



# Sustainable Business Models in Tanzanian Tourism Industry: A Survey Analysis

**Kamanda Chituho<sup>1</sup>, Tambalane Tuyembe<sup>2</sup>, Mwakisaka Maganga<sup>3,4</sup>**

<sup>1</sup> Department of Research, Tanzania Wildlife Research Institute (TAWIRI)

<sup>2</sup> Department of Advanced Studies, Tanzania Wildlife Research Institute (TAWIRI)

<sup>3</sup> Tanzania Commission for Science and Technology (COSTECH)

<sup>4</sup> Department of Advanced Studies, University of Dar es Salaam

**Published:** 15 August 2000 | **Received:** 19 May 2000 | **Accepted:** 19 June 2000

**Correspondence:** [kchituho@outlook.com](mailto:kchituho@outlook.com)

**DOI:** [10.5281/zenodo.18720867](https://doi.org/10.5281/zenodo.18720867)

## Author notes

*Kamanda Chituho is affiliated with Department of Research, Tanzania Wildlife Research Institute (TAWIRI) and focuses on Business research in Africa.*

*Tambalane Tuyembe is affiliated with Department of Advanced Studies, Tanzania Wildlife Research Institute (TAWIRI) and focuses on Business research in Africa.*

*Mwakisaka Maganga is affiliated with Tanzania Commission for Science and Technology (COSTECH) and focuses on Business research in Africa.*

## Abstract

Sustainable business models have become increasingly important for businesses operating in resource-intensive sectors such as tourism. Tanzania's tourism industry is particularly vulnerable to environmental degradation and socio-economic imbalances, necessitating innovative approaches that ensure both economic viability and ecological sustainability. A mixed-methods approach was employed, combining a structured questionnaire with semi-structured interviews. The sample included 200 participants from various levels of tourism management across Tanzania's major tourist destinations. Data collection was conducted online and via field visits, ensuring broad representation and comprehensive insights. The survey revealed that while eco-tourism initiatives are gaining traction, there is a significant underutilization of waste reduction strategies and community-based engagement models. Specifically, only 35% of respondents reported implementing effective waste management practices, highlighting an area for improvement in sustainable operations. This study underscores the importance of integrating diverse sustainable business models into tourism operations to foster long-term environmental and social resilience. The findings suggest that a combination of technological innovations and community-centric approaches can significantly enhance sustainability efforts within Tanzania's tourism industry. To promote more widespread adoption of sustainable practices, it is recommended that policy makers incentivize eco-friendly technologies, encourage collaboration between stakeholders, and foster continuous education on sustainable tourism practices among all participants in the sector. Sustainable Tourism, Business Models, Tanzanian Tourism Industry, Waste Management, Community Engagement

**Keywords:** *Tanzania, Geographic Indicators, Sustainability Metrics, Stakeholder Analysis, Business Model Innovation, Environmental Stewardship, Quantitative Research*



## ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

**Email:** [info@parj.africa](mailto:info@parj.africa)

Request your copy of the full paper today!

## SUBMIT YOUR RESEARCH

**Are you a researcher in Africa? We welcome your submissions!**

Join our community of African scholars and share your groundbreaking work.

**Submit at:** [app.parj.africa](http://app.parj.africa)



Scan to visit [app.parj.africa](http://app.parj.africa)

**Open Access Scholarship from PARJ**

Empowering African Research | Advancing Global Knowledge