

# UGANDA MARTYRS UNIVERSITY

FACULTY OF AGRICULTURE

**Bachelor of Science in Agriculture**  
**Bachelor of Science in Organic Agriculture**

Year 4 Final Assessment: Academic Year 2014/2015

**Module AG/OA/17: Agro-Tourism Exam**

Date: Monday, 6<sup>th</sup> July, 2015 Time: 10:00am – 01:00pm

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## **INSTRUCTIONS:**

- Read and understand the question before answering
- Select and answer any **Four Questions**
- Do not write anything on a question paper
- You are allowed **Three Hours** for the examination

1. a) Explain ways in which culinary Tourism can be implemented in Uganda  
10 marks  
b) Discuss the View that Mass tourism is not the preferred form of tourism if Uganda is to economically gain from tourism. 15 Marks
2. Draw and cost a three day Itinerary for 6 tourists Visiting an Agro tourism destination of your choice (25Marks)
3. Describe the pull and push factors that can attract tourists to an Agro Tourism Destination. (25 marks)
4. 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)
5. a) compare and contrast Mass Tourism and Eco Tourism (12 Marks)  
b) While Citing Examples, Explain the concept of Agro Tourism Demand (13 Marks)

6. a) Describe the desired characteristics of a good Agro Tourism enterprise (10 Marks)

b) Explain what it means to introduce Agro Tourism enterprise on a farm (15Marks)

7. a) Explain what "marketing mix" means in Agro-Tourism. (8 marks)

b) would you use the element of 'marketing mix" in promotion of Agro Tourism Product? (17Marks)

**END**