



Sustainable Business Models in Tanzanian Tourism Industry 2004

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Abstract

The Tanzanian tourism industry has experienced significant growth over the past two decades, driven by both domestic and international tourist arrivals. However, there is a growing concern about the environmental and socio-economic impacts of this sector. The research employs qualitative methods including semi-structured interviews with key stakeholders such as tour operators, hotel managers, and local community representatives. Data collection was conducted in three major tourist destinations: Zanzibar, Ruaha National Park, and Dar es Salaam. Findings indicate that a significant proportion (60%) of the businesses surveyed have implemented some form of sustainable practices such as waste management initiatives and conservation programmes to mitigate environmental degradation. However, only one-third of businesses reported receiving financial support from external sources for these efforts. The study concludes that while there is progress in adopting sustainable business models within Tanzania's tourism sector, more concerted effort is needed to promote widespread adoption and secure adequate funding. Recommendations include the need for government incentives, industry collaboration, and public-private partnerships to support businesses in adopting and scaling up sustainable practices. Additionally, capacity building programmes should be developed to enhance the skills of tourism professionals in implementing sustainability measures. Sustainable Tourism, Tanzanian Industry, Business Models, Environmental Impact

Keywords: *African Geography, Sustainable Tourism, Stakeholder Analysis, Qualitative Research, Eco-Tourism Practices, Community Participation, Impact Assessment*

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