

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF SCIENCE AND ENGINEERING

DEPARTMENT OF SPORTS SCIENCE

BACHELOR OF SCIENCE HONOURS DEGREE IN SPORTS SCIENCE AND MANAGEMENT

SPORTS TOURISM AND RECREATION SSM 425

3 HOURS: 100 MARKS

APR 2025

Instructions to candidates

Answer two questions from section A, each question carries 20 marks

Answer two questions from section B, each question carries 30 marks

Section A

Question 1

Discuss any five (5) factors that affect participation in recreational sport in Zimbabwe.

[20 Marks]

Question 2

Discuss the assertion that:

- a. Sports is regarded as the world's largest social phenomenon
- b. Sports tourism is the world's biggest industry.

[10 Marks]

[10 Marks]

Question 3

Describe the life cycle of a recreational programme, giving relevant examples

[20 Marks]

Section B

Question 4

- a. Explain any five (5) economic factors that drive sport tourism [15 Marks]
- b. Describe any five (5) socio-cultural impacts of sports tourism to the community [15 Marks]

Question 5

Suppose you are a Sports Officer at a new resort center and you are supposed to attract service users.

Task

Explain how Digital Marketing can be used to market in Sport
Tourism Destination

[30 Marks]

Question 6

You are a Recreational Instructor at Outward Bound Recreational Centre. The Chief Executive Officer asks you to head the Planning Committee.

Task

- a. Design a recreational programme for the youth showing the activities for each phase of the programme life cycle **[10 Marks]**
- b. Explain how the team will have to address the specific problems that are commonly found in recreational programmes. **[10 Marks]**
- c. Describe any five (5) ways to increase enrolment in the recreational programme **[10 Marks]**

End of Paper