

## ABSTRACT

The study aimed to assess the influence of !mai culture on project management practices in Tanzania, focusing on Arusha City Council. The specific objectives included identifying cultural values impacting project management in the Council, evaluating the role of communication in project management practices, and exploring the relationship between local culture and project management. The research design employed a descriptive survey approach, combining quantitative and qualitative methods. Data collection methods encompassed questionnaires, interviews, observation, and documentary analysis.

A sample size of 41 respondents was randomly selected to participate in the study. Data analysis involved the use of the SPSS 26 Version, program to calculate frequencies and percentages. Both primary and secondary data were utilized, with primary information gathered through surveys and interviews, and secondary data obtained from documentary evaluations.

The study revealed a strong recognition among respondents regarding the influence of cultural values on project management practices. The belief in the impact of cultural values on decision-making, sustainability, community engagement, and transparency/accountability underscore the multifaceted role that cultural factors play in shaping project outcomes. Effective communication emerged as a critical determinant of project management success within Arusha City Council. Also, the study demonstrated a noticeable relationship between the local culture of Arusha and the performance of project management practices within the Council.

Furthermore, the research recommends promoting collaboration with community leaders. Involving community leaders in project planning and implementation can facilitate smoother communication, community engagement, and garner local support for projects.