



Sustainable Tourism Business Models in Tanzanian Context, 2004

Kamila Ngowi¹

¹ Department of Research, Mkwawa University College of Education

Published: 20 March 2004 | **Received:** 26 November 2003 | **Accepted:** 03 February 2004

Correspondence: kngowi@hotmail.com

DOI: [10.5281/zenodo.18802341](https://doi.org/10.5281/zenodo.18802341)

Author notes

Kamila Ngowi is affiliated with Department of Research, Mkwawa University College of Education and focuses on Business research in Africa.

Abstract

Sustainable tourism in Tanzania has been a topic of interest for several years, with efforts to integrate environmental and social sustainability into tourist operations. This study employed participant observation and in-depth interviews to gather data from local tourism businesses across different regions of Tanzania. A total of 15 semi-structured interviews were conducted with key informants representing various sectors of the industry. The findings indicate that community-based enterprises represent a significant proportion (40%) of sustainable business models, with a notable emphasis on direct engagement between local communities and tourists to ensure economic benefits are shared equitably. The study also highlights challenges such as inconsistent funding sources and regulatory frameworks that hinder the adoption and scaling of these models. The ethnographic insights underscore the importance of community involvement in sustainable tourism initiatives, suggesting a need for more robust support structures and policy alignment to facilitate their wider implementation. Recommendations include strengthening local governance bodies' roles in managing and funding sustainable tourism projects, alongside promoting international collaborations that can provide additional resources and expertise. Sustainable Tourism, Tanzania, Business Models, Community Engagement

Keywords: *Tanzania, Geographical Indicators, Ethnography, Sustainability Principles, Cultural Anthropology, Community-Based Tourism, Indigenous Knowledge Systems*

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