



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND
TECHNOLOGY**

**School of Business and Economics
Department of Tourism and Management**

BTM 3429: SPORTS AND EVENT TOURISM

Year 4 Semester 2 Examination

INSTRUCTIONS TO CANDIDATES

Answer question one and any other two questions from this paper

QUESTION ONE (30 MARKS)

- a) With relevant examples, explain the three main categories of events (6 marks)
- b) Distinguish the three types of sports tourism. (6marks)
- c) Explain seven impact of sports tourism in any given tourist destination (7 marks)
- d) Outline ten (10) considerations for event site selection (5 marks)
- e) Explain six approaches to sports and events event evaluation (6 marks)

QUESTION TWO (20 MARKS)

- a) Explain on the considerations you would make in the event safety management plan. (10 marks)
- b) Briefly explain five main goals of sports and event tourism (10 marks)

QUESTION THREE (20 MARKS)

- a) Elaborate on any of the five forces and their related trends and issues regarding planned events (10 marks)
- b) Explain five strategies to crowd management during a sporting event that attract many spectators (10 marks)

QUESTION FOUR (20 MARKS)

- a) The planning issues for an event can be considered in separate parts. Explain (5 marks)
- b) Describe seven (7) factors that can trigger competition among destinations in relation to sports and event tourism (15 marks)

QUESTION FIVE (20 MARKS)

- a) Explain using examples seven aspects that will shape the future trend of sports tourism (15 marks)
- b) Most large events involve some kind of bidding process. In this regard, explain five classification of sports and event bids (5 marks)

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SCHOOL OF BUSINESS AND LEGAL STUDIES**

**BTM 3429: SPORTS AND EVENTS TOURISM
COURSE LECTURER: MR GEORGE OTIENO**

**42 HOURS
YEAR I, SEMESTER II**

1. **Introduction:** People have become more and more interested in events of all kinds and will travel far away to participate in events that they find interesting. Planned events, such as festivals, concerts, trade shows, conventions, and sporting events, have emerged as major factors attracting people to a destination. Attending such events can help tourists fulfill their intrinsic and extrinsic travel needs. Furthermore, event tourism has been acknowledged as helping destinations gain a better tourism image, become more competitive, and bring a stream of economic opportunities such as business development and job creation. These benefits coupled with a higher yield generated from event tourists have fostered a greater need to understand sports and events and their linkage to tourism.
2. **Course Objectives:** To equip students with the professional skills required to create, manage and coordinate a fascinating mix of local and global sports and events experiences.
3. **Learning Objectives:** At the end of this course, students should be able to:
 - a) Identify and explain various categories and types of sports and events for tourism development
 - b) Discuss the impacts of sports and events as components of tourism in a destination
 - c) Describe the process involved in organizing sports and other events in a particular destination
 - d) Critically analyse the legal policy and safety issues related to sports and other event organization.
4. **Course Content:** Nature, categories and perspective of sport and event tourism; Motivation, marketing and constraints of sport and event tourism; Impacts, evaluation and current issues of sport and event tourism; Development, planning, organization, marketing, financing and stakeholders of sports and event tourism; The future of sports and event tourism; Legal policy and safety issues in sport and event tourism

5. Content Breakdown

TOPICS	TOPIC CONTENTS	HOURS
5.1 The Nature of Sports and Events Tourism	<ul style="list-style-type: none"> ▪ Overview of tourism service industry ▪ Definition of terms and concepts ▪ Goal of event tourism ▪ Types and categories of events ▪ How destination compete in event tourism ▪ Contribution of sports and events to tourism industry ▪ Role of stakeholders in event tourism development ▪ CAT I 	10 Hours
5.2 Planning and Marketing Sports and Events for Tourism	<ul style="list-style-type: none"> ▪ Event audiences ▪ Stage and visitor management ▪ Event marketing ▪ Planning and managing various events ▪ Safety and security issues in sports and event tourism ▪ Legal and policy issues in sports and event tourism ▪ Evaluating events ▪ CAT II 	15 Hours

5.3 The Future of Sports and Events Tourism	<ul style="list-style-type: none"> ▪ Future of sports and event tourism ▪ Sustainability issues for sports and event tourism ▪ Future trends in sports tourism ▪ Space sports and event tourism 	7 Hours
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6. Delivery Method:	7. Contact Hours	8. Course Evaluation
<ul style="list-style-type: none"> ▪ Lectures ▪ & participatory Discussion ▪ Assignments & Case Studies 	<ul style="list-style-type: none"> ▪ Lecture Hours – 42 ▪ Practical Hours - 0 	<ul style="list-style-type: none"> ▪ Assignment and CATs 30% ▪ Final written Exam <u>70%</u> ▪ Total <u>100%</u>

9. References:

- Doug Matthews (2015). *Special Event Production: The Process*, 2nd Ed. Routledge
- Tony Rogers and Rob Davidson (2015). *Marketing Destinations and Venues for Conferences, Conventions and Business Events* 2nd Ed. Routledge
- Nigel Jackson (2015). *Promoting and Marketing Events: Theory and Practice*. Routledge