

UGANDA MARTYRS UNIVERSITY

FACULTY OF AGRICULTURE

Bachelor of Science in Organic Agriculture

Bachelor of Science Agriculture

Year 4 Special and Supplementary Examination: Academic Year 2014/2015

AG/ OA 17 Agro-tourism

September 2015

INSTRUCTIONS:

- *Read and understand the question before answering*
 - *Select and answer any **Four Questions***
 - *Start each answer on a separate answer sheet*
 - *You are allowed **Three Hours** for the examination*
 - *Do not write anything on a question paper*
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1. a) Explain ways in which culinary Tourism can be implemented in Uganda 10 marks
 2. b) Discuss the View that Mass tourism is not the preferred form of tourism if Uganda is to economically gain from tourism. 15 Marks
 3. Draw and cost a three day Itinerary for 6 tourists Visiting an Agro tourism destination of your choice (25Marks)
 4. Describe the pull and push factors that can attract tourists to an Agro Tourism Destination. (25 marks)
 5. a) What is Risk assessment as used in Agro Tourism? (5 marks)
b) Describe counter risk measures that can be used in Agro Tourism business. (20 Marks)
 6. a) compare and contrast Mass Tourism and Eco Tourism (12 Marks)
b) While Citing Examples, Explain the concept of Agro Tourism Demand (13 Marks)
 7. a) Describe the desired characteristics of a good Agro Tourism Guide. (10 Marks)
b) Explain what it means to introduce Agro Tourism as a primary enterprise on a farm (15Marks)
 8. a) Explain what "marketing mix" means in Agro-Tourism. (8 marks)
b) How would you use the element of 'marketing mix' in promotion of your Agro-Tourism Product? (17Marks)