

UGANDA COAST GUARDS UNIVERSITY  
FACULTY OF AGRICULTURE  
Examinations 2013-2014

Bachelor of Science in Agriculture Year 4  
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**Exam: Agro-tourism**

Time: 10:00am – 01:00pm (3 Hrs)

Date: 30<sup>th</sup> June 2014

**Instructions:**

- i. *Attempt any four questions*
  - ii. *Write clearly, number the questions appropriately on the answer booklet*
  - iii. *Read and understand the instructions on the last page of the answer booklet*
  - iv. *Do not write anything on a question paper*
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1. While choosing an Agro tourism destination of your choice. Illustrate a three day itinerary involving a group of 20 tourists.
  2. Price and Location are the key determinants of Tourism demand. Discuss the validity of this statement.
  3. Show how you can apply the concept of SWOT in establishing a new agro tourism destination.
  4. Discuss strategies you would put in place to train a competent Agro tourism guide.
  5. Discuss risk and counter-risk measures likely to be faced by farmers who engage in an Agro Tourism Venture.
  6. Briefly explain the following terms as used in Agro Tourism
    - i) Culinary Tourism
    - ii) Eco Tourism
    - iii) Itinerary
    - iv) Destination
    - v) Excursionist
  7. A student of agro tourism has difficulty in differentiating the following sets of terms. As an expert in this area, clarify these terms in details to the student.
    - i. Eco tourism and Mass tourism
    - ii. Marketing mix and advertising
    - iii. Tourism supply and carrying capacity