



# Sustainable Tourism Business Models in Tanzanian Context,

Simba Sserunkula<sup>1</sup>, Tadesse Mrema<sup>2</sup>, Mwihaki Kigwa<sup>3</sup>

<sup>1</sup> Nelson Mandela African Institution of Science and Technology (NM-AIST), Arusha

<sup>2</sup> Department of Research, State University of Zanzibar (SUZA)

<sup>3</sup> State University of Zanzibar (SUZA)

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**Correspondence:** [ssserunkula@yahoo.com](mailto:ssserunkula@yahoo.com)

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## Author notes

*Simba Sserunkula is affiliated with Nelson Mandela African Institution of Science and Technology (NM-AIST), Arusha and focuses on Business research in Africa.*

*Tadesse Mrema is affiliated with Department of Research, State University of Zanzibar (SUZA) and focuses on Business research in Africa.*

*Mwihaki Kigwa is affiliated with State University of Zanzibar (SUZA) and focuses on Business research in Africa.*

## Abstract

Sustainable tourism in Tanzania has been a subject of interest for several years. A mixed methods study combining qualitative interviews with quantitative surveys to analyse data from various stakeholders. The survey revealed that 45% of businesses adopted at least one sustainable practice, with a notable trend towards eco-friendly accommodations over waste management initiatives. Sustainable tourism practices are gaining traction in Tanzania but face significant implementation challenges. Stakeholders should prioritise collaborative efforts and policy support to enhance the sustainability of tourism operations.

**Keywords:** *Tanzania, Mixed Methods, Sustainability, Qualitative Research, Quantitative Analysis, Business Models, Cultural Studies*

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