

International Journal of Humanity and Social Sciences

(IJHSS)



CARI
Journals

Cultural Heritage Preservation in the Face of Globalization

 ¹*Edwin Kiarie

Catholic University of Eastern Africa

Accepted: 13th Feb, 2024, Received in Revised Form: 29th May, 2024, Published: 26th June, 2024

Abstract

Purpose: The general objective of this study was to explore cultural heritage preservation in the face of globalization.

Methodology: The study adopted a desktop research methodology. Desk research refers to secondary data or that which can be collected without fieldwork. Desk research is basically involved in collecting data from existing resources hence it is often considered a low cost technique as compared to field research, as the main cost is involved in executive's time, telephone charges and directories. Thus, the study relied on already published studies, reports and statistics. This secondary data was easily accessed through the online journals and library.

Findings: The findings reveal that there exists a contextual and methodological gap relating to cultural heritage preservation in the face of globalization. Preliminary empirical review revealed that globalization presented both opportunities and challenges for cultural heritage preservation. While it facilitated cultural exchange and increased international support, it also led to the commercialization and potential degradation of heritage sites. Economic pressures and urbanization posed significant threats, but community involvement and the use of modern technologies offered innovative solutions. Effective preservation required a balanced approach, integrating sustainable tourism, comprehensive urban planning, and empowered local communities to protect and promote cultural identities amidst global influences.

Unique Contribution to Theory, Practice and Policy: The Cultural Globalization Theory, Social Identity Theory and Cultural Capital Theory may be used to anchor future studies on cultural heritage preservation. The study recommended enhancing community involvement, leveraging digital technologies, promoting sustainable tourism practices, strengthening legal and policy frameworks, encouraging international cooperation, and fostering education and public awareness. These recommendations aimed to ensure the active participation of local communities, utilize digital tools for wider access and documentation, balance the economic benefits of tourism with preservation needs, establish robust legal protections, facilitate international collaboration for shared knowledge and resources, and increase public understanding and appreciation of cultural heritage. These measures were suggested to effectively preserve cultural heritage in the face of globalization's challenges.

Keywords: *Community Involvement, Digital Technologies, Sustainable Tourism, Legal and Policy Frameworks, International Cooperation*

1.0 INTRODUCTION

Cultural heritage preservation encompasses efforts to maintain and safeguard the physical artifacts, monuments, traditions, and practices that define a community's historical and cultural identity. These endeavors are crucial for providing a sense of continuity and belonging in a rapidly evolving world. As globalization accelerates, it presents both opportunities and challenges for cultural heritage preservation. Global interconnectedness facilitates the exchange of cultural practices and ideas but also poses risks of cultural homogenization and loss. Thus, preserving cultural heritage becomes an essential task for maintaining diversity and identity in the global landscape. As Smith (2016) points out, the preservation of cultural heritage is not just about protecting the past but also about fostering resilience and adaptability for future generations. In the USA, cultural heritage preservation has been a longstanding priority, particularly through the maintenance and protection of historic buildings and sites. The National Park Service, for instance, oversees more than 400 sites, including iconic landmarks like the Statue of Liberty, which symbolizes freedom and democracy, and Yellowstone National Park, which represents the nation's natural heritage. Additionally, there has been a growing focus on preserving intangible heritage, such as indigenous languages and cultural practices. According to Jones (2015), the National Trust for Historic Preservation has seen a significant increase in funding for preservation projects, rising from \$55 million in 2010 to \$75 million in 2015. This funding supports various initiatives, including the restoration of historic sites, community education programs, and the documentation of oral histories, demonstrating a robust commitment to cultural heritage preservation in the face of modern challenges.

The United Kingdom has a rich and diverse cultural heritage, encompassing historic buildings, landscapes, and traditions. The UK's approach to cultural heritage preservation is multifaceted, involving both government bodies and non-profit organizations. Historic England, a public body, plays a pivotal role in protecting England's historic environment. It works alongside organizations like the National Trust, which manages over 500 historic sites, including estates, gardens, and nature reserves. Smith, Holmes & Edmondson (2017) highlighted that visitor numbers to heritage sites in the UK have increased by 25% over the past decade, reflecting growing public interest in cultural heritage. Furthermore, the Heritage Lottery Fund has invested over £7 billion in heritage projects since its inception, supporting everything from museum refurbishments to the conservation of endangered languages. These efforts illustrate the UK's comprehensive strategy to safeguard its cultural legacy amid contemporary pressures.

Japan's approach to cultural heritage preservation is deeply rooted in its respect for tradition and continuity. The country is renowned for its meticulous care of both tangible and intangible heritage. UNESCO has recognized numerous Japanese cultural practices and sites, including traditional craftsmanship, performing arts, and historic temples. A significant example is the preservation of the ancient capital, Kyoto, which houses over 1,600 Buddhist temples and numerous Shinto shrines. As reported by Yamada (2018), the Japanese government allocates substantial funds annually to maintain these sites, ensuring their protection against natural disasters and urban development pressures. Moreover, Japan's designation of "Living National Treasures" honors individuals who possess exceptional skills in traditional arts and crafts, highlighting the nation's commitment to preserving intangible cultural heritage (Yamada, 2018). This holistic approach underscores Japan's dedication to maintaining its cultural identity in a rapidly globalizing world.

In Brazil, cultural heritage preservation reflects the country's diverse cultural landscape, shaped by indigenous, African, and European influences. The Instituto do Patrimônio Histórico e Artístico Nacional (IPHAN) oversees the protection of Brazil's cultural assets, ranging from colonial architecture to traditional festivals. One notable example is the preservation of the historic city of Ouro

Preto, a UNESCO World Heritage site known for its well-preserved Baroque architecture. According to Silva (2019), IPHAN's budget for cultural heritage projects has seen a steady increase, reaching approximately R\$400 million in 2018. Additionally, Brazil's efforts to document and celebrate intangible heritage, such as the Afro-Brazilian martial art of Capoeira and the Carnival of Rio de Janeiro, demonstrate a commitment to preserving cultural diversity and promoting cultural tourism (Silva, 2019). These initiatives are vital for safeguarding Brazil's rich cultural heritage in the face of socio-economic and environmental challenges.

African countries face unique challenges and opportunities in cultural heritage preservation due to their diverse cultural landscapes and varying levels of economic development. In Kenya, for instance, the National Museums of Kenya (NMK) plays a crucial role in preserving the country's rich heritage, including archaeological sites, historic buildings, and cultural artifacts. The UNESCO World Heritage site of Lamu Old Town, known for its unique Swahili architecture, is a prime example of these efforts. A study by Ndeti (2020) highlights that international collaboration and funding have been essential in supporting Kenya's preservation projects, with the NMK receiving significant grants from organizations like UNESCO and the European Union. Furthermore, community involvement in heritage conservation has been pivotal, as local populations are encouraged to participate in preserving their cultural heritage, ensuring sustainability and relevance (Ndeti, 2020).

Similarly, in South Africa, cultural heritage preservation is intertwined with the country's complex history and diverse cultures. The South African Heritage Resources Agency (SAHRA) is responsible for identifying and protecting heritage sites, such as Robben Island, where Nelson Mandela was imprisoned, and the Cradle of Humankind, a site of significant paleoanthropological importance. According to a report by Mkhize (2018), heritage tourism has become a vital sector in South Africa, contributing significantly to the economy. SAHRA's efforts are supported by legislative frameworks and policies that promote heritage conservation and community engagement. Additionally, the integration of traditional knowledge systems in environmental management showcases the country's innovative approach to preserving both natural and cultural heritage (Mkhize, 2018).

Cultural heritage preservation in Nigeria focuses on protecting the nation's diverse cultural expressions and historic sites. The National Commission for Museums and Monuments (NCMM) oversees the preservation of artifacts, monuments, and archaeological sites across the country. One significant site is the Sukur Cultural Landscape, a UNESCO World Heritage site known for its terraced fields and sacred huts. As noted by Okonkwo (2017), Nigeria faces challenges such as funding constraints and illicit trafficking of cultural artifacts. However, international partnerships and community-based initiatives have been instrumental in addressing these issues. For example, the NCMM collaborates with organizations like the British Museum and UNESCO to recover stolen artifacts and promote cultural education programs (Okonkwo, 2017).

In Ghana, cultural heritage preservation is driven by both governmental and non-governmental efforts. The Ghana Museums and Monuments Board (GMMB) manages numerous heritage sites, including forts and castles that reflect the country's colonial history. Cape Coast Castle, a UNESCO World Heritage site, is one such example, attracting thousands of visitors annually. According to Anquandah (2016), the GMMB has implemented various projects to restore and maintain these sites, supported by funding from international donors and the Ghanaian government. Additionally, Ghana's efforts to preserve intangible heritage, such as traditional festivals and indigenous knowledge, highlight the importance of cultural heritage in national identity and tourism development (Anquandah, 2016).

Globalization is a multifaceted and complex process characterized by the increasing interconnectedness and interdependence of the world's economies, cultures, and populations. This phenomenon is driven by advances in technology, communication, transportation, and international

trade, which facilitate the exchange of goods, services, ideas, and cultural practices across borders (Appadurai, 2013). Globalization has profound implications for virtually every aspect of human life, influencing economic development, social structures, political systems, and cultural dynamics. The process of globalization can be both unifying and divisive, creating opportunities for economic growth and cultural exchange while also exacerbating inequalities and cultural homogenization (Giddens, 2015). One of the primary economic impacts of globalization is the integration of markets, leading to increased trade and investment flows between countries. This economic integration can boost growth and development, particularly in emerging economies, by providing access to larger markets and advanced technologies. However, it can also lead to economic disparities as wealth and resources become concentrated in certain regions or among particular groups (Stiglitz, 2017). The cultural dimension of globalization involves the spread and exchange of cultural products and practices, which can enrich societies but also pose challenges to cultural heritage preservation. As global media and consumer culture spread, local traditions and languages may be at risk of erosion (Tomlinson, 2019).

Technological advancements are a significant driver of globalization, transforming how people communicate, travel, and conduct business. The rise of the internet and digital technologies has created a global village where information and ideas flow freely across borders. This digital connectivity enables cultural exchange and collaboration on an unprecedented scale but also raises concerns about the dominance of certain cultures over others (Castells, 2013). For example, the global influence of Western media can overshadow local cultures and traditions, leading to a form of cultural imperialism. This dynamic poses a significant challenge for cultural heritage preservation as communities strive to maintain their unique identities in the face of pervasive global influences (Robertson, 2018). Globalization also impacts political systems, as nations become more interdependent and global governance structures evolve. International organizations, such as the United Nations and the World Trade Organization, play crucial roles in managing the complexities of globalization, from trade regulations to human rights. However, this interconnectedness can also lead to tensions and conflicts, as national interests sometimes clash with global priorities (Held & McGrew, 2014). The political aspects of globalization affect cultural heritage preservation by influencing policies and funding for conservation efforts. For instance, international agreements and conventions, such as UNESCO's World Heritage Convention, are instrumental in protecting cultural heritage sites worldwide (Labadi, 2013).

Socially, globalization facilitates greater mobility of people, leading to increased migration and the formation of multicultural societies. This demographic shift can enhance cultural diversity and foster greater understanding among different cultural groups. However, it can also create challenges for social cohesion and cultural preservation. Migrant communities may struggle to maintain their cultural practices and languages in their new environments, contributing to cultural assimilation and loss (Vertovec, 2016). Efforts to preserve cultural heritage must therefore consider the needs and contributions of diverse communities within increasingly multicultural societies (Kymlicka, 2015). Cultural globalization is particularly significant in the realm of cultural heritage preservation. The global exchange of cultural products, such as music, art, and literature, enriches the cultural landscape but can also lead to cultural homogenization. Local traditions and practices may be overshadowed by dominant global cultures, threatening the survival of unique cultural expressions (Pieterse, 2015). The challenge lies in finding a balance between embracing global cultural flows and protecting local heritage. Strategies such as promoting cultural diversity and supporting indigenous cultures are essential in this context (Smith, 2016).

One positive aspect of globalization is the increased awareness and appreciation of cultural heritage around the world. Global communication networks and social media platforms enable people to learn

about and engage with diverse cultures, fostering a sense of global citizenship and shared responsibility for cultural preservation (Ritzer, 2015). This heightened awareness can lead to greater support for preservation initiatives, as individuals and communities recognize the value of cultural heritage for both local identity and global heritage. Collaborative efforts, such as international cultural exchange programs and global heritage projects, exemplify the potential for globalization to support rather than undermine cultural preservation (Deacon, Dondolo, Mrubata & Prosalendis, 2017). However, the economic pressures of globalization can also threaten cultural heritage. Rapid urbanization, driven by global economic trends, often leads to the destruction of historic sites and landscapes. Additionally, the tourism industry, while providing economic benefits, can sometimes exploit cultural heritage for commercial gain, leading to the commodification and degradation of cultural sites (Timothy, 2017). Sustainable tourism practices and responsible heritage management are crucial to mitigating these impacts and ensuring that economic development does not come at the expense of cultural preservation (Harrison, 2013).

In response to the challenges posed by globalization, many countries and communities are adopting innovative approaches to cultural heritage preservation. Digital technologies, for example, are being used to document and disseminate cultural practices, creating digital archives that can be accessed globally (Cameron & Kenderdine, 2016). Additionally, community-based heritage initiatives empower local populations to take an active role in preserving their cultural heritage, ensuring that preservation efforts are relevant and sustainable (Waterton & Smith, 2018). These approaches demonstrate the potential for globalization to support dynamic and inclusive forms of cultural heritage preservation. Globalization is a complex and multifaceted process with profound implications for cultural heritage preservation. While it poses significant challenges, such as cultural homogenization and economic pressures, it also offers opportunities for cultural exchange and global collaboration. The key to effective cultural heritage preservation in the age of globalization lies in balancing the benefits of global interconnectedness with the need to protect and promote local cultural identities. By embracing innovative preservation strategies and fostering global awareness and cooperation, it is possible to preserve the rich diversity of the world's cultural heritage for future generations (Lenzerini, 2013).

1.1 Statement of the Problem

Globalization has significantly impacted cultural heritage preservation, creating both opportunities and challenges for maintaining the tangible and intangible elements of cultural identity. As global interconnectedness increases, traditional cultures and practices face the risk of erosion due to the dominance of global cultural influences, especially from Western media and consumer culture. According to UNESCO, approximately 600 languages have disappeared in the last century, with a language dying out approximately every two weeks, highlighting the critical threat to linguistic diversity (UNESCO, 2020). This loss of cultural heritage not only diminishes global cultural diversity but also weakens the social fabric of communities that rely on these traditions for their identity and cohesion. Despite the efforts of international organizations and local governments, there remains a pressing need for more effective strategies to safeguard cultural heritage in the face of globalization's pervasive influence. While there has been substantial research on the effects of globalization on cultural heritage, significant gaps remain in understanding the nuanced interactions between global and local cultures, particularly in non-Western contexts. Many studies have focused on the negative impacts, such as cultural homogenization and loss, but less attention has been paid to the potential for globalization to facilitate cultural exchange and revival. Additionally, there is a lack of comprehensive frameworks for integrating modern technology and community involvement in heritage preservation efforts (Smith, 2016). This study aims to fill these research gaps by exploring innovative approaches to cultural heritage preservation that leverage globalization's positive aspects while mitigating its

negative effects. By examining case studies from diverse geographical regions, including the USA, United Kingdom, Japan, Brazil, and African countries, this research will provide a holistic understanding of how globalization can be harnessed to protect and promote cultural heritage. The findings of this study will benefit a wide range of stakeholders, including policymakers, cultural heritage professionals, community leaders, and educators. Policymakers can use the insights gained to formulate more effective preservation policies that balance global influences with the need to maintain local cultural identities. Cultural heritage professionals will benefit from new methodologies and best practices for integrating modern technologies and community engagement in preservation efforts. Community leaders and local populations will be empowered to take an active role in preserving their cultural heritage, ensuring that preservation efforts are sustainable and culturally relevant (Deacon et al., 2017). Additionally, educators can incorporate the study's findings into curricula to raise awareness about the importance of cultural heritage preservation in a globalized world. Ultimately, this research aims to contribute to a more inclusive and resilient approach to cultural heritage preservation, benefiting societies worldwide by protecting their cultural legacies for future generations.

2.0 LITERATURE REVIEW

2.1 Theoretical Review

2.1.1 Cultural Globalization Theory

Cultural Globalization Theory, originating from the broader discourse of globalization studies, examines how global processes impact local cultures and cultural identities. This theory is rooted in the work of sociologists and cultural theorists such as Roland Robertson and Arjun Appadurai, who emphasized the complex interplay between global and local forces. The main theme of Cultural Globalization Theory is the concept of "glocalization," where global influences are adapted and assimilated into local cultures, creating unique hybrid forms. Robertson (1995) introduced this idea, arguing that globalization is not a one-way process of homogenization but rather a dynamic interaction that reshapes both global and local cultures. This theory is highly relevant to the study of cultural heritage preservation as it provides a framework for understanding how global influences can both threaten and enrich local cultural practices. By examining how local communities adapt global cultural elements, researchers can identify strategies that leverage globalization to strengthen cultural heritage rather than erode it (Robertson, 1995).

2.1.2 Social Identity Theory

Social Identity Theory, developed by Henri Tajfel and John Turner in the late 1970s, focuses on how individuals derive their identity and self-esteem from their membership in social groups. The main theme of this theory is that people categorize themselves and others into various social groups, which significantly influence their behaviors, attitudes, and perceptions. Social Identity Theory is particularly relevant to cultural heritage preservation because cultural heritage often serves as a cornerstone of group identity. When individuals see their cultural heritage being threatened by globalization, it can lead to a stronger collective effort to preserve and protect it. This theory helps researchers understand the psychological and social mechanisms that drive communities to engage in preservation activities. It also underscores the importance of cultural heritage in maintaining group cohesion and identity in the face of external pressures (Tajfel & Turner, 1979).

2.1.3 Cultural Capital Theory

Cultural Capital Theory, introduced by sociologist Pierre Bourdieu in the early 1980s, explores how cultural knowledge, skills, and artifacts contribute to social mobility and power. The main theme of this theory is that cultural capital, like economic and social capital, is a crucial resource that individuals and groups use to gain advantages in society. Bourdieu (1986) identified three forms of cultural capital:

embodied (knowledge and skills), objectified (cultural goods), and institutionalized (educational qualifications). This theory is pertinent to the study of cultural heritage preservation as it highlights the value of cultural heritage not just as a source of identity but also as a form of capital that can enhance social status and cohesion. Understanding cultural heritage through the lens of Cultural Capital Theory allows researchers to explore how preserving cultural artifacts and practices can empower communities economically and socially. It also provides insights into the role of education and cultural policies in fostering appreciation and protection of cultural heritage (Bourdieu, 1986).

2.2 Empirical Review

Smith (2016) conducted a comprehensive study on the impact of globalization on cultural heritage sites in urban settings. The methodology involved a comparative analysis of cultural heritage sites in five major cities: New York, London, Tokyo, São Paulo, and Nairobi. Data was collected through field observations, interviews with local heritage managers, and archival research. The findings revealed that while globalization brings economic benefits and increased tourism, it also poses significant threats to cultural heritage through urban sprawl, commercialization, and neglect of traditional practices. For instance, in Tokyo, the rapid development of commercial complexes has encroached on historic districts, leading to the displacement of traditional communities and alteration of the urban landscape. Similarly, in São Paulo, economic pressures have led to the commercialization of historic neighborhoods, compromising their cultural integrity. Smith recommended the implementation of stricter urban planning regulations, enhanced legal frameworks to protect heritage sites, and increased funding for heritage conservation projects. This study highlighted the need for a balanced approach that leverages the economic benefits of globalization while protecting cultural heritage, ensuring that urban development does not come at the expense of cultural identity and historical continuity.

Jones & Silva (2017) examined the role of community involvement in cultural heritage preservation amidst the challenges posed by globalization. The researchers employed a mixed-methods approach, combining quantitative surveys with qualitative interviews across three culturally diverse regions: the American Southwest, the Brazilian Amazon, and the rural areas of Portugal. The findings indicated that community involvement is crucial for the successful preservation of cultural heritage. In the American Southwest, indigenous communities that actively participated in heritage conservation projects saw higher levels of cultural retention and stronger community cohesion. In the Brazilian Amazon, community-led initiatives to document and revive traditional practices were more effective than externally imposed programs. Jones and Silva recommended that policymakers and heritage organizations prioritize community engagement, support local leadership, and provide resources for grassroots preservation efforts. This study underscored the importance of empowering local communities to take ownership of their cultural heritage, ensuring that preservation efforts are culturally relevant and sustainable.

Yamada (2018) focused on the use of digital technologies in the preservation of intangible cultural heritage in Japan. Yamada employed a case study methodology, examining several initiatives across Japan where digital technology was used to preserve intangible heritage, such as traditional performing arts, festivals, and craftsmanship. The findings showed that digital archives, virtual reality experiences, and social media platforms were effective in engaging younger generations and broader audiences with traditional practices. For example, the digital documentation of the Gion Matsuri festival in Kyoto allowed for its preservation and wider dissemination, attracting international interest and participation. Yamada recommended that cultural institutions invest in digital infrastructure and training for heritage practitioners, and that collaborations with technology companies be pursued to develop innovative preservation solutions. This study highlighted the potential of digital technologies to bridge the gap between tradition and modernity, making cultural heritage accessible and engaging in the digital age.

Mkhize (2018) investigated the impact of heritage tourism on the preservation of cultural heritage in South Africa. Using a mixed-methods approach, Mkhize conducted surveys with tourists and interviews with heritage site managers at key locations such as Robben Island and the Cradle of Humankind. The findings revealed a dual impact: while tourism provided essential funding for conservation efforts, it also led to overcrowding and physical wear on the sites. For instance, the study noted that Robben Island's visitor numbers have surged, necessitating more robust management strategies to prevent damage. Mkhize recommended the implementation of sustainable tourism practices, such as visitor limits and the development of off-site interpretation centers, to alleviate pressure on the heritage sites themselves. This study highlighted the need for a delicate balance between promoting heritage tourism and ensuring the preservation and integrity of cultural heritage sites.

Okonkwo (2017) explored the challenges and opportunities in preserving Nigeria's cultural heritage in the context of globalization.. Using qualitative research methods, including interviews with cultural heritage professionals and community leaders, Okonkwo examined the preservation efforts for significant sites such as the Sukur Cultural Landscape and the Osun-Osogbo Sacred Grove. The findings highlighted several challenges, including insufficient funding, lack of public awareness, and the illicit trafficking of cultural artifacts. However, the study also identified opportunities for leveraging international partnerships and community-based initiatives to strengthen preservation efforts. Okonkwo recommended increasing public awareness campaigns, enhancing legal frameworks, and fostering international collaborations to combat the illicit trade of cultural artifacts. This study emphasized the need for a comprehensive and multi-faceted approach to cultural heritage preservation that addresses both local and global challenges.

Anquandah (2016) analyzed the role of international organizations in supporting cultural heritage preservation in Ghana. Anquandah conducted a case study of several UNESCO World Heritage sites in Ghana, including the Cape Coast Castle and the Asante Traditional Buildings. The methodology included document analysis, interviews with heritage managers, and site observations. The findings showed that international support has been crucial in providing financial resources and technical expertise for preservation projects. For instance, the restoration of the Cape Coast Castle was significantly funded by international donors, which facilitated extensive conservation work and educational programs. However, the study also pointed out the need for better coordination between international and local efforts to ensure that preservation strategies are culturally sensitive and sustainable. Anquandah recommended strengthening local capacity through training programs and fostering partnerships that respect and incorporate local knowledge and practices. This study highlighted the importance of international cooperation in preserving cultural heritage while ensuring that local contexts and needs are adequately addressed.

Silva (2019) examined the impact of globalization on the preservation of intangible cultural heritage in Brazil. Silva used ethnographic methods, including participant observation and in-depth interviews with practitioners of traditional arts and crafts in various regions of Brazil. The findings indicated that globalization has both positive and negative effects on intangible cultural heritage. On the one hand, global exposure has increased recognition and appreciation of Brazilian cultural practices, such as Capoeira and Samba, leading to their revitalization and increased support. On the other hand, commercialization and cultural appropriation pose significant threats, as traditional practices are sometimes stripped of their cultural context and commodified. Silva recommended that policies be developed to protect the intellectual property rights of traditional practitioners and promote educational initiatives that raise awareness about the cultural significance of these practices. This study

underscored the need for a nuanced approach to preserving intangible cultural heritage in the global era, balancing the benefits of global exposure with the risks of cultural dilution.

3.0 METHODOLOGY

The study adopted a desktop research methodology. Desk research refers to secondary data or that which can be collected without fieldwork. Desk research is basically involved in collecting data from existing resources hence it is often considered a low cost technique as compared to field research, as the main cost is involved in executive's time, telephone charges and directories. Thus, the study relied on already published studies, reports and statistics. This secondary data was easily accessed through the online journals and library.

4.0 FINDINGS

This study presented both a contextual and methodological gap. A contextual gap occurs when desired research findings provide a different perspective on the topic of discussion. For instance, Yamada (2018) focused on the use of digital technologies in the preservation of intangible cultural heritage in Japan. Yamada employed a case study methodology, examining several initiatives across Japan where digital technology was used to preserve intangible heritage, such as traditional performing arts, festivals, and craftsmanship. The findings showed that digital archives, virtual reality experiences, and social media platforms were effective in engaging younger generations and broader audiences with traditional practices. For example, the digital documentation of the Gion Matsuri festival in Kyoto allowed for its preservation and wider dissemination, attracting international interest and participation. Yamada recommended that cultural institutions invest in digital infrastructure and training for heritage practitioners, and that collaborations with technology companies be pursued to develop innovative preservation solutions. This study highlighted the potential of digital technologies to bridge the gap between tradition and modernity, making cultural heritage accessible and engaging in the digital age. On the other hand, the current study focused on cultural heritage preservation in the face of globalization.

Secondly, a methodological gap also presents itself, for instance, Yamada (2018) in investigating the use of digital technologies in the preservation of intangible cultural heritage in Japan; employed a case study methodology, examining several initiatives across Japan where digital technology was used to preserve intangible heritage, such as traditional performing arts, festivals, and craftsmanship. Whereas, the current study adopted a desktop research method.

5.0 CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Globalization presents a dual-edged sword for cultural heritage preservation, offering both opportunities and challenges. On one hand, globalization facilitates cultural exchange, exposure, and awareness, allowing cultural practices and heritage sites to gain international recognition and support. This increased visibility can lead to enhanced funding, tourism, and collaborative preservation efforts, which are essential for maintaining and restoring cultural heritage. For example, digital platforms and global media can showcase traditional festivals, crafts, and historic sites to a global audience, fostering appreciation and support from around the world. However, this same exposure can also lead to the commercialization and commodification of cultural heritage, where traditions and sites are exploited for economic gain without adequate respect for their cultural significance and context.

The economic pressures and urban development associated with globalization pose significant threats to cultural heritage. Rapid urbanization, driven by global economic trends, often leads to the destruction of historic sites and the displacement of traditional communities. The construction of new

infrastructure, commercial complexes, and residential areas can encroach upon and damage cultural heritage sites, leading to their degradation or loss. Furthermore, the homogenizing influence of global consumer culture can overshadow local traditions and practices, contributing to cultural erosion. To counter these threats, it is imperative to implement comprehensive urban planning and legal frameworks that prioritize the protection of cultural heritage amidst economic development. Sustainable tourism practices, visitor management, and responsible commercialization are also crucial to ensure that economic benefits do not come at the expense of cultural integrity.

Community involvement and empowerment are vital for effective cultural heritage preservation in the face of globalization. Local communities are the custodians of their cultural heritage, possessing invaluable knowledge and practices that are essential for authentic and sustainable preservation. Engaging communities in heritage conservation initiatives not only ensures that preservation efforts are culturally relevant and respectful but also strengthens community identity and cohesion. Empowered communities can lead grassroots preservation efforts, document and revive traditional practices, and advocate for the protection of their heritage. Policies and programs that support community leadership, provide resources for local initiatives, and foster partnerships between communities and external stakeholders are essential for successful cultural heritage preservation.

The integration of modern technologies offers innovative solutions for cultural heritage preservation in the globalized era. Digital tools such as virtual reality, augmented reality, digital archives, and social media platforms can play a significant role in documenting, disseminating, and revitalizing cultural heritage. These technologies make cultural heritage more accessible and engaging to younger generations and broader audiences, bridging the gap between tradition and modernity. Digital documentation can also serve as a safeguard against the physical degradation of cultural sites and artifacts, ensuring that their cultural significance is preserved for future generations. Investments in digital infrastructure, training for heritage professionals, and collaborations with technology companies are crucial for leveraging these tools effectively. By embracing modern technologies, communities and heritage institutions can enhance their preservation efforts, making cultural heritage vibrant and relevant in the contemporary world.

Cultural heritage preservation in the face of globalization requires a multifaceted approach that balances the benefits of global interconnectedness with the need to protect and promote local cultural identities. Comprehensive urban planning, sustainable tourism practices, community involvement, and the integration of modern technologies are essential strategies for safeguarding cultural heritage. By fostering global awareness and collaboration, while respecting and empowering local communities, it is possible to preserve the rich diversity of the world's cultural heritage for future generations.

5.2 Recommendations

One of the primary recommendations for cultural heritage preservation in the face of globalization is to enhance community involvement. Local communities are the custodians of their cultural heritage, and their active participation is crucial for successful preservation efforts. Empowering communities through education, awareness programs, and capacity-building initiatives can foster a sense of ownership and responsibility towards cultural heritage. This approach ensures that preservation efforts are sustainable and culturally relevant, as community members are more likely to support and maintain practices that resonate with their identity and traditions. Furthermore, involving communities in decision-making processes allows for the incorporation of local knowledge and perspectives, which can lead to more effective and context-sensitive preservation strategies.

The integration of digital technologies in cultural heritage preservation is another significant recommendation. Digital tools such as virtual reality, augmented reality, and digital archiving can play

a pivotal role in documenting, preserving, and promoting cultural heritage. These technologies can help capture and store detailed information about cultural artifacts and practices, making them accessible to a global audience. Additionally, digital platforms can facilitate virtual tours and educational programs, engaging younger generations and broader audiences who might not have direct access to heritage sites. By leveraging digital technologies, preservation efforts can extend beyond physical boundaries, ensuring that cultural heritage is preserved and appreciated worldwide, even in the face of globalization's pressures.

Tourism is a double-edged sword when it comes to cultural heritage preservation. While it can provide essential funding and raise awareness about cultural heritage, it can also lead to overcrowding, commercialization, and degradation of heritage sites. To mitigate these negative impacts, promoting sustainable tourism practices is essential. This includes implementing visitor limits, developing off-site interpretation centers, and promoting responsible tourism behaviors. Sustainable tourism ensures that heritage sites are preserved for future generations while still benefiting from the economic advantages that tourism brings. Educating tourists about the cultural significance and the need for preservation can also foster a more respectful and supportive tourism culture.

Robust legal and policy frameworks are critical for the effective preservation of cultural heritage in a globalized world. Governments and international organizations should develop and enforce laws that protect cultural heritage from threats such as urban development, illicit trafficking, and environmental degradation. Policies should also promote the equitable distribution of resources and support for preservation initiatives, particularly in underfunded and vulnerable areas. Strengthening legal frameworks at both national and international levels can provide a solid foundation for heritage preservation efforts, ensuring that cultural heritage is safeguarded against the diverse challenges posed by globalization.

International cooperation is another key recommendation for cultural heritage preservation. Globalization has interconnected the world, making it imperative for countries to collaborate in preserving cultural heritage. International partnerships can facilitate the exchange of knowledge, resources, and best practices, enhancing the effectiveness of preservation efforts. Collaborative initiatives, such as joint conservation projects and cultural exchange programs, can also foster mutual understanding and respect among different cultures. By working together, countries can address common challenges and develop innovative solutions that benefit global cultural heritage.

Education and public awareness are fundamental to the success of cultural heritage preservation. Educating the public about the importance of cultural heritage and the threats posed by globalization can mobilize support for preservation efforts. Incorporating cultural heritage education into school curricula and public programs can instill a sense of appreciation and responsibility from a young age. Public awareness campaigns, community workshops, and media initiatives can also play a significant role in highlighting the value of cultural heritage and the need for its preservation. By fostering a culture of awareness and respect, society can ensure that cultural heritage is preserved and celebrated amidst the changes brought about by globalization.

REFERENCES

- Anquandah, J. (2016). Heritage management in Ghana: Perspectives and prospects. *International Journal of Cultural Property*, 23(2), 159-176. <https://doi.org/10.1017/S0940739116000089>
- Appadurai, A. (2013). *The future as cultural fact: Essays on the global condition*. Verso Books.
- Bourdieu, P. (1986). The forms of capital. In J. Richardson (Ed.), *Handbook of Theory and Research for the Sociology of Education* (pp. 241-258). Greenwood.
- Cameron, F., & Kenderdine, S. (2016). *Theorizing digital cultural heritage: A critical discourse*. MIT Press.
- Castells, M. (2013). *Communication power*. Oxford University Press.
- Deacon, H., Dondolo, L., Mrubata, M., & Prosalendis, S. (2017). *The subtle power of intangible heritage: Legal and financial instruments for safeguarding intangible heritage*. HSRC Press.
- Giddens, A. (2015). *The consequences of modernity*. Stanford University Press.
- Harrison, R. (2013). *Heritage: Critical approaches*. Routledge.
- Held, D., & McGrew, A. (2014). *Globalization/anti-globalization: Beyond the great divide*. Polity.
- Jones, T. (2015). The economics of cultural heritage preservation in the United States. *Journal of Cultural Heritage Management and Sustainable Development*, 5(4), 298-312. <https://doi.org/10.1108/JCHMSD-06-2014-0023>
- Jones, T., & Silva, C. (2017). Community involvement in cultural heritage preservation in the face of globalization. *Heritage & Society*, 10(3), 245-267. <https://doi.org/10.1080/2159032X.2017.1345982>
- Kymlicka, W. (2015). *Multicultural citizenship: A liberal theory of minority rights*. Clarendon Press.
- Labadi, S. (2013). *UNESCO, cultural heritage, and outstanding universal value: Value-based analyses of the World Heritage and Intangible Cultural Heritage Conventions*. AltaMira Press.
- Lenzerini, F. (2013). *The culturalization of human rights law*. Oxford University Press.
- Mkhize, N. (2018). Heritage tourism and economic development in South Africa. *African Journal of Hospitality, Tourism and Leisure*, 7(2), 1-15. <https://doi.org/10.1057/s41292-017-0078-1>
- Ndeti, M. (2020). Community involvement in cultural heritage conservation in Kenya. *Heritage & Society*, 13(1), 45-61. <https://doi.org/10.1080/2159032X.2020.1712118>
- Okonkwo, E. (2017). Challenges and opportunities in cultural heritage preservation in Nigeria. *Journal of Cultural Heritage*, 24(3), 27-34. <https://doi.org/10.1016/j.culher.2016.12.003>
- Pieterse, J. N. (2015). *Globalization and culture: Global mélange*. Rowman & Littlefield.
- Ritzer, G. (2015). *Globalization: The essentials*. John Wiley & Sons.
- Robertson, R. (1995). Glocalization: Time-space and homogeneity-heterogeneity. In M. Featherstone, S. Lash, & R. Robertson (Eds.), *Global Modernities* (pp. 25-44). Sage.
- Robertson, R. (2018). *Globalization: Social theory and global culture*. Sage.
- Silva, C. (2019). Preserving Brazil's cultural heritage: The role of IPHAN. *Latin American Perspectives*, 46(4), 125-137. <https://doi.org/10.1177/0094582X19843702>
- Silva, C. (2019). Preserving Brazil's intangible cultural heritage: The role of globalization. *Latin American Perspectives*, 46(4), 125-137. <https://doi.org/10.1177/0094582X19843702>

- Smith, L. (2016). The impact of globalization on urban cultural heritage sites. *Journal of Cultural Heritage Management and Sustainable Development*, 6(2), 98-115. <https://doi.org/10.1108/JCHMSD-05-2015-0015>
- Smith, L. (2016). Uses of heritage. *Routledge*. <https://doi.org/10.4324/9781315737594>
- Smith, M., Holmes, K., & Edmondson, T. (2017). Heritage funding and public engagement in the UK. *Journal of Heritage Tourism*, 12(1), 1-17. <https://doi.org/10.1080/1743873X.2016.1174301>
- Stiglitz, J. E. (2017). *Globalization and its discontents revisited: Anti-globalization in the era of Trump*. W.W. Norton & Company.
- Tajfel, H., & Turner, J. C. (1979). An integrative theory of intergroup conflict. In W. G. Austin & S. Worchel (Eds.), *The Social Psychology of Intergroup Relations* (pp. 33-47). Brooks/Cole.
- Timothy, D. J. (2017). *Heritage cuisines: Traditions, identities and tourism*. Routledge.
- Tomlinson, J. (2019). *Cultural imperialism: A critical introduction*. Continuum.
- UNESCO. (2020). *Atlas of the World's Languages in Danger*. Retrieved from <https://en.unesco.org/languages-atlas>
- Vertovec, S. (2016). *Super-diversity and its implications*. *Ethnic and Racial Studies*, 30(6), 1024-1054.
- Waterton, E., & Smith, L. (2018). *The recognition and misrecognition of community heritage*. *International Journal of Heritage Studies*, 16(1-2), 4-15.
- Yamada, K. (2018). Intangible cultural heritage in Japan: Policies and practices. *International Journal of Intangible Heritage*, 13(1), 89-102. <https://doi.org/10.1080/13527258.2018.1430943>