

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
TOURISM MANAGEMENT**

BTOM 352: LEISURE, RECREATION AND SPORTS TOURISM

STREAMS: BTOM Y3S1

TIME: 2 HOURS

DAY/DATE: TUESDAY 04/12/2018

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- Answer ALL questions in SECTION A and any other two in SECTION B.
- Do not write anything on the question paper.

SECTION A: (30 MARKS)

1. Briefly explain the relationship between leisure, recreation and sports tourism. (3 marks)
2. Briefly explain any five socio-cultural benefits of recreation and sports tourism in Kenya. (5 marks)
3. Briefly explain six factors that you would consider when scheduling a sporting activity. (6 marks)
4. Briefly describe six characteristics for a good facility location for recreation and sports tourism. (6 marks)
5. Briefly discuss six capacity management strategies that small operations can use to cope with increasing demand for recreation and sports tourism. (6 marks)
6. Describe four factors that affect development of recreation and sports tourism in Kenya. (4 marks)

SECTION B: (40 MARKS)

7. Describe the effect of sports ticket distribution in revenue management in sporting events. (20 marks)
8. Describe the role of devolved government in development of recreation and sports tourism in Kenya. (20 marks)

9. Machakos county government has considered you as a key stakeholder in planning for a rugby tournament consisting of East African participants. Describe
- (a) The planning aspects that you would consider for the event. (12 marks)
 - (b) The sports tourism product support services that you would require. (8 marks)
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