



# **Sustainable Tourism Business Models in Tanzania: An Analytical Framework**

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## **Abstract**

The tourism industry in Tanzania is a significant contributor to the country's economy, but it faces challenges related to sustainability and competitiveness. A qualitative approach was employed through literature review and expert interviews to identify best practices and challenges within the Tanzanian tourism industry. Eco-tourism projects have shown significant growth in recent years, with a notable increase of over 20% in visitor numbers from sustainable initiatives compared to conventional ones. The analytical framework highlights the importance of integrating community involvement and environmental conservation for long-term sustainability in tourism businesses. Policy makers should support eco-tourism projects through grants and incentives, while encouraging private sector investment in sustainable practices.

**Keywords:** *Tanzania, Sustainability, Tourism, Development, Framework, Metrics, Stakeholder*

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