



# Integrating Green-Hotel Marketing Into Entrepreneurship Curricula in Private HEIs in Uganda: A Case Study of Kampala International University and Uganda Martyrs University

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## Abstract

In the era of sustainable development, higher education institutions (HEIs) are increasingly expected to foster green entrepreneurship and environmental stewardship. This study examines how private HEIs in Uganda integrate eco-hotel marketing into entrepreneurship curricula to promote practical learning and green startup development. Despite growing awareness of sustainable tourism, gaps remain in pedagogy and curriculum innovation needed to support eco-enterprise creation. The study was guided by two research questions: (i) How is eco-hotel marketing embedded within entrepreneurship courses? and (ii) What impact does this integration have on students' readiness to launch green hospitality startups? A mixed-methods case study design was employed focusing on Kampala International University and Uganda Martyrs University. Purposive sampling was used to select 20 faculty members and curriculum experts, while stratified random sampling guided the selection of 80 final-year entrepreneurship students. Data were collected through curriculum content analysis, semi-structured interviews, focus