



# Sustainable Business Models in Tanzanian Tourism Industry: An Action Research Study

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## Abstract

The Tanzanian tourism industry is a significant contributor to the national economy, yet it faces challenges in balancing economic growth with environmental and social sustainability. The study employed a mixed-method approach combining qualitative interviews with key stakeholders, such as tour operators, local communities, and government agencies, alongside quantitative analysis of industry data from 2010 to 2015. A notable finding was the high proportion (65%) of businesses implementing eco-friendly initiatives, indicating a growing awareness among tourism enterprises in Tanzania. The study concludes that while there is progress towards sustainability, more concerted efforts are needed to mainstream sustainable practices across all sectors of the tourism industry. Specific recommendations include fostering collaboration between private and public sectors, enhancing training programmes for tourism professionals on sustainable business models, and establishing a regulatory framework to enforce sustainability standards. Sustainable Tourism, Business Models, Tanzania, Action Research

**Keywords:** *Sustainable Development, Tourism Industry, Geographic Focus, Community Engagement, Participatory Research, Economic Sustainability, Ecological Balance*

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