



Sustainable Tourism Business Models in Tanzanian Contexts,

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Abstract

This study explores sustainable business models in the Tanzanian tourism industry, focusing on the period from to . This study employs a qualitative research approach, utilising case studies of selected Tanzanian tourism businesses as primary data sources. Data collection methods include semi-structured interviews with stakeholders, document reviews, and observations at tourist sites. The analysis focuses on themes related to business models, environmental impact, community engagement, and economic outcomes. One specific finding is that eco-lodges in national parks have significantly reduced their carbon footprint by implementing renewable energy systems, thereby aligning with sustainable tourism principles. This direction indicates a growing trend towards more environmentally friendly accommodations within the sector. The study concludes that while there are promising models for sustainability in Tanzanian tourism, they often face challenges such as limited funding and regulatory support. Recommendations include increased investment in eco-friendly infrastructure and better policy frameworks to promote sustainable practices. Recommendations for policymakers suggest the development of more supportive policies and incentives for businesses adopting sustainable tourism practices. For industry practitioners, it is recommended that they collaborate with local communities and invest in education programmes to enhance their environmental stewardship skills.

Keywords: *Sustainable Development, Tourism Geography, Qualitative Research, Case Studies, Community Engagement, Cultural Sustainability, Stakeholder Analysis*

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