



A Sustainable Tourism Business Models Framework in Tanzanian Contexts, 2005

Mikindani Ngasokezwe¹, Kamali Mwakwasigye²

¹ Mkwawa University College of Education

² Nelson Mandela African Institution of Science and Technology (NM-AIST), Arusha

Published: 16 April 2005 | **Received:** 18 November 2004 | **Accepted:** 27 February 2005

Correspondence: mngasokezwe@outlook.com

DOI: [10.5281/zenodo.18819801](https://doi.org/10.5281/zenodo.18819801)

Author notes

Mikindani Ngasokezwe is affiliated with Mkwawa University College of Education and focuses on Business research in Africa.

Kamali Mwakwasigye is affiliated with Nelson Mandela African Institution of Science and Technology (NM-AIST), Arusha and focuses on Business research in Africa.

Abstract

The tourism industry in Tanzania has experienced significant growth over recent decades, driven by both domestic and international tourists. However, this sector faces challenges related to sustainability, including environmental degradation, socio-economic disparities, and cultural erosion. Theoretical analysis was employed, drawing from existing literature on sustainable development in tourism, as well as empirical data from case studies of successful sustainable tourism enterprises in Tanzania. The theoretical framework proposes a model that integrates these key elements to foster sustainable growth in the Tanzanian tourism sector without compromising environmental integrity or social equity. Adoption of the proposed framework is recommended for both public and private stakeholders, emphasising the importance of stakeholder collaboration and continuous monitoring to ensure long-term sustainability.

Keywords: *Tanzania, Geographical Indicators (GI), Sustainable Development Goals (SDG), Tourism Economics, Stakeholder Theory, Porter's Five Forces Analysis, Supply Chain Management*

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