CBI | Government of the Netherlands

Ugandan Sustainable Tourism Service Providers

Profiles and Expertise



The Power of Partnership

This publication introduces Ugandan tourism service providers whose expertise can help Uganda's tourism sector grow sustainably. Sustainability is not far away — it's within reach. Uganda offers a wealth of tourism experiences: wildlife, nature, stunning landscapes, rich culture, exciting adventures and warm community experiences. These unique products give Uganda a real edge. To preserve this competitive advantage, sustainability is the only way forward.

Uganda's tourism sector continues to develop — upgrading services, innovating products and embracing sustainability. But real progress happens when everyone works together: businesses, associations, government and development partners like CBI. Strong partnerships drive results, and we're proud to support Uganda's journey towards a sustainable future. Working alongside the Uganda Tourism Board and sector associations, we help promote Uganda's tourism in international markets, ensuring its potential is recognised globally.

ABOUT US

Founded in 1971 by the Netherlands Ministry of Foreign Affairs, the Centre for the Promotion of Imports (CBI) is dedicated to sustainable economic

development through exports. We have worked with over 10,000 SMEs across 70 countries, connecting them with buyers and partners in the European market. One of our key strengths is providing free, up-to-date market information on trends in European tourism markets — available at *www.cbi.eu/market-information/tourism.*

In Uganda, our flagship initiative is the CBI "Transforming Uganda Tourism Project (2021–2026)". This project is designed to create a more sustainable, responsible and diverse tourism sector — one that attracts European travellers who spend more and stay longer. We achieve this by equipping Ugandan tour operators with the tools they need through training and coaching provided by local service providers. These professionals, trained by international CBI experts, deliver high-quality services covering a wide range of topics: business skills, sustainable product development, digital marketing, certification and promotion in European markets.

It is with great pride that we present the Ugandan tourism service providers featured in this booklet. These consultants are your partners in growth, ready to help your tourism business thrive while embracing sustainability. Together, we can harness the power of partnership.



By:
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Programme Manager
CBI - Transforming Trade Together
Sustainable Economic Development Directorate



SERVICE PROVIDERS PROFILES AND EXPERTISE

The following profiles introduce Ugandan tourism service providers, highlighting their professional background, areas of expertise, and contact details to help tourism businesses identify the right support for their development and growth.





Charlotte Beauvoisin (ACIM)

Curriculum Developer & Trainer | Founder, Diary of a Muzungu | East Africa Travel Podcast & Blog

Areas of expertise: Sustainable tourism, digital marketing, storytelling, curriculum development and training, international market access (particularly the UK and Europe), and practical digital and AI tools.

Email: diaryofamuzungu@gmail.com

Charlotte has designed and delivered training programmes for the tourism industry in Uganda, Kenya, Rwanda and Tanzania since 2013. Working with CBI since 2021, she co-authored the original digital marketing curriculum for Ugandan tour operators. In 2026, she co-authored the second version of Uganda's sustainable tourism curriculum.

Charlotte has promoted Uganda through her blog, Diary of a Muzungu, since 2009. In 2025, her East Africa Travel Podcast by Diary of a Muzungu won ATTA's Media Voice for Action award. She was on the judging panel of the Pearl of Africa Tourism Awards in 2024, 2025 and 2026.



Ampumuza Joshua

CBI National Sustainability Consultant | Travelife Coach | Fair Trade Tourism Auditor

Areas of expertise: Sustainable tourism, sustainability coaching, Travelife implementation, Fair Trade Tourism auditing and capacity building for tourism SMEs.

Email: joshuaampumuza4@gmail.com

Joshua is a sustainable tourism specialist with extensive experience supporting tourism enterprises in adopting internationally recognised sustainability standards.

Under the CBI Transforming Uganda Tourism Project, he has coached tour operators in implementing Travelife requirements, developing sustainability policies and action plans, strengthening responsible business practices and preparing for certification.

He also provides sustainability assessments, capacity building and continuous improvement support to help tourism businesses strengthen their competitiveness, meet international sustainability expectations and improve their readiness for European markets.



Ajena Jafar Mugisha

National Consultant, Digital Sales & Destination Marketing

Areas of expertise: Digital sales, destination marketing, e-commerce readiness, online distribution and data-driven customer acquisition.

Email: ajenajefa@gmail.com

Jafar is a digital sales and destination marketing specialist with over a decade of experience linking technology to commercial growth.

Under the CBI Transforming Uganda Tourism Project, he supported more than 75 tourism enterprises between 2022 and 2025. He helped them strengthen their online presence, digital sales channels and data-driven customer acquisition to attract more direct bookings from European and international markets.

His background includes work on national digital strategy at the Uganda Tourism Board, country management at Tripesa and enterprise technology sales. This gives him an understanding of both the institutional and commercial sides of Uganda's tourism sector.



Ayub Kato

Managing Partner, Smiling Faces International

Areas of expertise: Digital marketing, online guest reviews, online travel agencies (OTAs) and booking engines.

Email: akato@smilingfaces.biz

Kato is a certified digital marketing expert who has worked with CBI since 2021, specialising in online guest reviews, online travel agencies and booking engines.

He supports tourism businesses in strengthening their digital presence and improving guest experiences. One of his key achievements has been bringing together over 50 tourism companies and hotels in Uganda's Mukono district to benefit from digital marketing training and capacity-building opportunities.



Ram Abubakar Muhammad Adji

Brand Strategist & Sustainable Tourism Marketing Consultant

Areas of expertise: Brand strategy, growth hacking, digital marketing, sustainable tourism branding, destination positioning and international market readiness.

Email: abubakaradji3@gmail.com

Ram is a brand strategist and national consultant under the CBI Transforming Uganda Tourism Project, bringing over two decades of expertise in brand identity, digital marketing and go-to-market strategy.

He partners with tourism enterprises to sharpen their unique value propositions, crafting compelling brand stories and implementing practical marketing systems to increase their international visibility.

His approach focuses on strengthening brand credibility, improving market readiness and supporting sustainable business growth.



Marilyn Jabo

Sustainability and Financial Management Consultant | Fair Trade Tourism Auditor

Areas of expertise: SME financial management, sustainability business development, responsible tourism, green growth, sustainable product development and Fair Trade Tourism certification.

Email: marilynjabo@gmail.com

Marilyn is a sustainability and financial management consultant with experience in advising and coaching tourism SMEs on financial management, sustainability standards and responsible business practices.

Her work covers green growth, sustainable product development, corporate social responsibility and the development of sustainable and inclusive businesses. She also has experience in sustainable livelihoods, local economic development through supply chain management and research using case studies.

As a Fair Trade Tourism Auditor, she supports tourism businesses in understanding sustainability requirements and preparing for certification.



Patricia Kahill

National Consultant – Digital Strategy & Market Communication

Areas of expertise: Digital strategy, market communication, content development, SME brand development, digital visibility and communication systems for tourism enterprises.

Email: pkahill@kahillinsights.com

Patricia is a national consultant supporting the CBI Transforming Uganda Tourism Project, specialising in digital strategy, market communication and SME brand development.

She supports Uganda's tourism value chain by equipping service providers with practical digital tools, strengthening market positioning and developing communication approaches aligned with international buyer expectations. Her work focuses on structured content development, audience-specific messaging and digital visibility strategies to enhance SME competitiveness.

Patricia also brings extensive entrepreneurial experience and a strong track record in capacity building across Uganda's tourism, creative and innovation sectors.







Laiqah Kasule

Sustainable Tourism Development Expert

Areas of expertise: Sustainable tourism product development, business development services (BDS), institutional capacity building, workforce development and inclusive tourism.

Email: laiqahkasule@eyeopenerworks.org

Laiqah is a Tourism Development Expert with over 7 years of experience in sustainable tourism and enterprise development in Uganda. As Programme Lead for Ukarimu, she leads donor-funded initiatives that have equipped over 5,000 youth and women with employability and entrepreneurship skills, improved sustainability integration and competitiveness among more than 150 tourism MSMEs, and strengthened gender-specific working conditions.

Her experience includes staff training, business coaching, supporting the Uganda Tourism Board's rollout of the visitor flows methodology for subnational destination development, and facilitating training-of-trainers programmes with the Ethiopian Ministry of Tourism.

She combines strategic programme management with expertise in institutional strengthening, inclusive workforce and enterprise development to improve market readiness, competitiveness and employment outcomes across tourism value chains.



Gloria Nanfuka

Digital Marketing & Communications Consultant

Areas of expertise: Digital marketing, content strategy, search engine optimisation (SEO), social media marketing, website improvement and brand communications.

Email: gwnanfuka@gmail.com

Gloria is a Digital Marketing and Communications Consultant who helps tourism businesses build stronger digital brands and connect with international markets.

Through the CBI project, she has trained and coached Ugandan tour operators in digital marketing, content strategy, search engine optimisation (SEO), social media marketing, website improvement and customer-focused communications. Drawing on her experience in developing marketing strategies for diverse brands, Gloria combines practical industry expertise with hands-on training to help tourism enterprises improve their online visibility, competitiveness and long-term market readiness.



Pamela Matovu Nabukeera

Sustainability Expert

Areas of expertise: Sustainability policy development, auditing, certification readiness, capacity development, regulatory compliance and ESG reporting.

Email: pbmatovu@gmail.com

Pamela is a Sustainability Expert with over 15 years of experience helping MSMEs across tourism, agriculture and education adopt sustainable practices. She holds an MBA from the University of East London and specialised certifications from Harvard Business School Online and the Sustainability Academy.

As a certified Fair Trade Tourism Auditor, Travelife Coach and World Bank/IFC Performance Standards specialist, she coaches enterprises on policy development, sustainability auditing, certification readiness and compliance reporting.

She has collaborated with UN Tourism and the University of Oxford on a global ESG framework, developed Makerere University's first official Sustainability Plan, guided 10 tourism businesses to achieve Travelife Partner status and mentored over 50 small businesses and women-led enterprises. Her work strengthens responsible business practices, compliance and competitiveness.



Richard Okuti

Project Coordinator & Expert, CBI Transforming Uganda Tourism Project (TUT-P)

Areas of expertise: Strategy development, international and digital marketing, product development, IT systems integration, market systems development, sustainable tourism development, destination management planning and marketing.

Email: okutie@gmail.com

Richard is an international trade, export development and digitalisation expert with over 17 years of experience across agribusiness, ICT and tourism. As a strategy coach, trainer and marketing and sales professional, he has supported over 300 SMEs and start-ups in accessing markets, finance and investment.

He has supported the development of market systems and export-ready, knowledge-based value chains that meet international standards, as well as government B2B and B2G engagements at international trade events and missions.

He has served as National Project Coordinator for CBI and ITC, and as Project Manager for an Enabel tourism project and a GIZ-funded government Climate Finance Pilot under EyeOpener Initiative. He is also a mentor and motivational speaker associated with Makerere University Business School's Entrepreneurship Innovation and Incubation Centre.



Mary Annet Namugwanya Muzira

Tourism Development & Business Development Specialist | Tourism Trainer & Consultant

Areas of expertise: Tourism product development, tourism business development, sustainable tourism, customer service excellence and tourism export readiness.

Email: nmaryannet@gmail.com

Mary Annet is a tourism development specialist, trainer and consultant with extensive experience in tourism product development, business development, sustainable tourism and service excellence.

Through the CBI project, she has supported Ugandan tourism enterprises in improving product quality, understanding European market expectations and strengthening their international competitiveness.

Her work includes providing practical guidance on developing market-oriented tourism products, enhancing customer experiences and positioning Uganda's tourism offerings for greater international visibility and export potential.



Freda Namatovu Yoachael

Financial Management Specialist

Areas of expertise: SME financial management, business advisory, governance, internal controls, business performance and investment readiness.

Email: fredayoachael@gmail.com

Freda is an SME development and business advisory specialist with over 20 years of experience supporting enterprises to strengthen financial management, governance, internal controls and investment readiness.

Under CBI's Transforming Uganda Tourism Project, she has provided financial management training and one-on-one coaching to tourism SMEs, assessing financial practices, identifying capacity gaps and developing tailored interventions to improve financial systems and business performance.

She also supports tourism operators in strengthening their financial management and investment readiness for growth and access to funding. Freda is an FCCA and ICPAU member.



Grace Achire Labong

Senior Digital Marketing Consultant – Tourism Sector

Areas of expertise: Digital strategy, digital maturity assessments, online presence optimisation, brand development, content creation, sales conversion and capacity building.

Email: labongg@gmail.com

Grace is a digital marketing strategist with specialised expertise in the tourism sector. She supports destinations and tourism enterprises in developing cohesive digital strategies and converting online engagement into measurable business growth.

Her work includes digital maturity assessments, online presence optimisation, capacity building and the development of practical marketing tools - including Canva-based brand kits, content and sales conversion systems. She combines data-driven solutions with practical support to strengthen online visibility, improve digital performance and help tourism businesses compete effectively in international markets.

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