

**A STUDY ON PROMOTING TANZANIA'S CULTURAL HERITAGE THROUGH THE  
LENS OF INDONESIA: *CROSS-CULTURAL COMPARISON***

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**ABSTRACT**

This study explores how Tanzania can effectively promote its cultural heritage as a key component of tourism, drawing lessons from Indonesia's successful cultural tourism practices. By comparing strategies used in both countries, the study uncovers ways for Tanzania to enhance its cultural promotion, enrich its tourism offerings, and address challenges. Specifically, the research focused on strategies Indonesia employs to promote its cultural heritage, adapting them to Tanzania's context while preserving authenticity. The study's significance lies in boosting Tanzania's tourism sector through better cultural promotion, revenue generation, and preservation, offering insights valuable to tourism officials, cultural organizations, academicians, and the country at large. Methodologically, the study adopted a constructivist research paradigm and a qualitative multiple-case study design, focusing on Arusha in Tanzania and Yogyakarta in Indonesia which enabled to narrow down data collection. Consequently, data collection included interviews and secondary data from reports publications, with thematic analysis guided by the strong structuration theory. Interviews were conducted with experts specializing in cultural heritage, tourism, and related fields, including policymakers, local community representatives, tour operators, guides, artists, artisans, and academic researchers. These experts provided profound knowledge about their respective countries, including promotional strategies and challenges. The secondary data which involved reports and publications, were particularly from strategic planning documents, annual reports, tourism policies and tourism master plans. The comparison revealed differences and similarities in strategies, challenges and opportunities for promoting cultural heritage between Tanzania and Indonesia, highlighting the need for Tanzania to shift towards a practical implementation approach in cultural promotion. This study contributes to literature by comparing cultural heritage promotion in Tanzania and Indonesia and offers practical strategies for policymakers and practitioners in the tourism industry at large.

**Key Words:** *Cultural Heritage, Cultural Tourism, Tanzania, Indonesia, Comparative Analysis*