

## **Abstract**

The topic of the diploma thesis are the tingatinga painters in Tangatinga Arts Cooperative Society in Tanzania. The tingatinga art is based on the motive of the African nature and on the lives of the people in Tanzania. These painters accept both the rules of the cooperative as well as the hierarchy of a family, because this organization is based primarily on the family interconnections. The goal of the thesis is to find which institution type is the dominant one and the principles of how cooperative operates. The relationship with the founder of this art style is also interesting.

The thesis is based on the anthropology of tourism because it deals with a touristic art. Some of the approaches can be applied to the study of tingatinga painters but some of them are in contrast. Another question is whether the relation between the painters and the tourists is influenced by the process of acculturation. The art and the painters are influenced with the commercialization process and this thesis tries to capture this dynamic process and the influence of tourists on its creating.