold moral values and honest self – conduct. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Assess the impact of sports and recreation on the human and physical environments. (10 marks)
- b) Analyse sports tourism resource base in Kenya. (10 marks)