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Analysis of Sustainable Business Models in the Tourism Industry in Tanzania in Tanzania: An African Perspective

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| Abstract

This study addresses a current research gap in Business concerning Sustainable Business Models in the Tourism Industry in Tanzania in Tanzania. The objective is to clarify key debates, identify practical implications, and outline a focused agenda for scholarship and policy. A policy analysis was undertaken using national and regional policy documents relevant to the study scope. The analysis indicates persistent structural constraints alongside emerging local innovations; however, evidence remains uneven across contexts and sectors. The paper argues for context-specific approaches and stronger empirical foundations in future research. Stakeholders should prioritise inclusive, locally grounded strategies and improve data transparency. Sustainable Business Models in the Tourism Industry in Tanzania, Tanzania, Africa, Business, policy analysis This structured abstract provides a standardised summary to support rapid screening, indexing, and assessment of scholarly contribution.
