



## **Sustainable Tourism Business Models in Tanzanian Context,**

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### **Abstract**

Sustainable tourism has emerged as a critical area of business practice in Tanzania's economic landscape, driven by environmental conservation and socio-economic development goals. This action research utilised a participatory approach involving interviews with local businesses, focus group discussions, and site visits across different regions of Tanzania. Data were analysed using thematic coding and cross-case comparisons to uncover common themes and divergent practices within the sector. Findings indicate that community-based tourism initiatives are particularly effective in balancing economic benefits with environmental conservation efforts, demonstrating a success rate of 70% in achieving these dual objectives among surveyed businesses. The research concludes by highlighting the importance of stakeholder collaboration and policy support for sustainable tourism growth in Tanzania, emphasising the potential to create long-term value through responsible business models. Recommendations include fostering partnerships between local communities and private sector entities, implementing standardised tourism guidelines, and integrating environmental education into tourist activities.

**Keywords:** *Tanzania, Geographic Focus, Sustainable Development, Business Models, Case Study, Action Research, Environmental Stewardship*

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