



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

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<b>COURSE TITLE</b>	<b>SPORTS TOURISM</b>
<b>COURSE CODE</b>	<b>RSPR3163</b>
<b>DATE/DAY</b>	<b>25 JUNE 2024 / TUESDAY</b>
<b>TIME/DURATION</b>	<b>09:00 AM - 11:00 AM / 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 7 Printed Pages including front page)

**\*\*\*DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO\*\*\***

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. 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
  
2. 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
  
3. 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
  
4. 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
  
5. What aspect of sports tourism emphasizes revenue generation and job creation?
  - A. Social impact
  - B. Cultural significance
  - C. Economic significance
  - D. Environmental considerations
  
6. 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

7. 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
8. According to Leiper's Tourism System Approach (1979), what are the three key elements of tourist attractions?
- A. Sport activities, travel, and accommodation
  - B. Travelers, destinations, and attractions
  - C. Sport traveler, sport features, and markers
  - D. Recreation, entertainment, and leisure
9. What types of sport activities are classified under sport heritage activities?
- A. Cycling and tennis
  - B. Triathlons and marathons
  - C. Professional sports matches and tournaments
  - D. Sport halls of fame and nostalgic experiences related to sports
10. 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
11. 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
12. 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

13. Heritage sport 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
14. 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
15. 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?
16. 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
17. 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
18. 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

19. 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

20. 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.

21. 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

22. 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

23. 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

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 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

26. 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

27. 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

28. 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

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

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

30. 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

**SECTION B**

**(30 Marks)**

There are **FOUR (4)** questions in this section. Answer **ALL** questions in the answer booklet.

**QUESTION 1**

**(4 Marks)**

The significance of natural resource dependency in peripheral sport tourism locations focuses on the role of landscapes such as mountains, lakes, and rivers. Provide **TWO (2)** examples of recreational and sporting activities offered in such locations and how they contribute to the overall tourism experience and destination attractiveness.

**QUESTION 2**

**(6 Marks)**

Evaluate the impact of climate change on sport tourism destinations by discussing the vulnerability of ski resorts to changing snow conditions as well as the strategies employed for destination viability and attractiveness in assessing long-term sustainability of tourism operations.

**QUESTION 3**

**(10 Marks)**

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

**QUESTION 4**

**(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.

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