

CHUKA



UNIVERSITY

RESIT/ SPECIAL EXAMINATIONS

**EXAMINATION FOR THE AWARD OF
BACHELOR OF TOURISM AND HOTEL MANAGEMENT**

BTHM 246: LEISURE, RECREATION AND SPORTS TOURISM

STREAMS: BTHM Y2S2

TIME: 2 HOURS

DAY/DATE: TUESDAY 11/09/2018

11.30 AM – 1.30PM

INSTRUCTIONS:

Section A is compulsory (30 marks)

Section B - Answer Only 2 Questions(40 marks)

Do Not Write on the Question Paper

Cheating is Not Allowed

SECTION A (30 MARKS)

1. Describe the three components of sports tourism industry. (3 marks)
2. Briefly describe the evolution and historical development of leisure tourism in Europe. (6 marks)
3. Describe the factors influencing the demand of sports tourism in the 21st century. (5 marks)
4. Explain the barriers of sports tourism growth in Kenya. (6 marks)
5. Explain the sports tourism production process. (5 marks)
6. Explain the relevance of longevity theory to the growth of sports industry in America. (5 marks)

SECTION B (40 MARKS)

7. (a) Discuss the process of sports tourism branding and packaging. (10 marks)

b. Explain the sports tourism pricing strategies. (10 marks)

8. Kenya Inter-University games is planning to host the 2019 games in Chuka University on 19th June 2019. The event planner expects 80,000 participants and reports that all facilities are in order. Explain key operational areas of concern before and during the event hosting. (20 marks)

9. a. Discuss the process of managing queues for efficient ticketing processes in a football stadium. (10 marks)

b. Discuss the implications of social media in the distribution and promotion of sports in Kenya. (10 marks)
