



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2010/2011
INSTITUTIONAL BASED PROGRAMME (IBP) AUGUST SESSION
EXAMINATION FOR THE DEGREE OF BACHELOR OF HOSPITALITY AND
TOURISM MANAGEMENT
HTM 312: SPORTS TOURISM

DATE: TUESDAY, 28TH DECEMBER 2010

TIME: 8.00 A.M – 10.00 A.M

INSTRUCTIONS:

Answer ALL Questions in Section A (50 marks) and ONE (1) Question in Section B, (20 marks).

SECTION A

- Q.1) Explain the relationship between sports and tourism (5 marks)
- Q.2) Explain any 5 legal issues in sports tourism that a manager of a sports facility should be informed about. (10 marks)
- Q.3) Describe any FIVE (5) types of sports tourism event that take place in Kenya. (10 marks)
- Q.4) Explain the relevance of the high altitude training center in Eldoret to sports tourism in Kenya (5 marks)
- Q.5) Identify popular sports in the world that attract a great number of tourists, for each sport, identify the activities that take place and the frequency of its occurrence. (10 marks)
- Q.6) Discuss the common characteristics of the sports tourism markets globally. (10 marks)

SECTION B

- Q.7) Discuss 5 economies of sports tourism to the individual and the society. (20 marks)
- Q.8) Discuss 5 marketing strategies that can be adopted to market sports Tourism in Kenya. (20 marks)