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Somipam R. Shimray

Pondicherry University, srshimray@yahoo.com

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Ways to Create Awareness on Cultural Heritage: An overview

Somipam R. Shimray

Research Scholar,

Department of Library & Information Science, School of Media and Communication

Pondicherry University, Puducherry - 605014

E-mail: srshimray@yahoo.com

Abstract

Purpose - The purpose of this study is to examine the various ways to create awareness and facilitate general awareness on cultural heritage

Design/methodology/approach - The author had reviewed the past literature on methods to promote cultural heritage awareness and analyzed how it can be used by memory institute to create awareness.

Findings - Preceding studies on cultural heritage it is found that heritage festivals, freedom walk, heritage trails, heritage walk, heritage awards, street plays, heritage newspapers and promotion of heritage in education are the prominent tools to create awareness.

Originality/value - This study helps to understand different techniques to create awareness on cultural heritage.

Keywords Culture, cultural heritage, awareness on cultural heritage, promote cultural heritage.

Paper type - Review

Introduction

Cultural heritage of every county is a valuable part of the cultural heritage of the world as a whole (UNESCO, 1983), growing recognition of the importance of cultural heritage has resulted in the formation of strengthening of international culture heritage organizations whose goal involves protection, promotion, management and dissemination of the cultural heritage (ICOMOS, 1999; UNESCO, 1983). Several international organizations are involved in the protection and management of the world's cultural heritage. Among the most prominent organizations are The United Nations Educational, Scientific and Cultural Organization (UNESCO), International Council of Museums (ICOM), The International Council on Monuments and Sites (ICOMOS) and The International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM).

As an essential function of UNESCO since 1946 has been the preservation and promotion of the world's cultural heritage. UNESCO has adopted a series of convention and recommendations as tools in the protection and management of cultural heritage around the world at the international level (UNESCO 1983). International Council on Monuments and Sites (ICOMOS) is an international cultural organization that is dedicated to the conservation and promotion of the world's historic and archeological monuments and sites. Since its inception in 1965, ICOMOS has functioned as UNESCO's principal counselor in a matter regarding the conservation, promotion and protection of monuments and sites (ICOMOS, 1999). ICOMOS also counsels the World Heritage Committee and UNESCO on the nomination and recommendation of new sites to the World Heritage list (ICOMOS, 1999). International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM) is an international clearinghouse, teaching and training center for the conservation of cultural heritage, it has shoulder as significant international part in the preservation of cultural heritage all over the world as both preservation and conservation are

extremely specialized subjects. The chief roles of ICCROM are to collect, study and circulate documentation related with the preservation and restoration of cultural properties; to coordinate and institute scientific conservation research; and to give advice and to assist and to train conservators with the goal to improving conservation practices and standards throughout the world (Bouchenaki, 1999). International Council of Museums (ICOM) is actively working to protect the world's cultural heritage (Bouchenaki, 1999). ICOM adopted an "ICOM Code of Professional Ethics" in 1986 (ICOM, 1986). The key strength of the code is to avoid unlawful trade in terms of cultural heritage in museums. The ICOM code is built on the clear acknowledgment that the museums of the world have been vigorously involved, historically, in such immoral activities at a great level and at an international level. It is the moral obligation of museums professional in the present day, then to stop these illicit activities within museum atmospheres.

Ways to Promote Cultural Heritage

Informing the people to the persuasive requirement of promotion of the cultural heritage, awakening the mindfulness and interest people to make them feel apprehensive by the promotion of the cultural heritage can be done in different ways such as; heritage festivals, freedom walk, heritage trails, heritage walk, heritage awards, street plays, heritage newspapers and promotion of heritage in education can be undertaken under the stringent supervision.

Heritage festivals

Properly prearranged heritage festivals have the potentials to fascinate, exhibit cultural traditions and educate the general public about rich culture also at the same time raise the economic impact on the community (Crompton & McKay, 1997). Cultural heritage festivals perform as a vibrant power behind cultural improvement and social connection while bringing in monetary sustenance (Herrero, Sanz, Bedate, & Barrio, 2012). Heritage festivals are one of an important element to educate cultural heritage to general people and for development. Cultural heritage festivals are widely well-thought-out in contribution to the economic development of the local organizers by means of providing employment, attracting tourist and promotion of heritage (Getz, 2008). Many researchers had conducted a study on festivals and special events impact to local development, in their study, they focused on assessing economic influences by use of some form of impact analysis (Dwyer, Forsyth, & Spurr, 2005; Thrane, 2002; Crompton, Lee, & Shuster, 2001). In most studies, the analysis comprises assessing a total amount of income, employment change contribution to the festival and finishes with the approximation of local multiplier effects; therefore deprived of advance searching how these interpret into local economic growth (Gursoy, Kim, & Uysal, 1998; Felsenstein & Fleischer, 2003). Experimental studies of local festivals conducted by (Formica & Uysal, 1996; Borodako, Berbeka, Klimek, Niemczyk, & Seweryn, 2012) pointed out that local festivals generate economic benefits and add direct and indirect temporary jobs. Conversely, Getz (2008) stated that when studying festivals a researcher should consider broad social, economic and environmental address. Consequently, effects valuation in a range of spheres such as economic, physical-environmental, social and cultural should consider in evaluating festivals (Felsenstein & Fleischer, 2003). The foremost motives for organizing a festival are related to improving and promoting cultural heritage artifacts, attracting tourist and raising cultural awareness (Stankova & Vassenska, 2015).

Freedom Walk

In freedom walk, people meet in big numbers to organize and celebrate the important national events such as Independence Day, Republic Day and birthdays National leaders like Gandhi, Subhas Chandra Bose, freedom fighters, etc.,. In this occasion, people pay respect and homage to important heritage (Srivastava, 2015). Heritage walk is generally organized during a conference meeting where participants are guided to historic core areas (Shankar & Swamy, 2013).

Heritage Trails

A heritage trail is another way to engage the public in highlighting cultural heritage in a customer - friendly and interactive way. In heritage trails different routes are linked with significant items of a particular heritage area. A heritage trail can act as a self-guided or a guided tour. Heritage trial can increase awareness of the local heritage and encourage an interest in conservation; endorse the area's history to visitors; openly recognize important conservation activity and offer a ready-made entertaining or educational trip (Galt, 1995).

Heritage Walk

Heritage walk is another way to create awareness among the public (Shankar & Swamy, 2013). An organization such as IHCN (Indian Heritage Cities Network), INTACH (Indian National Trust for Art and Cultural Heritage), the India Heritage Walk Festival (IHWF), YES Culture, etc. are conducting heritage walk to create awareness to the public about cultural heritage (Shankar & Swamy, 2013). INTACH (2015) organized a heritage walk at the Humayun's Tomb complex, with the aim to instill and to endorse awareness about heritage buildings and their conservation. Heritage walk not only brings the public closer to past heritage but offer a long way in providing intangible enticements for conservation (Saxena, 2018). Saad, (2018) state that a heritage walk has developed to be one of the greatest ways to create awareness amongst the inhabitants about their heritage. It is the best way to educate youth. Heritage walk enables to obtain knowledge on one's culture, customs, philosophy, traditions and rituals. It also enable the public to recall and reminds them about the rich culture and history.

Heritage Awards

A heritage award is one way of promoting cultural heritage. UNESCO institute an award named as UNESCO Asia Pacific Heritage Awards was initiated with the ambition to the protection of cultural heritage sites, which are introduced by any individual association under private segment or institutional organization (UNESCO, 2000). Indian National Trust for Art and Cultural Heritage (INTACH) honored a nation-wide heritage award for merit in the documentation of vulnerable heritage structures in India (INTACH, Heritage Awards, 2008). This award is honored with objectives to inspire interest and talent of the scholars for the appreciative, thoughtful and documentation of heritage buildings, and also cultivate and promote understanding and awareness among students. Mysore Heritage Awards is also honored to motivate general public, individual, organization, schools, colleges and universities to conserve heritage building in Mysore city (Shankar & Swamy, 2013).

Street Plays

A street play has been used to spread social awareness messages and to create awareness among the masses concerning serious subjects. A street play is an informal show and connects the people directly. Street plays provide a common platform to create awareness and make the public understand the issues connected to tangible heritage (Shankar & Swamy, 2013), it is one of the most effective ways to create awareness and endorse cultural heritage value effectively and widely used for operative management and conservation of heritage area. Local community and well-known personalities from the community along with memory institute can create a platform for understanding the subjects connected to tangible heritage (Srivastava, 2015).

Heritage Newspapers

Arts and culture and heritage department, non-governmental organization together with citizens can bring out newspaper focusing on the matters connected to cultural heritage (Srivastava, 2015). This will spread the message of cultural heritage awareness to more people within a short period of time (Shankar & Swamy, 2013).

Promotion of Heritage in Education

Education is an endless course of learning, particularly in school, college and university; it is a continuous process of assisting in the gaining of knowledge, ideas, values, skills, beliefs, theories, and habits (Dewey, 2008). Davis, (2000) define education is a principal approach for transferring society's knowledge, morals, ethics, values, principles and beliefs. Heritage education is a communication course that is grounded on the entertaining and profound assignation with cultural artifacts, artworks and cultural values (Lakerveld & Gussen, 2009), denotes to a wide-ranging array of learning activities using material and immaterial heritage in a learning environment (Boxtel, Klein, & Snoep, 2011), a dynamic way of education that supports pupils to investigate and to learn cultural and historical properties (Lakerveld & Gussen, 2009). The heritage education objectives are to support learners in comprehending of ideas and philosophies about history and culture and to extend their obligation for the inventive endeavors, scientific intellect, and societal and financial donations of diverse groups (Lakerveld & Gussen, 2009). Students visit memory institutions such as monuments, archeological sites, landscapes, historical places and discover past history. Illustration of artifacts during classes to motivate students, illustrate historical events; also engaging students in the historical query can be described as heritage education (Boxtel, Klein, & Snoep, 2011).

Heritage educational programmes are fruitful when the native public comes onward to support, encourage and start heritage interrelated activities. This is conceivable when the native individuals to whom the heritage have its place comprehends its principles, values, takes pride and create a sense of feeling right (Shankar & Swamy, 2013). Societal and cultural festivals play a bigger part in creating awareness and assemble people. Public conferences, audio, visual shows, street plays, exhibitions, heritage newspapers, annual celebrations, heritage festivals, heritage walks and publications are all of the operational ways of cultural education (Srivastava, 2015).

Conclusion

Creating awareness and promotion of the cultural heritage is a decisive subject to make the general public understands the pressing need for cultural heritage knowledge acquisition,

promotion and dissemination cultural heritage. Cultural heritage studies should be incorporated in school education at an early stage so that they feel concerned about the promotion and preservation of cultural heritage. It is essential to cultivate the cultural segment with the assistance from the government, non-governmental organization and entrepreneurs. More operational support, corporation and active involvement from the public is required to fulfill in creating awareness on cultural heritage. Additional, determinations are obligatory to build greater consciousness amongst the people.

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About The Author

Somipam R. Shimray (srshimray@yahoo.com) is a research scholar (Ph.D) in the department of Library and Information Science, Pondicherry Central University, India.