



PRESERVING OUR LEGACY: NURTURING CULTURAL HERITAGE IN THE MODERN WORLD

By:
Dr. Yvonne Michelle Campbell
Faculty of Education, Language and Communication, UNIMAS
20th June 2024

Cultural Heritage



What is cultural heritage?



Why do we need to preserve it?



What is its significant in today's world? Is it still relevant?



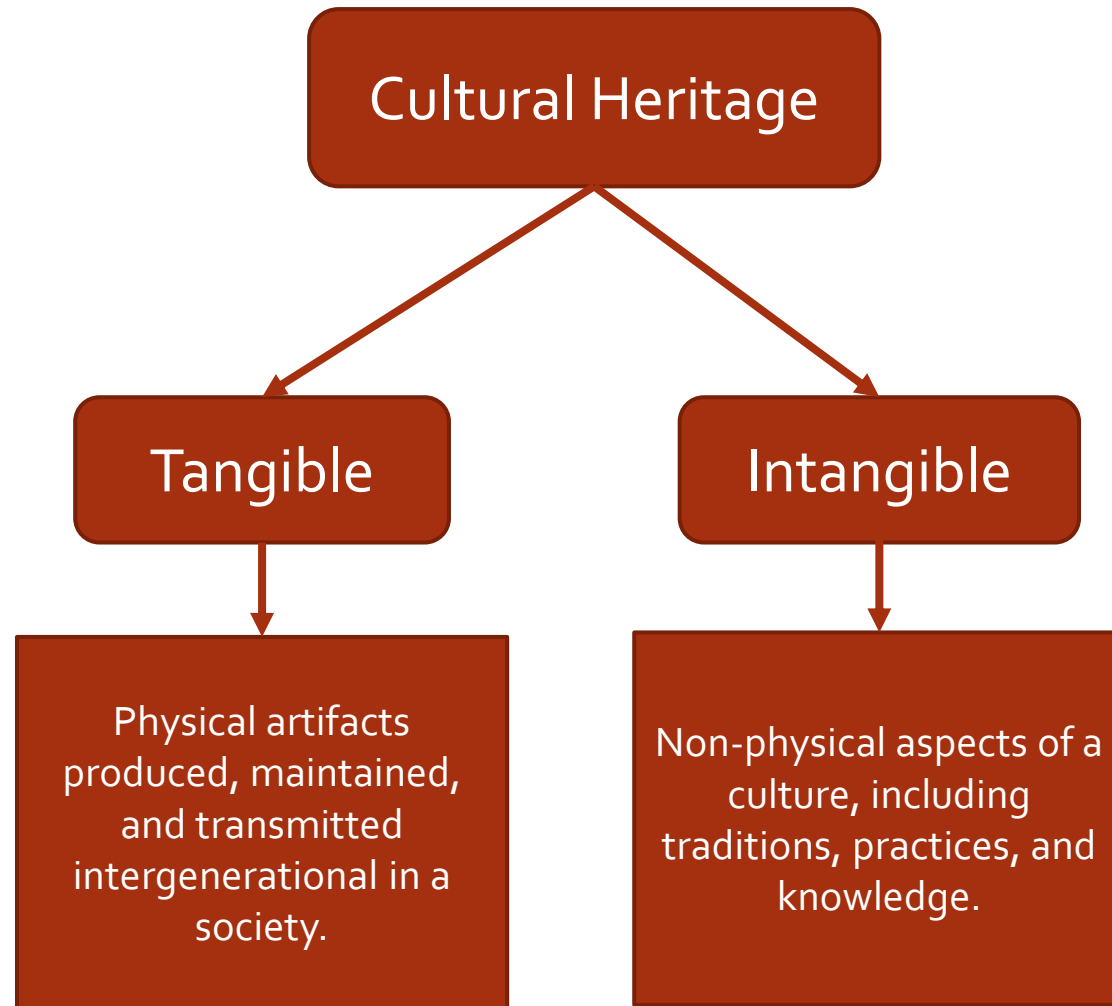
Cultural heritage - a concept?

Definition: Cultural heritage encompasses the traditions, history, values, places, and artifacts passed down within a community or society.

Cultural heritage includes artefacts, monuments, a group of buildings and sites, museums that have a **diversity of values** including symbolic, historic, artistic, aesthetic, ethnological or anthropological, scientific and social significance. It includes **tangible heritage** (movable, immobile and underwater), **intangible cultural heritage** (ICH) embedded into cultural, and natural heritage artefacts, sites or monuments. The definition excludes ICH related to other cultural domains such as festivals, celebration etc. It covers industrial heritage and cave paintings. (UNESCO, 2009)

Cultural Heritage is an **expression of the ways of living** developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions and values. Cultural Heritage is often expressed as either **Intangible or Tangible Cultural Heritage** (ICOMOS, 2002 - (the International Council on Monuments and Sites). As part of human activity Cultural Heritage produces tangible representations of the **value systems, beliefs, traditions and lifestyles**. As an essential part of culture as a whole, Cultural Heritage, contains these visible and tangible traces from antiquity to the recent past.

UNESCO



Tangible Cultural Heritage

Monuments

Structures of historical, artistic, or cultural significance.



Artifacts

Objects made by humans that have historical or cultural value.



Natural and man-made landscapes of historical or cultural importance

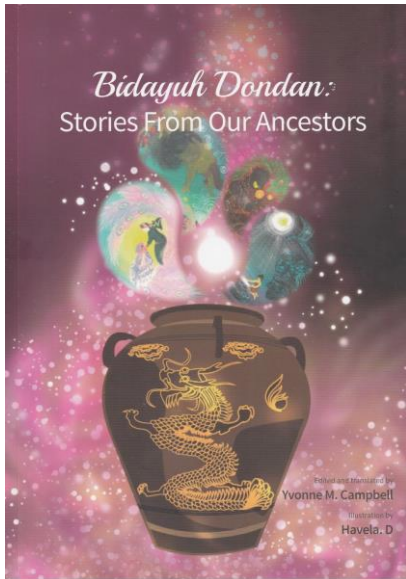
Landscape



Intangible Cultural Heritage

Oral tradition

Spoken word traditions passed down through generations



Forms of artistic expression performed in front of an audience

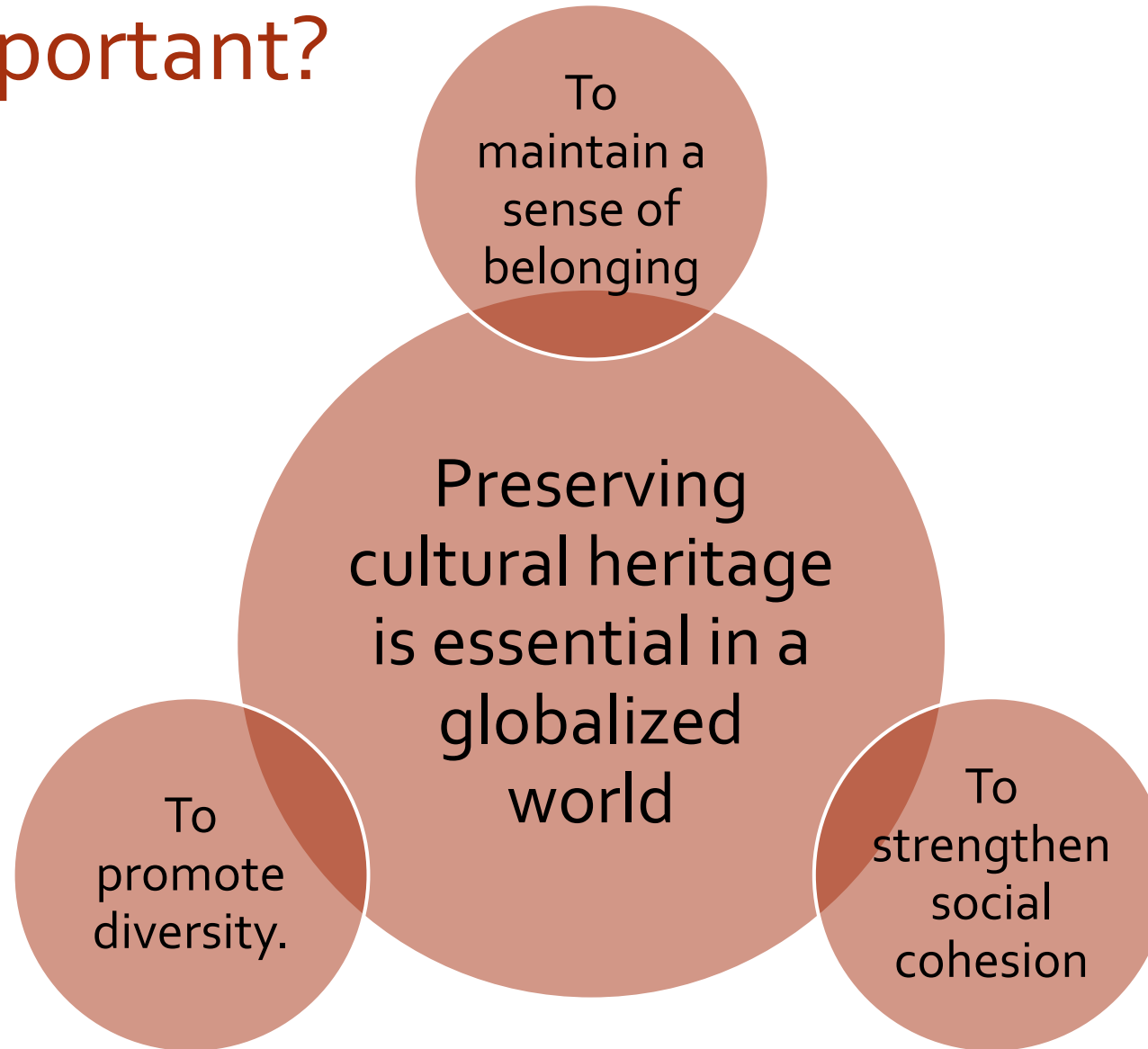
Performing Arts

Social Practices

Customs, rituals, and festivals that are significant to a community.

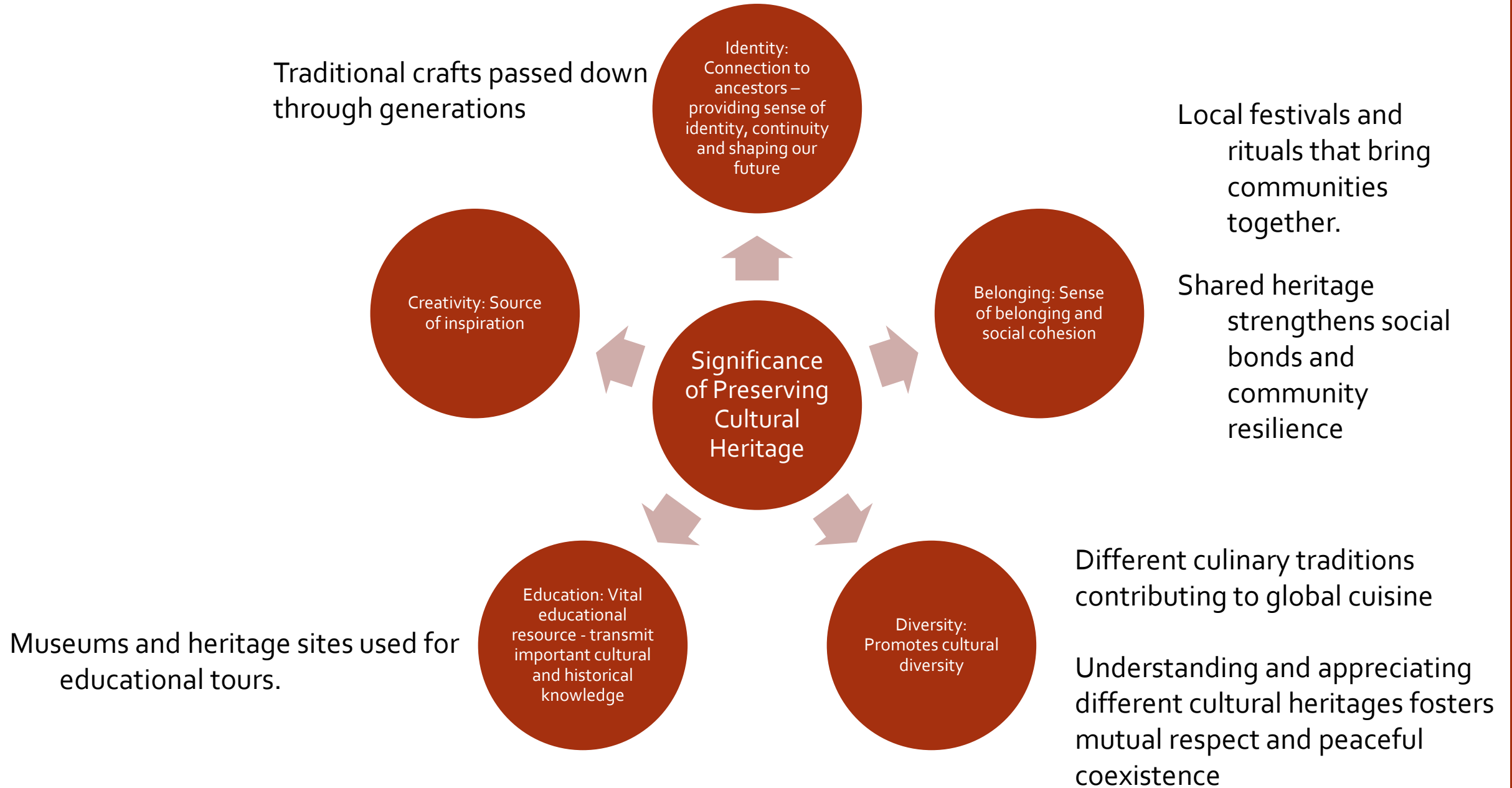


Why is it important?



Call to Action

Throughout this presentation, we'll explore the challenges and opportunities in preserving our cultural legacy, and how each of us can contribute to this important endeavor.



Significance of Preserving Cultural Heritage

Preserving cultural heritage is crucial for maintaining identity, fostering belonging, promoting diversity, and serving as a rich educational resource, all of which contribute to a more inclusive and enriched society.

"Culture is the widening of the mind and of the spirit."

— Jawaharlal Nehru



Globalization and Cultural Heritage

- ❖ Impact of globalization on cultural heritage
- ❖ Importance of adapting preservation efforts in a globalized world
- ❖ Balancing modernization with preservation

Impact of Globalization on Cultural Heritage

Cultural Homogenization: Globalization can lead to the homogenization of cultures, where unique traditions and practices are overshadowed by dominant global cultures.

- Example: Westernization affecting traditional practices in non-Western societies.

Loss of Languages: Many indigenous languages are at risk of disappearing as dominant languages spread.

- Example: The decline of minority languages in favor of English, Spanish, or Mandarin.

Cultural Commodification: Production of cultural heritage for commercialised purposes

- Example: Mass production of arts and crafts, Homestays

Adaptation

Cultural Exchange: Globalization also allows for the exchange and blending of cultures, leading to new, hybrid cultural forms.

- Example: Fusion cuisine combining elements from different culinary traditions.

Resilience and Innovation: Communities can adapt by finding innovative ways to preserve and promote their heritage.

- Example: Using digital platforms to share and celebrate cultural traditions globally.

Integration

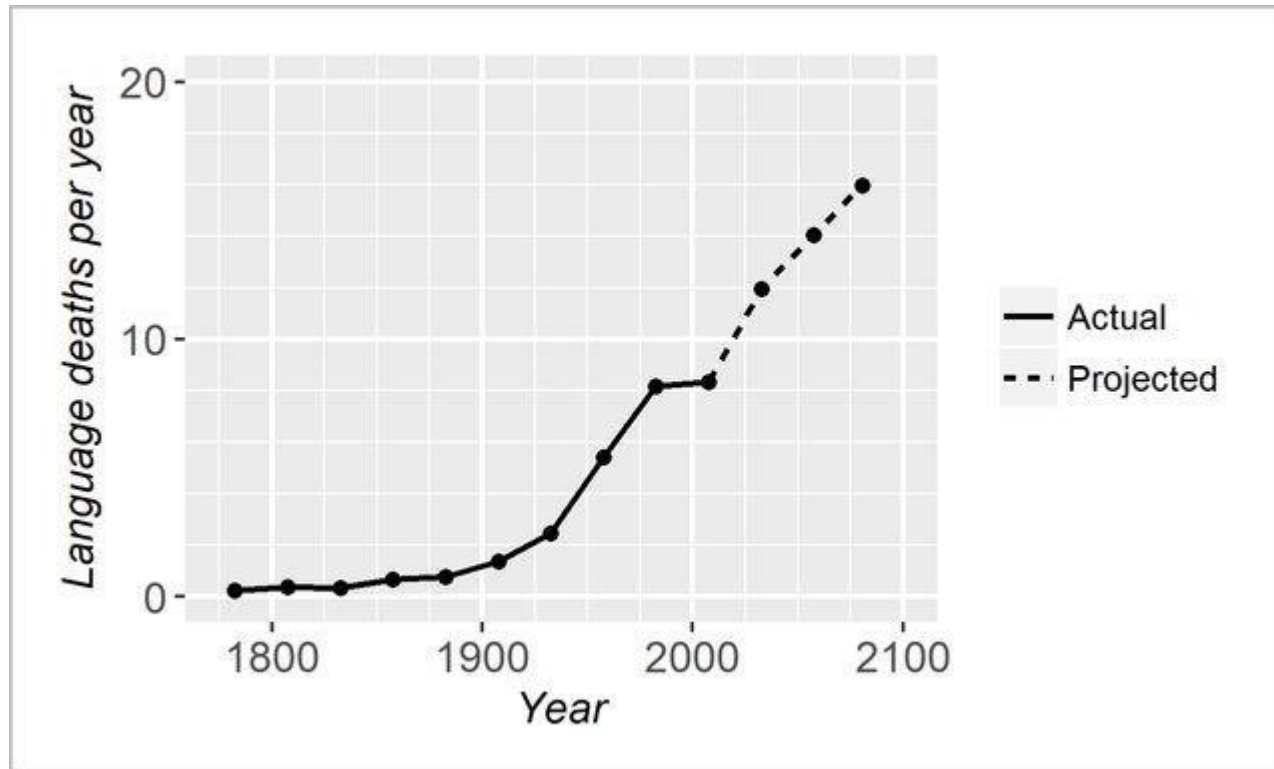
Balancing Act: Balancing modernization and cultural preservation requires deliberate efforts to maintain traditions while embracing progress.

- Example: Modern urban planning that incorporates historical sites and traditional architectural styles.

Inclusive Policies: Developing inclusive policies that support cultural diversity and heritage preservation in the face of global pressures.

- Example: Government initiatives to protect cultural heritage sites from commercial development.

Impact of Globalization on Cultural Heritage



- Language deaths per year
- The solid trend line plots the actually observed rate of language death over the past two centuries.
- At present the rate is about 9 languages per year, or one language dying every 40 days.
- “One language dies every 14 days.”

Simons, G.F. (2019).
Two centuries of spreading language loss

Impact of Globalization on Cultural Heritage



While globalization poses significant challenges to cultural heritage through homogenization and language loss, it also offers opportunities for cultural exchange and innovation. Balancing modernity with preservation requires conscious effort and inclusive policies.

There is a need for a balanced approach to cultural heritage preservation.

Levels of Preservation Efforts

Individual Level
(Individuals, families,
researchers,
academics):

Community Level
(community
members, leaders,
NGOs, Institutions):

Government Level:

Keeping
traditions alive –
documentation,
practices

Passing on
knowledge to
future
generations

Educational
initiatives,
research
fundings

Supporting local
heritage sites
and events

Policies and
legislation

Funding and
resources

Individual Level

Keeping Traditions Alive: Individuals play a crucial role in maintaining and passing down traditions.

- ✓ Example: A family practicing and teaching traditional dance or music to the younger generation.

Personal Collections: Preservation of artifacts, documents, and photographs within families.

- ✓ Example: Grandparents sharing family stories and heirlooms with grandchildren.

Documentation of stories, research

- ✓ Example: Recordings, written



Community Level

Educational Initiatives: Community-led programs to educate members about their heritage.

- ✓ Example: Local history clubs, cultural workshops, and storytelling events.

Supporting Local Heritage Sites and Events: Communities organizing and participating in events that celebrate local culture.

- ✓ Example: Festivals, fairs, and reenactments that highlight traditional customs and practices



Gamification in Museums?

Play | Your | Future

Jacey-Lynn Minoi, PhD

@jminoi #gamification #creativeculture



Creative
Culture



Newton
Fund

Game
Changers



Coventry
University



- Digitalizing and preserving Oroo', a secret signage language of the nomadic Penans in the rainforest (Institute of Social Informatics and Technological Innovations (ISITI-CoERI)
- Indigenous Knowledge and Digital Geoportal (Prof DR Poline Bala, IBS)
- The Hashima Virtual Reality Project: A hundred years of life on a tiny Japanese island (SOAS, University of London) - <https://youtu.be/hg8qWxD2Ko4>
(<https://www.soas.ac.uk/research/hashima-virtual-reality-project-hundred-years-life-tiny-japanese-island>)

Government Level

Policies and Legislation: Governments enacting laws to protect cultural heritage sites and practices.

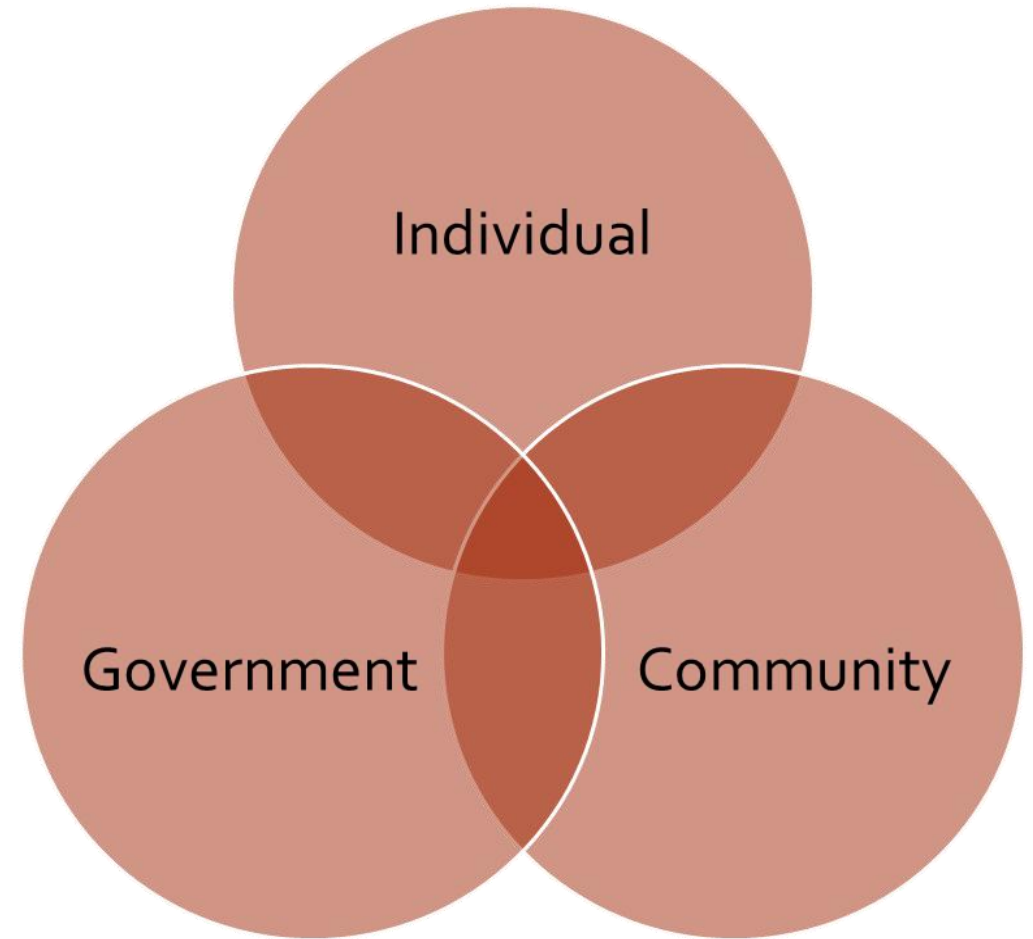
- ✓ Example: National heritage protection acts and regulations.

Funding and Resources: Allocation of funds and resources for the preservation of cultural heritage.

- ✓ Example: Grants for restoration projects, subsidies for cultural events, and support for museums and archives.

Levels of Preservation Efforts

Effective preservation of cultural heritage involves coordinated efforts at individual, community, and government levels, each contributing uniquely to the overall goal of maintaining and celebrating cultural identity.



Case Study: Individual Efforts

- Encik Tommy Black Marklang
- Mini Muzium Sapan Puloh, Mukah

[20230429_023535000 iOS.MOV](#)





Case Study: Community Efforts

- **PRESERVING THE RICH HERITAGE AND CULTURE OF THE JAVANESE ETHNIC COMMUNITY IN JOHOR: A GLIMPSE INTO THE WONG JOWO FESTIVAL**



Case Study: Government Efforts

Cultural Heritage Management and Preservation Policies

In the [Work Plan for Culture 2015-2018](#), the Council of the European Union requested a group of experts from 27 countries to identify “innovative approaches to the multilevel governance of tangible, intangible and digital heritage which involve the public sector, private stakeholders and the civil society”.

a number of policy areas and programmes.

- [EU competences in cultural heritage](#)
- [Expert Group on cultural heritage](#)
- [European Year of Cultural Heritage 2018](#)
- [Participatory governance](#)

Case Study: Government Efforts

- Policy for Government Management of Cultural Heritage Places – New Zealand
- 17 policies related to Cultural Heritage Management - <https://www.mch.govt.nz/sites/default/files/2023-11/policy-for-government-management-of-cultural-heritage-places-guidelines-2023-02-09.pdf>



Modern Challenges to Cultural Heritage

Threats

Urbanization: Rapid urban development often leads to the destruction or neglect of historical sites.

- Example: Ancient buildings being demolished to make way for new infrastructure in growing cities.

Climate Change: Rising temperatures, severe weather, and natural disasters threaten both tangible and intangible heritage.

- Example: Coastal erosion affecting historic seaside towns and landmarks.

Conflict and War: Armed conflicts can lead to deliberate destruction of cultural heritage sites.

- Example: The destruction of historical monuments during wars in the Middle East.

Globalization: Cultural homogenization can erode unique cultural practices and traditions.

- Example: Traditional crafts and languages becoming extinct as global culture dominates.

Modern Challenges to Cultural Heritage

Solutions

Conservation Techniques: Use advanced conservation methods and technologies to protect and restore heritage sites.

- Example: Laser scanning and 3D modeling for precise restoration of ancient structures.

Disaster Preparedness: Implementing strategies to protect heritage from natural disasters.

- Example: Developing emergency response plans for museums and cultural sites.

Legislation and Policy: Enacting and enforcing laws that protect cultural heritage.

Example: International treaties and national laws that safeguard cultural properties.

- Community Involvement: Engaging local communities in preservation efforts to ensure sustainable practices.

Example: Community-led conservation projects and heritage education programs.

- Digital Preservation: Using digital technology to document and share cultural heritage.

Example: Digitizing archives, creating virtual tours of heritage sites, and online databases for cultural artifacts.

Modern Challenges to Cultural Heritage



Modern challenges such as urbanization, climate change, conflict, and globalization pose significant threats to cultural heritage. However, through advanced conservation techniques, disaster preparedness, legislation, community involvement, and digital preservation, we can mitigate these threats and protect our cultural legacy.

Role of Technology

Digital Preservation:

- Use of digital technology in preserving cultural heritage

Virtual Reality:

- Virtual tours of heritage sites

Social Media:

- Promoting awareness and engagement

Role of Technology

Digital Preservation

Digitizing Archives: Converting physical documents, photographs, and artifacts into digital formats.

- Example: National libraries and museums creating digital archives accessible online.

Digital Repositories: Creating online databases to store and share cultural heritage information.

- Example: The Europeana platform, which provides access to millions of digitized items from European museums, galleries, and libraries. - <https://www.europeana.eu/en/themes>

Hermoupolis Digital Heritage Management - <https://hermoupolis.omeka.net/>

Role of Technology

Virtual Reality (VR)

Virtual Tours: Using VR to create immersive tours of heritage sites, making them accessible to a global audience.

- Example: Virtual tours of the Louvre Museum in Paris, allowing users to explore exhibits remotely. - <https://www.louvre.fr/en/online-tours>

Reconstruction of Sites: VR technology to digitally reconstruct and visualize historical sites.

- Example: Reconstructing ancient Rome through VR for educational purposes. - <https://www.youtube.com/watch?v=XoTV1-EAcDw>

Augmented Reality (AR)

Enhanced Visitor Experience: AR applications that provide additional information and interactive experiences at heritage sites.

- Example: AR apps that overlay historical images and information onto current views of a site.

Educational Tools: Using AR to create engaging educational content about cultural heritage.

- Example: AR textbooks and apps that bring historical events and artifacts to life in classrooms.

Role of Technology

Social Media and Crowdsourcing

Awareness and Engagement: Using social media platforms to raise awareness and engage the public in cultural heritage preservation.

- Example: Hashtag campaigns like #HeritageDay to celebrate and share cultural heritage globally.

Crowdsourcing Information: Engaging the public in contributing to the documentation and preservation of cultural heritage.

- Example: Wikipedia and other platforms where volunteers can add and update information about heritage sites.

Role of Technology

Technology plays a pivotal role in preserving and promoting cultural heritage through digital preservation, virtual and augmented reality, and social media. These tools not only protect cultural artifacts and sites but also enhance public engagement and education.



Benefits of Preserving Cultural Heritage

Benefits of Preserving Cultural Heritage

Cultural Enrichment

Honoring the Past: Preserving cultural heritage allows us to honor and respect the achievements and traditions of our ancestors.

- Example: Restoring historic buildings to maintain their original grandeur.

Enriching the Present: A rich cultural heritage enhances the quality of life by providing a deeper understanding of our surroundings and history.

- Example: Community festivals that celebrate local traditions and history.

Benefits of Preserving Cultural Heritage

Inclusivity

Promoting Understanding: Preserving and sharing diverse cultural heritage fosters understanding and tolerance among different communities.

- Example: Multicultural festivals that showcase various cultural traditions and promote intercultural dialogue.

Strengthening Identity: Cultural heritage provides individuals and communities with a sense of identity and continuity.

- Example: Indigenous communities practicing and teaching their traditional customs and languages.

Benefits of Preserving Cultural Heritage

Sustainability

Economic Benefits: Cultural heritage sites attract tourism, creating jobs and boosting local economies.

- Example: Historic cities like Rome and Kyoto drawing millions of tourists each year.

Sustainable Practices: Traditional knowledge and practices often include sustainable methods that can be applied to modern challenges.

- Example: Indigenous agricultural techniques that promote biodiversity and environmental sustainability.

Benefits of Preserving Cultural Heritage

Preserving cultural heritage offers numerous benefits, including cultural enrichment, inclusivity, and sustainability. It not only honors the past and enriches our present but also provides economic and environmental advantages that contribute to a more inclusive and sustainable future.



Future Directions

Innovative Approaches:

- Explore new methods for cultural preservation

Collaboration:

- Importance of global cooperation

Youth Engagement:

- Involving younger generations in preservation efforts

Future Directions in Cultural Heritage Preservation

Innovative Approaches

Digital Technology: Leveraging advancements in technology for preservation and accessibility.

- Example: AI-powered tools for restoring and preserving historical documents and artifacts.

Collaborative Platforms: Creating online platforms that facilitate collaboration among cultural heritage professionals worldwide.

- Example: International databases for sharing research and preservation techniques.

Future Directions in Cultural Heritage Preservation

Global Cooperation

International Partnerships: Encouraging countries to work together in preserving shared cultural heritage.

- Example: UNESCO World Heritage Sites that receive international support and protection.

Cultural Exchange Programs: Promoting cultural exchange programs to share knowledge and practices.

- Example: Student and professional exchanges focused on heritage conservation skills and knowledge.

Future Directions in Cultural Heritage Preservation

Youth Engagement

Educational Programs: Implementing programs in schools to teach the importance of cultural heritage.

Example: Heritage education curriculums that include field trips to historical sites and interactive history lessons.

Youth-Led Initiatives: Encouraging young people to take active roles in preservation projects.

Example: Volunteer programs and internships in museums and heritage sites.

Future Directions in Cultural Heritage Preservation

Community-Based Approaches

Local Empowerment: Empowering local communities to take charge of preserving their cultural heritage.

Example: Community grants and support for local preservation initiatives.

Inclusive Practices: Ensuring that preservation efforts include diverse voices and perspectives.

Example: Participatory planning processes that involve community members in decision-making.

Future Directions in Cultural Heritage Preservation

The future of cultural heritage preservation lies in innovative approaches, global cooperation, youth engagement, and community-based efforts. By embracing these strategies, we can ensure that cultural heritage continues to inspire and benefit future generations.

Conclusion: Preserving Our Cultural Legacy

Reflection: Throughout this presentation, we've explored the significance of cultural heritage as a testament to our identity, history, and values.

Importance: Preserving cultural heritage is crucial for fostering a sense of belonging, promoting diversity, and enriching our lives.

Challenges: We've also discussed the challenges posed by globalization, urbanization, and other modern pressures on cultural heritage.

Solutions: However, by embracing technology, global cooperation, and community involvement, we can overcome these challenges and ensure the continued preservation of our cultural legacy.

Conclusion: Preserving Our Cultural Legacy

Call to Action

Get Involved: Whether as individuals, communities, or governments, we all have a role to play in preserving cultural heritage.

Support: Support local heritage initiatives, advocate for policies that protect cultural sites, and engage in educational programs.

Celebrate: Take the time to celebrate and share your cultural heritage with others, fostering understanding and appreciation.

Conclusion: Preserving Our Cultural Legacy

Final Thought

Legacy: Our cultural heritage is not just a relic of the past; it's a living legacy that connects us to our ancestors and shapes our future.

Gratitude: Thank you for joining us in exploring the importance of preserving our cultural heritage. Together, let's ensure that our rich tapestry of traditions and values endures for generations to come.

*"CULTURAL HERITAGE IS THE FABRIC
OF OUR LIVES AND THE GLUE THAT
HOLDS US TOGETHER AS A
SOCIETY."*

- Unknown



Thank You for your time and participation

Dr. Yvonne Michelle Campbell

mvyvonne@unimas.my

019-4831740