



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2019/2020 ACADEMIC YEAR  
FOURTH YEAR FIRST SEMESTER**

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

**COURSE CODE: BTM 4105  
COURSE TITLE: ADVENTURE AND SPORTS  
TOURISM**

**DATE: 16<sup>TH</sup> DECEMBER 2019**

**TIME: 2.30 - 4.30PM**

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## **INSTRUCTIONS TO CANDIDATES**

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

*This paper consists of 2 printed pages. Please turn over*

## **SECTION A: COMPULSORY (30 MARKS)**

Q1.

- a) Define the term adventure tourism. **(2marks)**
- b) Explain how sport tourism differs from conventional mass tourism. **(3marks)**
- c) List the characteristic features of an adventure tourist. **(5marks)**
- d) Explain the meaning of the following acronyms and abbreviations as used in sports :
  - i. EUFA
  - ii. CAF
  - iii. IAAF
  - iv. FIFA
  - v. CECAFA
  - vi. EPL **(12marks)**
- e) Explain the adventure tourism supply chain. **(5marks)**
- f) Explain the motivating factors for most adventure tourists. **(3marks)**

## **SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)**

Q2. Sport tourism can be categorized in two ways. Discuss the two categories highlighting the classes of sport tourism in each category **(20marks)**

Q3. Highlight the importance and benefits of adventure tourism in Kenya **(20marks)**

Q4. List and explain the characteristics and features of adventure tourism **(20marks)**

Q5. Despite the fact that Kenya is an athletics giant, sport tourism is still in its infancy discuss. **(20marks)**

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