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# Experiential Marketing Strategies, Financial Innovation and Agritourism Sustainable Enterprise Outcomes in Western Uganda

| Chapter | First Online: 10 February 2026


| pp 89–101 | [Cite this chapter](#)



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## Abstract

This study examines how experiential marketing strategies and financial innovation can improve sustainable agritourism enterprise outcomes in Western Uganda. With agritourism gaining recognition as a tool for sustainable rural development, the research explores how immersive marketing such as sensory appeal, emotional engagement, and educational interaction alongside emerging financial solutions like green microfinance and crowdfunding affect tourist satisfaction, brand loyalty to farms, and local economic empowerment. A mixed-methods design was used, combining interviews with agritourism operators and surveys from both domestic and international tourists. Data analysis involved thematic content analysis for the qualitative data and regression modeling for the quantitative data. Findings show a strong positive correlation between experiential business marketing and sustainable agritourism enterprise success indicators like visitor satisfaction, repeat visits, and word-of-mouth promotion. Key experiential elements that stood out include hands-on farming activities, farm-to-table experiences, and storytelling. Additionally, select enterprises that adopted digital financial tools (e.g., mobile-based ticketing, pay-as-you-go eco-tourism bundles) reported improved cash flow and customer retention. The study highlights that integrating both experiential marketing and financial innovation into agritourism can support sustainable tourism and diversify rural economies. It recommends that policymakers and tourism stakeholders focus on experience-based agritourism, innovative financing mechanisms, improve staff training, and promote cultural storytelling. These actions can increase destination sustainability, financial inclusion, and community resilience in Western Uganda.

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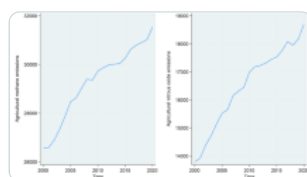
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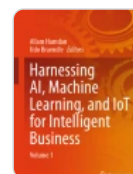


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### Cite this chapter

Muheebwa, F.P., Christone, A. (2026). Experiential Marketing Strategies, Financial Innovation and Agritourism Sustainable Enterprise Outcomes in Western Uganda. In: Alhassan, Y., Salia, S., Hussain, J., Cantafio, G.U. (eds) Financial Innovation and Sustainable Enterprise in Developing and Emerging Economies . Research Series on Responsible Enterprise Ecosystems. Springer, Cham. [https://doi.org/10.1007/978-3-032-04500-3\\_5](https://doi.org/10.1007/978-3-032-04500-3_5)

[.RIS](#) [.ENW](#) [.BIB](#)

DOI  
[https://doi.org/10.1007/978-3-032-04500-3\\_5](https://doi.org/10.1007/978-3-032-04500-3_5)

Published  
10 February 2026

Publisher Name  
Springer, Cham

Print ISBN  
978-3-032-04499-0

Online ISBN  
978-3-032-04500-3

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## Keywords

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