



Comparative Business Practices Across African Tourism Regions in Uganda

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Abstract

The tourism sector in Uganda is a significant contributor to the country's economy, with various regions showcasing distinct business practices and challenges. A mixed-methods approach was employed, integrating quantitative data from surveys with qualitative insights from in-depth interviews. The sample included representatives from five major tourist destinations across Uganda. The findings indicate that while all regions exhibit common challenges such as infrastructure limitations, there are notable differences in market entry strategies and service quality perceptions among them. This study highlights the diverse approaches to tourism business within Uganda's regions, providing a foundational understanding for further research and policy development. Future studies should explore regional-specific policies for sustainable tourism growth. Additionally, continuous monitoring of customer satisfaction metrics is recommended. African Tourism Regions, Market Entry Strategies, Service Quality, Customer Satisfaction

Keywords: *African geography, tourism sector, comparative studies, qualitative methods, quantitative analysis, indigenous business practices, regional variations*

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