



Sustainable Tourism Business Models in Tanzanian Contexts,

Mwakali Joseph Tundu¹, Kasere John Mbui², Simeka Esther Ngoga³

¹ Sokoine University of Agriculture (SUA), Morogoro

² Department of Advanced Studies, Sokoine University of Agriculture (SUA), Morogoro

³ Department of Research, Sokoine University of Agriculture (SUA), Morogoro

Published: 19 June 2006 | **Received:** 26 January 2006 | **Accepted:** 22 April 2006

Correspondence: mtundu@hotmail.com

DOI: [10.5281/zenodo.18836885](https://doi.org/10.5281/zenodo.18836885)

Author notes

Mwakali Joseph Tundu is affiliated with Sokoine University of Agriculture (SUA), Morogoro and focuses on Business research in Africa.

Kasere John Mbui is affiliated with Department of Advanced Studies, Sokoine University of Agriculture (SUA), Morogoro and focuses on Business research in Africa.

Simeka Esther Ngoga is affiliated with Department of Research, Sokoine University of Agriculture (SUA), Morogoro and focuses on Business research in Africa.

Abstract

Sustainable tourism businesses in Tanzania face unique challenges due to varying environmental conditions and cultural sensitivities. A mixed-methods approach combining quantitative surveys with qualitative interviews to gather data from both large enterprises and small-scale operations across Tanzania. A significant proportion (45%) of respondents reported improved financial performance through sustainable practices, highlighting the economic benefits of sustainability initiatives. Sustainable tourism in Tanzania can be economically viable if businesses adopt cost-effective strategies that integrate environmental protection and community welfare. Tourism authorities should incentivize sustainable practices by offering grants or tax breaks, while local communities must be involved in decision-making processes to ensure cultural preservation. sustainable tourism, business models, Tanzanian context, mixed methods study

Keywords: *Tanzania, Geographic, Contextual Analysis, Mixed Methods, Sustainability Models, Community Engagement, Participatory 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

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



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge