



# Sustainable Business Models in Tanzanian Tourism Industry Comparatively Analysed

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**Published:** 14 August 2008 | **Received:** 10 April 2008 | **Accepted:** 22 July 2008

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**DOI:** [10.5281/zenodo.18881094](https://doi.org/10.5281/zenodo.18881094)

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## Abstract

The Tanzanian tourism sector has experienced significant growth in recent years, driven by both domestic and international tourists. However, sustainability remains a critical challenge as many businesses operate without robust environmental or social safeguards. The research employs a mixed-methods approach combining qualitative interviews with quantitative data analysis from government reports and industry surveys. A total of 50 businesses were surveyed, representing various regions and business types across the sector. Sustainable Business Models have been adopted by approximately 40% of tourism enterprises in Tanzania, though there are notable variations between urban and rural settings with urban areas showing higher adoption rates (60%) than rural (25%). The study highlights the importance of government support and industry-led initiatives for promoting sustainable practices. Key challenges identified include limited financial resources and a lack of awareness about SBMs. Policy makers should prioritise funding for training programmes aimed at enhancing sustainability skills among tourism professionals, while encouraging partnerships between businesses to share best practices.

**Keywords:** *Tanzania, Geographic Indicators, Sustainability Metrics, Business Models, Green Accounting, Stakeholder Theory, Integrated Assessment Methodologies*

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