



Sustainable Tourism Business Models in Tanzanian Contexts, 2012

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Published: 23 September 2012 | **Received:** 07 May 2012 | **Accepted:** 27 August 2012

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DOI: [10.5281/zenodo.18975235](https://doi.org/10.5281/zenodo.18975235)

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Abstract

Sustainable tourism has gained increasing attention in Tanzania, where the sector is a significant contributor to GDP and employment. A mixed-methods approach combining literature review and stakeholder interviews to identify best practices and challenges faced by businesses operating in the sector. Businesses employing community-based initiatives reported higher levels of customer satisfaction and reduced operational costs, indicating a positive impact on both tourism revenue and local communities. Sustainable business models that integrate environmental conservation with socio-economic benefits are crucial for the long-term viability of Tanzania's tourism industry. Encourage government policies supporting community-based enterprises, providing financial incentives, and fostering collaborative partnerships between businesses and local communities.

Keywords: *Sustainable Development, Tourism Industry, Business Models, Stakeholder Analysis, Environmental Sustainability, Economic Viability, Cultural Preservation*

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