



Sustainable Tourism Business Models in Tanzania: An Analytical Framework

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Abstract

Tanzania is a major tourist destination in East Africa, with significant economic benefits but also environmental and social challenges. A mixed-methods approach combining qualitative interviews with quantitative data analysis to explore the current state of sustainable tourism in Tanzania. Sustainable tourism businesses in Tanzania often implement eco-friendly initiatives such as renewable energy use and waste management, which are increasingly popular among tourists seeking authentic experiences. The findings suggest that integrating sustainability into business strategies can lead to increased visitor satisfaction and long-term economic stability for tourism enterprises. Policy makers should encourage the adoption of sustainable practices through incentives and regulations, while businesses need to invest in eco-friendly technologies and education initiatives.

Keywords: *Tanzania, Geopolitics, Sustainability, CSR, Eco-Tourism, Stakeholder Analysis, Impact Assessment*

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