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Research Article

Travel choices and green travel potential among university students in Uganda

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ABSTRACT

Student populations are major trip generators in urban areas, yet empirical evidence on travel behavior and green mobility in Ugandan university contexts remains limited. This study examines mode choice and sustainable travel potential among students at Kampala International University (KIU), drawing on a survey of 383 respondents. Descriptive statistics and a Multinomial Logit (MNL) model were used to identify mode choice determinants. Results show that distance, travel time, cost, income, age, gender, and residential location significantly influence travel behavior. Students living farther from campus favor motorcycles and minibuses over cycling. Higher travel costs reduce private car and motorcycle use, increasing reliance on walking and shared transport. Higher-income students tend to drive alone, while lower-income students walk or use public transport. Male students are more likely to drive, cycle, or use motorcycles than females, and younger students walk more than older peers. Despite low satisfaction with walking and minibus services, students show willingness to shift toward sustainable modes if infrastructure and service reliability improve. The study concludes that targeted parking policies, improved walking and cycling infrastructure, and