



# Sustainable Business Models in Tanzanian Tourism Industry

Kamasi Mbinzo<sup>1</sup>, Mwihaki Magamba<sup>1</sup>

<sup>1</sup> University of Dar es Salaam

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**Correspondence:** [kmbinzo@gmail.com](mailto:kmbinzo@gmail.com)

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## Author notes

*Kamasi Mbinzo is affiliated with University of Dar es Salaam and focuses on Business research in Africa.  
Mwihaki Magamba is affiliated with University of Dar es Salaam and focuses on Business research in Africa.*

## Abstract

This study examines sustainable business models within Tanzania's tourism industry during a specific period. Sustainable business models were evaluated through literature review and case studies of leading tourism enterprises in Tanzania. A significant proportion (45%) of reviewed companies implemented at least one form of sustainable practice, with eco-friendly accommodations being the most common model. The findings suggest that while there is initial adoption of sustainability practices, further integration and innovation are needed to achieve more comprehensive and impactful sustainable tourism in Tanzania. Promoting collaboration between stakeholders, enhancing public awareness campaigns, and encouraging policy support for green initiatives are recommended steps forward.

**Keywords:** *African Geography, Sustainability, Business Models, Tourism Industry, Ecosystem Services, Stakeholder Analysis, Social Responsibility*

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