Scott Christian UNIVERSITY

SCHOOL OF PROFESSIONAL STUDIES

BACHELOR IN HOSPITALITY AND TOURISM MANAGEMENT

UNIT CODE/NAME: BTM 311: SPORTS AND RECREATIONAL TOURISM

September – December 2019/2020 End Semester Exam - Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

QUESTION ONE

Kazungu read about Lamu as a tourist destination in the internet and he remembered that their dad had said that they had a distant relative living in Lamu. He managed to convince the dad that they go visit Lamu because of the different attractions available there. The family of four drove from their home in Ramisi, crossed the ferry at Likoni and headed to Moi international Airport in Mombasa; to get the flight that would take them to Lamu.

While in Lamu, they visited the museum and had a chance to attend the annual Lamu Cultural Festivals. In addition, they went to Lamu Stadium to watch a game of football between Lamu boys and Mpeketoni High School.

At the end of four days the family had to go back home. It had been a lovely holiday and the kids appreciated the fact that they got to meet their cousins for the first time.

Required:

i) Classify Lamu as a tourist destination, giving reasons for your answer **(5 Marks)**

ii) Identify five modes of transport that they would have used, from the point they left home until arriving at their destination **(5 Marks)**

iii) Highlight five factors that might have made the family to consider Lamu as a destination **(5 Marks)**

iv) Explain five reasons why the family opted for a self – packaged holiday **(10 Marks)**

v) Giving reasons explain the five different types of tourism that the family had. **(5 Marks)**

QUESTION TWO

a) Describe factors that make a theme park appeal more to clients than any other form of attraction for Tourism **(5 Marks)**

b) Explain five factors that enhance the appeal of a destination. **(10 Marks)**

QUESTION THREE

a) 'Art product can take a number of forms' Citing relevant examples, discuss five forms of Art products in Kenya. **(10 Marks)**

b) Describe five factors that have led to changes in Travel and Tourism **(5 Marks)**

QUESTION FOUR

a) Explain five different organizations that serve the leisure industry, using relevant examples in the Kenyan Tourism Industry **(10 Marks)**

b) Enumerate the potential negative impacts of sports tourism on culture. **(5 Marks)**

QUESTION FIVE

a) Analyze five different markets that exist for leisure for leisure shopping products. **(10 Marks)**

b) Sports tourism refers to the experience of travel to engage in or view sport – related activities. Enumerate five characteristics of active sports tourists **(5 Marks)**