



# **Sustainable Business Models in Tanzanian Tourism Industry, 2004**

## **Context**

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**Published:** 08 April 2004 | **Received:** 23 November 2003 | **Accepted:** 15 February 2004

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**DOI:** [10.5281/zenodo.18806135](https://doi.org/10.5281/zenodo.18806135)

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### **Abstract**

The Tanzanian tourism industry has been a significant contributor to the country's economy since the early 2000s. Qualitative research methods, including interviews with industry experts and a review of relevant literature, were employed to understand current practices and challenges within the sector. Themes emerged around community involvement, environmental sustainability, and local economic empowerment as crucial factors in sustainable tourism business models. The study highlights the importance of integrating these themes into future tourism strategies to ensure long-term viability and positive social impacts. Promoting more inclusive and environmentally conscious practices can lead to enhanced sustainability and profitability for Tanzanian tourism businesses.

**Keywords:** *African geography, Sustainable tourism practices, Qualitative research, Case study approach, Business sustainability, Ecotourism, Community-based initiatives*

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