

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF SCIENCE AND ENGINEERING

DEPARTMENT OF SPORTS SCIENCE

 MAR 2023

BACHELOR OF SCIENCE HONOURS DEGREE IN SPORTS SCIENCE AND MANAGEMENT

SPORTS TOURISM AND RECREATION SSM 425

3 HOURS: 100 MARKS

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

Explain the Role of Digital Marketing in the development of Sport Tourism.

[20 Marks]

Question 2

Discuss the negative environmental impacts of sport tourism on the host community and their possible solutions.

[20 Marks]

Question 3

a. State with examples any three (3) physical activities in nature. [6 Marks]

b. Explain any seven sociological and educational benefits gained by people who actively participate in recreation in nature. [14 Marks]

SECTION B

Question 4

You have been appointed Chairman of the organising committee for the World Under 20 Athletics Championships to be hosted by your country, taking into consideration the World Health Organisation (WHO) guidelines for Covid-19 pandemic.

Task

- a. Prepare a hosting plan for this event. [20 Marks]
- b. Explain the details to be included on the event checklist [10 Marks]

Question 5

Suppose you are a recreational programmes coordinator and your organisation tasks you to come up with new innovative ideas to attract product users

Task:

- a. Describe the recreational programming process you would follow. [20 Marks]
- b. Explain the life cycle of a recreational programme [10 Marks]

Question 6

Sport and Recreation has no boundaries, suppose you find yourself employed at a cruise ship as an activities coordinator for the adults, teenagers and kindergarten kids.

Task

- a. Explain any five (5) appropriate home based sport and recreation activities for each group you would offer to the different clients on the cruise ship. [20 Marks]
- b. Describe any five (5) activities you would engage those with chronic diseases [10 Marks]