



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2023/2024 ACADEMIC YEAR**

**FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF TOURISM AND HOSPITALITY  
BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 4250-1**

**COURSE TITLE: SPORTS, LEISURE AND RECREATION**

**DATE: 22/4/24**

**TIME: 1430-1630HRS**

## **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 - 20 Marks

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### Question 1

- a) Briefly explain sports as a leisure human activity. **[4 Marks]**
- b) Briefly illustrate **TWO** ways you would distinguish sports tourists. **[4 Marks]**
- c) Demographics highly determine the number of people involved in a sporting event and their spending preferences and patterns. Briefly explain **THREE** demographic parameters. **[6 Marks]**
- d) Briefly analyze **THREE** benefits of involving local communities in leisure and recreation tourism planning. **[6 Marks]**

## SECTION B – 30 MARKS

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### Question 2

- a) Elucidate **FIVE** different ways leisure and recreation activities may cost a destination. **[5 Marks]**
- b) You have been appointed the new Managing Director for a sporting activity within your County. The main purpose is to promote sports tourism within your locality. Your first task is to assess the existing sports policy and adjust it. Why would you need a sports policy? **[10 Marks]**

### Question 3

- a) Policies are influenced by a range of actors. Briefly Analyze. **[5 Marks]**
- b) Sports tourism is leisure-based travel that takes individuals temporarily away from their mundane lives to participate in physical activities. As a tourism student, how would you characterize the sports tourism market? **[10 Marks]**

### Question 4

- a) Considering the case of Qatar FIFA 2022, why would you consider visitor education and communication in Sports Tourism vital? **[5 Marks]**
- b) You are required to write a paper entitled “Sports infrastructure as a tool for regional development” Base the case in your County. **[10 Marks]**

### Question 5

- a) Analyze **FIVE** unique sporting activities that locals may actively engage in for their health wellness. **[5Marks]**
- b) There are different levels of risk associated with different sports. To minimize the chances of injury, you are expected to develop an injury management checklist. **[10 Marks]**

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