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Eco-marketing and Green Finance synergy for Eco-hotels in Central Uganda

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Abstract

This study examines how eco-marketing strategies and green finance mechanisms can be synergized to promote the growth and sustainability of eco-hotels in Central Uganda. The aim is to address key barriers such as limited financial access, weak market visibility, and low consumer awareness of eco-friendly hospitality options. The convergent parallel design was used where both qualitative and quantitative data were collected simultaneously, analyzed independently, and then merged for interpretation. The study also draws on secondary data to develop an integrated framework. The findings reveal that while eco-hotels in the region adopt some sustainable practices, many lack structured marketing strategies and access to tailored green financing. Successful enterprises combined eco-branding and digital storytelling with innovative financing tools such as climate-smart microloans, sustainability-linked credit, and donor-supported green grants. Strategic partnerships with local communities and NGOs enhanced their eco-value proposition. To scale eco-tourism, a coordinated approach linking eco-marketing with green finance is essential. The study recommends capacity-building for eco-hotel operators in green branding and financial literacy, as well as policy incentives to attract climate finance. These interventions support Uganda's pursuit of SDGs and a low-carbon tourism economy.

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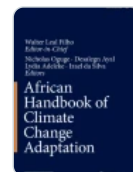
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