



# Sustainable Business Strategies in Tanzanian Tourism: A Policy Perspective

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## Abstract

The Tanzanian tourism sector is a significant contributor to the country's economy, yet it faces challenges related to over-tourism and environmental degradation. A review of literature on sustainable tourism practices in Africa combined with stakeholder interviews to gather insights from key players in the sector. The implementation of community-based ecotourism initiatives has shown a positive impact, reducing visitor density by 20% and increasing revenue by an average of 15%. Sustainable tourism practices are essential for Tanzania's long-term economic stability. Encouraging such models can lead to more balanced development in the sector. Government policies should support the establishment and certification of sustainable tourism operations, incentivizing private sector participation through tax breaks or grants.

**Keywords:** *Sustainable Development, Tourism Industry, Geographic Information Systems, Environmental Management, Community Participation, Stakeholder Theory, Ecotourism Models*

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