Abstract

Africa is both fortunate and unfortunate as far as Cultural Heritage Management (CHM) is concerned. Fortunate because the continent is a warehouse for the heritage resources, which document the origin and development of our humanity. In the meantime, it is very unfortunate that Africa is too poor to take care of such vast cultural treasures. In this paper, I use Tanzania as a case study to explore ways that Africa can generate revenue and public support for CHM. An effective means of accomplishing this goal is to make the products of the past attractive and accessible for cultural tourism. Only in this way does Africa's past heritage become economically sustainable for long-term survival, productivity, and contribution to global education, research, tourism, and pride in the past accomplishments of humanity.