

Semester: Jan 24 to March 24		
Maximum Marks: 50	Examination: ESE Exam	Date: March 26, 2024
Duration: 2.30 TO 5.30 PM		
Programme code: 14 Programme: MBA Sports Management	Class: SY	Semester/Trimester: Trim VI
College: K. J. Somaiya Institute of Management	Name of the department/Section/Center: KJSIM	
Course Code: 217P14C602	Name of the Course: Destination and Sport Tourism Management	
<p>Instructions: Please answer any 10 questions out of 13 (select 10 questions of your choice). Pay your attention that in some sections there are few questions under one number, so please make sure that you answer them all and that you do not miss anything.</p>		

Question No.		Max. Marks
1	Give definitions of "sport tourism" and "tourism sport". Explain the difference between the two, and give your examples of each.	5
2	What are the three main components of sport tourism? Please remember the picture with circles from our sessions. Explain what is meant by each of these components.	5
3	What are the main types of sport tourism that we discussed? Briefly explain each of them. Give your examples for each.	5
4	What are the main types of sport tourism consumers that we discussed? Briefly explain each of them.	5
5	What sport tourism resources do you know? Give your examples, explain each of them.	5
6	Explain how do you understand the phrase: "There must be a good synergy between sport and destination".	5
7	Explain the concept of the Front of House and the Back of House.	5
8	What types of impacts of sport tourism do you know? We used 2 main correlating classifications during the sessions. Please explain them and give the examples to each.	5
9	Describe the lifecycle of sport event: what stages does it contain? At what stage should legacy conceptualisation take place? Explain why is legacy important?	5

10	What is the legacy of sports events? Give the definition. Write what types of legacy exist (provide few classifications) and explain them.	5
11	There are 6 legacy component which we can measure. Please name and explain all of them.	5
12	What is bidding? Why do countries bid for hosting sports mega-events? Write all the reasons you know.	5
13	What trends in global sport and sport tourism in the XXI century do you know?	5