

Uganda Martyrs University

Faculty of Agriculture

B. Agriculture III, Semester II Final Assessment: 2015/2016

Course Unit: AGT 3201 Agro-Tourism

Time: 09:30 am – 12:30 pm

Date: Monday 02nd May 2016

Instructions:

- Attempt 4 questions where Question **FIVE** is compulsory
 - Do not write anything on a question paper
 - Time: Three hours
 - Read and understand the question before answering
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1. Explain the reasons why it is of benefit to develop Agro- tourism on your farm.
2. How would you advise a farmer to plan and integrate Agro-Tourism activities into his or her farm without altering the normal farm operation.
3. Discuss the likely factors that can determine the behaviour of Agro-Tourists in destination choices.
4. Explain the factors you would consider when operating a sustainable Agro tourism business.
5. If you were the manager of Equators Valley Farm, draw an example of your Agro-Tourism plan that you would adopt on this farm.
6. (a) Explain what “marketing mix” means in Agro-Tourism.
(b) How would you use the element of the “marketing mix” in promotion of your Agro-Tourism Product?
7. Prepare an Agro-Tourism itinerary for any of the region of your origin in Uganda.
8. (a) What do you understand by Agro-Tour guiding?
(b) Explain some of the qualities you would look for in of a good Agro-tour guide?
9. In your opinion why it is important when planning for Agro-tourism to develop a marketing plan?