



Sustainable Business Models in Tanzanian Tourism Industry: An Empirical Analysis

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Abstract

Tourism is a significant sector in Tanzania's economy, contributing to both economic growth and cultural preservation. However, sustainable business models are essential for long-term viability and environmental conservation. The research employs a mixed-methods approach, combining qualitative interviews with quantitative surveys of tourism operators across Tanzania. Data analysis involves statistical tests and thematic coding for identifying patterns and trends in sustainable practices. Eco-tourism models are particularly popular among Tanzanian businesses, with over 60% indicating they offer eco-friendly tours or accommodations. Community-based enterprises also show strong growth, attracting up to 35% of total tourism revenue from local communities. Sustainable business models in Tanzania's tourism sector demonstrate significant potential for economic success and environmental stewardship, highlighting the importance of community engagement and green certification programmes. Tourism authorities should incentivize businesses toward sustainable practices through grants, certifications, and public recognition. Community involvement is crucial to ensure long-term sustainability and cultural preservation. Sustainable Tourism, Eco-Tourism, Community-Based Enterprises, Tanzania

Keywords: *Tanzania, Geographic Indicators, Tourism Industry, Sustainable Development, Ecotourism, Stakeholder Analysis, Green Accounting*

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