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Developing Sustainable Tourism in Tanzania: Perspective from Wine Stakeholders

In: *Wine Tourism and Sustainability*

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Abstract

This chapter underscores the current business environment for wine tourism in Tanzania and identifies opportunities for its establishment using the stakeholder theory based on data from wine stakeholders. The study's identification of landscape, vineyards, cultural heritage, and wine festivals as potential wine tourism attractions provides valuable insights for the development of wine tourism in Tanzania. It is recommended that policymakers and tourism stakeholders in Tanzania focus on leveraging these products to establish a thriving wine tourism industry. This can be achieved through targeted marketing campaigns, investment in infrastructure and facilities, and the implementation of sustainable practices that preserve and enhance the natural and cultural resources of the country. The results of this study could be significant not only for Tanzania but also for other emerging countries looking to establish and develop their wine tourism industry.

Suggested Citation

▣ Galinoma Gachele Lubawa & Evans S. Osabuohien, 2024. "[Developing Sustainable Tourism in Tanzania: Perspective from Wine Stakeholders](#)," [Springer Books](#), in: Javier Martínez-Falcó & Bartolomé Marco-Lajara & Eduardo Sánchez-García & Luis A. Millán-Tudela (ed.), [Wine Tourism and Sustainability](#), pages 49-71, Springer. Handle: *RePEc:spr:sprchp:978-3-031-48937-2_3*
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