



## **ENTREPRENEURIAL COMPETENCY, TOURISM MARKETING MIX AND PERFORMANCE OF TOUR OPERATOR FIRMS**

### **ABSTRACT**

This study is a cross sectional research to explore the effect of Entrepreneurial Competency, Tourism Marketing Mix and Performance of Tour Operator Firms, a case of selected Tour Operator Firms in Kampala district. Both primary and secondary data was used for the study. Stratified random sampling method was employed to select the respondents to the questionnaire. The study findings revealed that there was a positive relationship between Tourism Marketing Mix and Performance of Tour Operator Firms. It was also established that a linear dependence of the Entrepreneurial Competency on performance was detected. However, the study findings further revealed a non-significant relationship between Tourism Marketing Mix and Entrepreneurial Competency. The findings also revealed that Entrepreneurial Competency was the most significant predictor of performance. The study recommends that management of tour operators companies should endeavor to make changes in positive direction toward entrepreneurial competency and tourism marketing mix in managers and should improve entrepreneurial competency through increased adoption of relevant knowledge, skills and abilities by way of training, mentoring and coaching. These skills and abilities could include among others, customer relations, communication skills, foreign language skills and general tourism information. The study further recommends that tour operator firms should aim at being innovative in nature by efficiently utilizing the tourism marketing mix. The owners and manager ought to come with different service products that will appeal to both domestic and international audience.

Some of the suggested areas of further study include, a qualitative inquiry into factors affecting performance of tour operator firms, investigate the moderating role of the tourism marketing mix on the relationship between entrepreneurial competency and performance and more research needs to be conducted to determine the extent to which other tourism stakeholders e.g. hotel and transport

companies are using entrepreneurial competence and tourism marketing mix to enhance their performance.