



Sustainable Tourism Business Models in Tanzanian Contexts,

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Abstract

Sustainable tourism has gained increasing attention globally, particularly in developing countries where natural resources are often under threat from overexploitation. The research employed a qualitative approach with in-depth interviews and observations conducted across various regions of Tanzania. Data were analysed using thematic analysis to identify common themes and patterns related to sustainable practices. Interviews revealed that community-based tourism projects are particularly effective, accounting for over 40% of the successful ventures studied, with strong community engagement being a key factor in their success. The findings suggest that integrating local communities into tourism operations can significantly enhance sustainability efforts and profitability. This model offers a promising pathway forward for Tanzanian tourism businesses. Local authorities should support these projects by providing necessary infrastructure, training, and financial assistance to ensure they remain viable and sustainable in the long term.

Keywords: *Sustainable Development, Tourism Industry, Community-Based Tourism, Participatory Research, Stakeholder Analysis, Cultural Heritage, Indigenous Knowledge Systems*

ABSTRACT-ONLY PUBLICATION

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