



# Sustainable Models in Tanzania's Tourism Industry Framework

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**Published:** 13 August 2010 | **Received:** 12 April 2010 | **Accepted:** 04 July 2010

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**DOI:** [10.5281/zenodo.18915901](https://doi.org/10.5281/zenodo.18915901)

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## Abstract

Sustainable business models have gained significant attention in various industries globally, including tourism. Tanzania's tourism sector is particularly crucial for economic development and cultural preservation. The study employs a qualitative approach, synthesizing data from academic journals, industry reports, and interviews with stakeholders representing different sectors of Tanzania's tourism economy. The theoretical framework identifies these as essential components for sustainable development in the Tanzanian tourism sector, offering a roadmap for future research and policy. Policy makers should prioritise community-based initiatives, promote eco-friendly tourism practices, and enhance consumer education on responsible travel to ensure long-term sustainability.

**Keywords:** *Tanzania, Geographical Indicators, Sustainability Theory, Stakeholder Analysis, Green Accounting, CSR, Development Economics*

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