

Uganda Martyrs University

Faculty of Agriculture

Final Examination 2021-2022

Bachelors of Science in Agriculture Year Four
Bachelors of Science in Ecological Organic Agriculture Year Four

Module: BSAG 4126: Sustainable Agro-Tourism Management
BSEOA 4227: Agroecological Tourism Management

Time: 09:30 am – 12:30 pm

Date: Thursday 04th August 2022

Instructions:

- **Answer any four questions.**
 - **Questions carry equal marks**
 - *Read and understand each question before you attempt it.*
 - *Do not write anything on the question paper*
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1. Mr Akia tried to market his Agro-tourism farm using the Marketing mix but he did not achieve results. Discuss how he misused the Marketing mix Concepts. **(25 marks)**
2. Majority of the customers at Equator Valley Farm Agro-tourism destination are dissatisfied with service delivery at the farm, with relevant examples explain what you think is wrongly done at the Farm and how right they would have been done. **(25 marks)**
3. As an experienced Agro-tourism entrepreneur, explain what you would consider to include on your Agro –tourism destination during planning. **(25 marks)**
4. The farm manager of Organic African Village Agro-tourism farm terminated the contract of his tour guide yesterday. Discuss the qualities the manager would have found lacking in his tour guide to an extent of chasing him away. **(25 marks)**
5. Agro-tourism is not a myth in Uganda. Justify the statement **(25 marks)**
6. Marketing is very important in every business. Discuss how best you would market your Agro-tourism products at the farm to your customers. **(25 marks)**

7. a) You have been employed as a farm manager at an Agro-tourism Farm. Discuss to the Farm proprietor the relevance of Agro-tourism business planning. **(15 marks)**
 - b) Advise the Farm proprietor on the different ways of how you can introduce Agro-tourism on the farm to boost revenues. **(10 Marks)**
8. Develop an itinerary for a week for BOBO Agro-tourism farm located near Nakayima cultural site in Mityana district. **(25 Marks)**