



**FINAL EXAMINATION**  
**MARCH 2024**

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<b>COURSE TITLE</b>	<b>SPORTS TOURISM</b>
<b>COURSE CODE</b>	<b>RSPR1173</b>
<b>DATE/DAY</b>	<b>27 JUNE 2024 / THURSDAY</b>
<b>TIME/DURATION</b>	<b>02:00 PM - 04:00 PM / 02 Hour(s) 00 Minute(s)</b>

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**INSTRUCTIONS TO CANDIDATES :**

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 8 Printed Pages including front page)

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**This question paper consists of TWO (2) sections. Answer ALL questions in the answer booklet provided. [60 MARK]**

**SECTION A**

**(30 Marks)**

**There are THIRTY (30) questions in this section. Choose the CORRECT answer and write the answer in the answer booklet.**

1. Heritage sports tourism involves \_\_\_\_\_.
  - A. Visiting museums and themed bars related to sports
  - B. Attending international sports tournaments
  - C. Engaging in extreme sports activities
  - D. Participating in local recreational sports leagues
  
2. According to Hinch et al., (2016), key questions in sports tourism include \_\_\_\_\_.
  - A. How many tourists visit sports destinations annually?
  - B. What are the demographics of sports tourists?
  - C. What travel experiences do sports tourists seek?
  - D. How much revenue do sports destinations generate?
  
3. Which of the following reflects the historical perspective of sports tourism?
  - A. Early instances of sports-related travel
  - B. Major milestones in the development of sports tourism
  - C. Evolution of sports tourism
  - D. All of the above
  
4. What aspect of sports tourism emphasizes revenue generation and job creation?
  - A. Social impact
  - B. Cultural significance
  - C. Economic significance
  - D. Environmental considerations
  
5. Which of the following is an example of a sports tourism destination?
  - A. Historical landmarks
  - B. UNESCO World Heritage Sites
  - C. FIFA World Cup host countries
  - D. National parks

6. In the role of travel within the sporting context, what distinguishes professional athletes from recreational enthusiasts?
- A. Professional athletes prioritize leisure over competition
  - B. Recreational enthusiasts engage in competitive sports at professional levels
  - C. Professional athletes typically undergo rigorous training regimens to compete at elite levels
  - D. Recreational enthusiasts often receive financial compensation for their sporting activities
7. What types of sports activities are classified under sport heritage activities?
- A. Cycling and tennis
  - B. Triathlons and marathons
  - C. Professional sports matches and tournaments
  - D. Sports halls of fame and nostalgic experiences related to sports
8. Active engagement in sports tourism involves \_\_\_\_\_.
- A. Participating in sports activities while traveling
  - B. Hosting sports events in local communities
  - C. Selling sports equipment to tourists
  - D. Providing accommodations for sports teams
9. Understanding engagement levels in sports tourism involves recognizing \_\_\_\_\_.
- A. The varying commitment levels of tourists
  - B. The political landscape of host countries
  - C. The history of sporting events
  - D. The economic impact of sports tourism
10. Market analysis in sports tourism informs sustainable development and marketing strategies, including \_\_\_\_\_.
- A. Identifying popular sports destinations
  - B. Understanding tourist motivations
  - C. Analyzing hotel occupancy rates
  - D. Assessing transportation infrastructure
11. Spectator-based events in sports tourism involve \_\_\_\_\_.
- A. Hosting small-scale local competitions
  - B. Traveling to participate in sporting events
  - C. Attending large-scale events as spectators
  - D. Engaging in recreational sports activities

12. What best describes ecotourism?

- A. Tourism focused on exploring urban environments
- B. Traveling to natural areas with a focus on conservation and sustainability
- C. Sightseeing in industrial zones
- D. Engaging in extreme sports in remote locations

13. Which of the following is an example of niche sports tourism?

- A. Attending the FIFA World Cup
- B. Participating in a local marathon
- C. Watching a professional basketball game
- D. Birdwatching during a golf tournament

14. Conceptualizing demand for sports tourism involves\_\_\_\_\_.

- A. Understanding engagement levels
- B. Analyzing market competition
- C. Assessing tourist satisfaction
- D. Studying climate patterns

15. Participation-based events in sports tourism encompass?

- A. Hosting international sports tournaments
- B. Engaging in leisure activities at sports destinations
- C. Competing in amateur or recreational sports events
- D. Watching sports events on television

16. Diverse market segmentation in sports tourism includes\_\_\_\_\_.

- A. Geographic, socio-economic, demographic, psychographic, and behavioristic segmentation
- B. Seasonal, regional, and cultural segmentation
- C. Income-based and age-based segmentation
- D. National and international segmentation

17. What is sports tourism?

- A. Tourism focused solely on visiting sports stadiums
- B. Traveling to participate or view sports-related activities
- C. Exploring historical sites related to sports
- D. None of the above.

18. What factors drive sports tourism?

- A. Rise of sports fandom and spectatorship
- B. Increase in medical tourism
- C. Influence of traditional advertising
- D. Decline in government support

19. How does Hsu (2005) categorize definitions of sport within the context of tourism?

- A. According to the popularity of sports destinations
- B. By the level of competitiveness in sports
- C. Into narrow and broader aspects
- D. Based on the type of sports involved

20. Which of the following is a challenge faced by sports tourism?

- A. Social inclusion
- B. Collaboration opportunities
- C. Overcrowding and strain on infrastructure
- D. Destination promotion

21. Weed and Bull (2003, 2009) define sport tourism as arising from the interaction of \_\_\_\_\_.

- A. Activity, people, and purpose
- B. Environment, culture, and economy
- C. Geography, history, and technology
- D. Activity, people, and place

22. What is the role of travel within the sporting context?

- A. Limited to professional athletes only
- B. Primarily for recreational purposes
- C. Essential for both competitive hierarchies and recreational pursuits
- D. Not relevant to the tourism industry

23. What is the primary focus of heritage sport tourism?

- A. Attracting elite athletes to compete in international events
- B. Celebrating the historical significance of sports venues and events
- C. Offering unique sports experiences to travelers
- D. Generating revenue for local economies through sporting activities

24. What are the three dimensions of tourism?

- A. Spatial, temporal, purpose
- B. Domestic, international, and intergalactic
- C. Economic, social, and environmental
- D. Historic, cultural, and gastronomic

25. What is sports heritage in terms of sports tourism?

- A. The practice of preserving old sports equipment in museums
- B. Engaging in sports activities that were popular in the past for leisure purposes
- C. Traveling to historical sports venues or events to relive past experiences
- D. Hosting tournaments for traditional sports with cultural significance

26. What is Event-based tourism?

- A. Traveling to participate in a marathon
- B. Visiting a city to watch the Olympics
- C. Going to a sports-themed amusement park
- D. Touring historical sports venues

27. What is the primary focus of sports tourism?

- A. Exploring natural landscapes
- B. Engaging in physical activities
- C. Studying historical landmarks
- D. Sampling local cuisine

28. According to Leiper's Tourism System Approach (1979), what are the three key elements of tourist attractions?

- A. Sports activities, travel, and accommodation
- B. Travelers, destinations, and attractions
- C. Sports traveler, sports features, and markers
- D. Recreation, entertainment, and leisure

29. Which of the following is **NOT** a type of sports tourism?

- A. Event-based tourism
- B. Cultural tourism
- C. Active sports tourism
- D. Niche sports tourism

30. What is the proposed fourfold classification of sport tourism?

- A. Historical sports, cultural events, extreme sports, and adventure tourism
- B. Spectator-based events, participation-based events, active engagement in recreational sports, and sports heritage
- C. Individual sports, team sports, water sports, and winter sports
- D. Professional sports, amateur sports, collegiate sports, and international sports

  
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**SECTION B**

**(30 Marks)**

There are **THREE (3)** questions in this section. Answer **ALL** questions in the answer booklet.

**QUESTION 1**

**(10 Marks)**

Describe all **FIVE (5)** sport tourism market segmentations and provide examples for each segmentation.

**QUESTION 2**

**(10 Marks)**

Discuss the importance of event-based tourism in sports tourism using examples such as the Olympics or the FIFA World Cup to illustrate its impact on host countries and cities, focusing on its economic, social, cultural, environmental, and technological significance. Provide examples to illustrate each aspect's impact on the tourism industry.

**QUESTION 3**

**(10 Marks)**

Discuss Leiper's Tourism System Approach as a framework for understanding sport tourism attractions. Analyze the key elements of this approach, including the sports traveler in the generating region, sports features in the destination region, and markers highlighting sporting experiences. Provide examples to illustrate how this framework can be applied in analyzing and managing sport tourism destinations.

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**\*\*\* END OF QUESTION PAPER \*\*\***