

ECONOMIC PROSPECTS OF CULTURAL HERITAGE

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Abstract: *This research article aims to illustrate some of the benefits brought by developing awareness on the topic of heritage conservation, namely economic profitability. The methodology of this paper compares and evaluates distinct examples, articles and arguments using mainly qualitative methods with some use of quantitative data to reach findings on how to capitalise on opportunities. It examines case study examples in which preservation has diversified economies and enhanced social cohesion. We argue from a cultural viewpoint, evaluating the economic value of patrimony and how globalisation trends can be used to promote cultural heritage. Observing examples of factors that shaped economic development in some cities, from tourism, infrastructure, transport, health services, entertainment facilities to employment, investments or even innovation. To then reviewing opposing arguments against the digitization of some instruments of heritage. Reaching the final conclusion that affirms the positive economic significance of cultural heritage which has been broadened by technology.*

Keywords: *Cultural heritage, economic, globalisation, digitisation, innovation.*

1. Introduction

The contemporary world suffers from transitions of human displacements due to conflict, poverty, climate change and tremendous shifts in the field of transformative technologies. In this complex setting, there is a pressing need to ask what the notion of heritage denotes for diverse groups of people and regions, specifically during the digital age. This is also why it is necessary, perhaps more than ever to preserve, supplement and share heritage through all means. (Laurenco, 2013).

Cultural heritage can appear as a luxury to the few in an uncertain world. However, in the near future, individuals and societies will have an ever-increasing need to relate meaningfully to roots and place. Endorsing protection allows us to foster identity and cohesion in our diverse cultures and civilisations. (Laurenco, 2013).

Presently, the opportunities are greater than any time in history to benefit economically from the various and valuable forms of cultural heritage. As cultural economy is one of the principal drivers for economic growth in developed nations. Cultural goods are encountered in distinct services and sectors such as the press, tourism and museums. The prospects are more promising than just financial enhancement. Adequate awareness and capitalization of cultural heritage can boost education, cohesive understanding

and much more. Furthermore, means of technology and the existing trends of globalisation can enrich the considerable advantages of cultural heritage if utilised appropriately. (H,k, Isar, A, S. 2008).

2. Conceptual Framework

Although the topic of cultural economics is broad and encompasses cultural goods, services and industries such as cinema, television, fashion, music and publishing, however the aim of this research is to give a general overview of the topic. Hence, where relevant some examples are provided. Such a clarification is key to ensure the objectivity of this paper. In addition to highlighting questions such as to what degree do cultural attitudes towards achievement contribute to the effect of economic growth while exploring briefly some of the vast traits of culture like traditions. This broad topic of heritage preservation encompasses differing views, examples and interpretations. Comparing and highlighting facets of those perspectives is among the pursuits of this research. Besides discussing intertwined topics such as tourism and how it enhances trade and vice versa. This article concludes that adequately economising heritage by solving impediments to preservation from the roots, is a promising field for the future.

This research presents answers through argumentation from various sources that constitute examples in favor of and against the presented research object by laying successful examples and theories of utilising economic sectors such as tourism, trade and industry for instance. All the way to technology and innovation. This work compares perspectives from various disciplines to evaluate critically the topic of this study. Moreover, data from literature reviews will be presented. Moving afterwards to the findings of this research that illustrate how an often-overlooked topic of cultural heritage preservation and protection could help solve greater issues.

3. Research Method

The majority of findings and conclusions were obtained by a method of qualitative investigation from distinct sources. On the other hand, the quantitative method was referred to briefly to enhance the validity and scope of the research by gathering data from statistics and reviews in the original PhD dissertation and in this article.

The researcher believes that selecting the above methods besides other instruments like case studies helped to structure the design of the research method to promote reliability and consistency of results in the long term. Furthermore, these methods were appropriate for the nature of the subject and allowed for relative, liberal and comparative evaluations with ethical research considerations.

4. Research Questions & Objectives

Creating economic opportunities through cultural heritage can be a broad topic. It is therefore beneficial for the purpose of this work to examine practical ways in which technology can be positively utilised to enhance the economic value of heritage and its institutes such as museums for instance. In addition to responding to some critical queries regarding the economisation of cultural heritage and its many treasures.

We also explore how impediments to leveraging the economic prospects of cultural heritage could be prevented through means of technology, comprehensive strategies, adequate research dissemination and structural conservation.

The idea of placing a price on cultural heritage proves that preservation does not only have expenditures but also benefits. In this light, multiple economic valuation studies have shown that world-famous objects and

other prominent sights attract many tourists and are seen as valuable cultural heritage commodities. (Ruijgrok, 2006).

The economic significance of heritage can be defined as the portion of welfare that such objects generate in a society. This is a wide description that encompasses tangible and intangible forms. Accordingly, the benefits of cultural heritage are greater than the financial prospects of historical areas or objects. (Ruijgrok, 2006).

5. Findings (Data analysis)

With a growing grasp of global citizenship behaviours, the implications of national culture and global culture must be addressed and the transition from legal status to civic virtues is a needed discussion. Furthermore, the notions of culture and heritage are two terms that are often used synonymously and interchangeably. It is essential to gain an awareness of this, as it can present complexities that may affect the efficacy of interventions. (S. Al Nahyan, M. Stephens, F. Panz, F. Kotsi).

Theories and endeavours of preservation must take into consideration the factors of sustainability and the quality of its environment. (Z, Aslan). With this being said, it is crucial to emphasise that there is no definitive model for interpreting, defining or managing heritage. There never should be. Our methods and interventions should evolve through experience, study and time. (E. Langham, D. Baker). Such approaches can also be beneficial in cases where non-professionals or professionals do not have objective knowledge of the strategies of heritage protection. This can also result in practical solutions that challenge the status quo or established wisdom. (J. D. Miller, 2011).

5-1. Successful Traits

A study, conducted on 1.5 million drawings and images in cultural spaces in London and New York, found cultural capital to be indispensable to urban economic growth. It assesses cultural capital in categories, all of which produce capital: marketing and advertising, crafts, architecture, design (product, graphic, and fashion), film (TV, video, radio, and photography), IT and computer services, museums, galleries, publishing, libraries, music, performing, and visual arts. Finally, the study establishes cultural capital to be a key element in the development of urban neighbourhoods. (Florida, R, 2018).

The UNESCO report titled “Cultural Goods, an Economic Driver in the Digital Age” is informative with data indicating that trade of cultural objects had doubled between 2004-2013. With the two largest economies (China and the U.S) on top of the list of commerce in cultural products). This does not only illustrate the critical and prospering role of culture in the modern economy but likewise in futuristic economies, as the usage of digitisation broadens and improves. On the other hand, the reports ascertains that there was a reduction in the trade of some cultural goods, such as newspapers or recorded music productions as business shifted towards digital formats. Hence, the data highlights a noteworthy point of contemplation for economising culture in that adequate research and awareness would need to be obtainable in the process of digitising or economising culture, provided in the example of the electronic shifts. (UNESCO, 2022).

Moreover, globalisation trends can expand cultural diversity. However, they can also increase uniformity and reduce diversity. Therefore, cultural identity and diversity can be reinforced through the maintenance of patrimony. Accurately directing the trends entailed by globalisation in trade and communication could aid in building a good global village, where we are well-informed about our origins or

where we are coming from. Stronger cultural identities can lead societies to greater development and positive communication exchanges. (Bank, 2001).

Endorsing the sustainability and conservation of heritage during times of peace could help to protect it in conflict zones. Moreover, as stated before, a challenging issue for heritage protection is the ambiguity regarding the definition of heritage and its subjective significance. Hence, it is necessary to identify the nature of the objects in a broad notion that encompasses the objects and treats them from comprehensive cultural, historical, social, geographical and economic perspectives. (Jokilehto, J. 2006).

In the article “Cultural Heritage and Tourist Capital: Cultural Tourism in Bali” the writer discusses the case example of Bali in Indonesia. Presenting debates that were brought at the initiation of the tourism project of Bali which entailed “that tourism would produce negative impacts on the local Bali culture”. However, Bali has not only enjoyed economic success. Rather, tourism has helped the local population to become more aware and appreciative of local culture. Furthermore, the Balinese have used tourism as a manner to exhibit their culture. (Picard, 2022).

The above article example presented natural challenges of economising cultural goods and the possible adverse effects on local culture. Especially in light of trends of globalisation. Yet, demonstrating that if managed properly, it could actually be a stepping stone for a local culture, since cultures are enriched through meetings.

5-2. Comprehensive Conservation Strategies for Optimal Economic Benefits

Heritage is an essential element of cultural identity. It reflects a society’s traditions and history. Today, there is a necessity for establishing new laws for heritage protection that are applicable, effectual, and versatile to changing times. It is important to underline that today’s cultural heritage products are the outcome of thousands of years where a tremendous variety of interpretations and inputs came into play. Culture is a progressive objectification of experiences such as sentiments, ideas and intuitions. In contrast to individual dreams, cultural creation results in a common world of humanity. Thus, there is a need to start the valorisation of culture and heritage to determine causes and adequate guidelines. (O, Niglio, E, Yong Joong Lee).

Sustainable strategies are indispensable to endorsing long-term preservation. The involvement of UNESCO and other international organisations plays a major role in resources, advocacy and awareness. Furthermore, many protective approaches are starting to emphasise the involvement of local communities. This can be sustained without external organisations and budgets. Such approaches acknowledge that cultural heritage is to be engaged with rather than merely preserved. The physical act of laying bricks or fixing a roof has a substantial impact on the structural integrity of a building. Nevertheless, it also reinforces practices and traditional craft skills associated with ancestral land. It is an active tool that transcends time to conserve the intangible heritage of beliefs, concepts and actions. (Grishin, 2022).

An essential evolving concept in this field is the notion of plurality. It entails the hybridisation of various legal orders including public, private, soft or mandatory, international and domestic laws. Such factors are pivotal in developing an understanding but also to address the “gaps” in the implementation of heritage protection. (J. Gordely, F. Francioni, 2013).

Investigators have proposed a myriad of research frameworks for consideration. Yet, it is still laborious to achieve equilibrium in the various pursuits of adequate approaches. Additionally, commentators contend

that recent attempts to adapt heritage facilities are too narrow. Since they often fail to echo the depth and breadth of local society, culture, and history. (Y. Li, L. Zhao, J. Huang, Andrew Law, 2021).

Heritage experts and conservationists argue that successful adaptation involves appreciating the existing historical nature of a structure while enabling a progressive alteration in function. In this regard, there has been a paradigmatic shift in architectural preservation, from precedence in conservation to an adaptive reuse approach relevant to sustainable development and regional growth. As Pendlebury states, heritage is a cultural process and social practice. Therefore, it is crucial to perform an extensive assessment of architectural heritage before undertaking any project, as strategies have evolved. (Y. Li, L. Zhao, J. Huang, Andrew Law, 2021).

Preservation requires a macro perspective, which includes considerations of economic growth, protecting the environment and social equity. Similarly, planners recommended a sustainable development triangle which consists of three introductory preferences for planning. Those are subject to society's positive orientation like social welfare, environmental issues and the economy. (Y. Li, L. Zhao, J. Huang, Andrew Law, 2021).

5-3. Heritage Protection From a Theoretical Perspective

Heritage definitions may vary between people or interpretations. This is why it is essential to comprehend elemental theories. To be able to develop new approaches and relate them to existing ones. This field is thriving, as it encompasses preserving legacy and transferable information from the past through institutions such as libraries, archives, museums and an increasing number of online platforms. A number of these assets face the threat of decline, due to neglect, environmental factors, conflict, industrialisation, globalisation and scarcity of available research or the inadequacy of the methods utilised. Therefore, intervention strategies are formulated to tackle such hindrances and preserve heritage for posterity. This includes proper policies, maintenance procedures, risk management, and preservation. (UNESCO, 2022).

Conceptual frameworks are the nucleus of research. They set guidelines and enhance goals and results. Providing researchers with a framework to reflect upon their own works and develop a more critical approach. Moreover, a discipline can be considered progressed if it can apply theory to the valuation and production of knowledge. (N. Patrick, 2018).

Preservation requires a complete strategy that encompasses partnerships with the private sector for cross-funding. This can reduce competition for funding and enhance conservation quality. Resulting in a developed theoretical framework and more sustainable outcomes in the long term. Furthermore, working with the inhabitants could improve the standards of conservation and eventually economic prospects. (L. Cheng, J. Yang, J. Cai, 2020).

The preservation of constructions and built heritage, in particular, demands complex studies of their vulnerability. Such studies need to consider the present condition of the building, i.e. degradation. In addition to the factors that principally affect the structure. These are not confined to the design of the construction, local and environmental elements. Accordingly, attending to the vulnerability of structures must regard the establishment itself as well as the environment. (Jorge Otero, 2021).

Diagnosis of the condition of built heritage is a task which necessitates delicacy in various aspects. Whether in specifying the characteristics of construction factors, or those of the building materials, natural and environmental factors. (Jorge Otero, 2021).

Ever since conservation evolved into a distinguished discipline, specialists have continually sought out the most fitting criteria for interventions. Usually, the uniqueness of each historic building creates a vagueness in finding an objective answer or intervention technique. Some methods which are suitable at one level, have profound consequences due to the lack of a compatible methodology. (Jorge Otero, 2021).

5-4. The Value of Sustainability

The sustainability of a cultural heritage location could influence tourism, social and economic aspects. In addition to promoting the protection of the environment, many criteria models have attempted to solve the issues facing sustainable tourism. Assessing present and past variables as well as examining the various criteria and methods can boost sustainable tourism, which is an important facet of heritage conservation. Therefore, a methodological framework and multiple-criteria methods in the evaluation and preservation of heritage are recommended, whether during conflict or in terms of sustainable use and development. (Popovich, G, Stanujkic, D, Karabasevic, D, Maksimovic, M and Sava, C. P. 165).

There is a need for broader research to understand the true significance and essence of universal values, which in turn stimulates the preservation of cultural heritage. This would be a well-suited approach to tackling the problems facing preservation from the roots. Particularly, some research books highlight the potential of conservation in not just tourism but sustainable tourism. This would create a positive circle of sustainable tourism. There are future potentials for such an approach. Moreover, research must treat value-led consideration of heritage as a field in its entirety where there is a debate between relative and intrinsic values. (Labadi, S, 2013).

It could be argued from the research, analysis of broad study modules and case studies that endorsing the sustainability and conservation of heritage during times of peace could help to protect it in conflict zones. Moreover, as stated before, a challenging issue for heritage protection is the ambiguity regarding the definition of heritage and its subjective significance. Hence, it is necessary to identify the nature of the objects in a broad, notion that encompasses the object and treats it from comprehensive cultural, historical, social, geographical and economic perspectives. (Jokilehto, J. 2006).

6. Discussion

6-1. Impediments of Economic Development

The progression of this area necessitates the adoption of a more pragmatic focus and addressing the threats to cultural heritage besides the solutions presented through existing, new and proposed methods or fields of research methodology. These include treating matters such as unsustainable tourism, the consequences of climate change on tangible and intangible heritage, the destruction of heritage through conflict, the trafficking of cultural objects, the effects of rapid urbanisation as well as separation from roots and history due to population displacement. (Anon, 2019).

6-2. Precautions and Proportionality in Armed Disputes

The targeting, devastation, and plunder of cultural goods during conflicts – whether deliberate or incidental, has an extraordinarily long history. Anyhow, the rapid change of military technology with a fully

digitised battlefield will necessitate further thought on the appropriate way to preserve the data of cultural property. In the event of a disaster or armed disputes, such documents are solely useful if they are kept updated and accessible in a format that fits the needs of the user. (E. Micewski, S.Gerhard, 2002).

It could be said that lines are harder to draw in modern warfare due to contradictions, ambiguities and gaps that have become more pronounced. Oftentimes, persuasion is more powerful than assertive argumentation of validity in dealing with these phenomena that lead to misinterpretation as far as the topic of cultural heritage is concerned. Currently, there is a rising number of bodies that make legal authorities and an increasing number of principles regarding criminal culpability. Therefore, it is natural to ask what has been missed in the juridification process. (J. Petrovic. 2016).

6-3. Plurality of Perspectives

Another fundamental notion is that of perspectives or viewpoints and how these may interfere with the efforts to protect cultural heritage. Theoretically speaking, there is no scientific rule for specifying what constitutes heritage property. Therefore, the perspective determines the value of the object or site. (J. Gordely, F. Francioni, 2013).

Presently, there is a lack in areas connected to heritage, such as laws on environmental protection or other law instruments. There is also a scarcity of literature that addresses objectively and innovatively while analysing the root causes. Furthermore, enforcement processes and mechanisms do not always match legislative developments. The researcher suggests that increased literature, discussions and field studies on the subject would lead to a natural evolution, where a state of harmony and mutual appreciation exist. (J. Gordely, F. Francioni, 2013).

As Fechner states, it is “unrealistic to expect a global system to attend to each object of modest, local interest without it being perceived as having a scientific or aesthetic value”. Accordingly, a reasonable proposal would be the creation of a legal entity where there are various degrees of protection at the “local, national, and international levels regardless of the stature of objects and whether it is for only a small group, a nation, or the whole of humankind”. A strategy that prioritises what property should be safeguarded during wars will have more success in the long term at preserving our most meaningful cultural heritage. It will be more advantageous than an overly broad system that produces weak legal rules, or one that is too limited where exclusion can occur. (Ashlyn Milligan).

6-4. Patrimony’s Economic Value

UNESCO declared that particular places on Earth provide "exceptional universal value". These are classified as humanity’s universal heritage. Examples of these are the Rock Islands Southern Lagoon in Palau, Machu Picchu in Peru and the Great Barrier Reef in Australia. (UNESCO, 2020).

UNESCO Santiago regards the notion of heritage to be tangible for culture and the future as it defines a “cultural potential” of contemporaneous communities and a base in the continuous revaluation of cultures and individualities. It is also a vital means to transfer experiences, skills and wisdom between generations. Similarly, heritage is a stimulant for creativeness and innovation that induces current and forthcoming cultural derivatives. Cultural heritage is a driver of economic possibilities and cultural diversity. Ultimately, heritage can enhance social cohesion by developing a sense of belonging. (UNESCO, 2020).

Although the prestige of cultural heritage can be relative, there are considerable, practical manifestations of its practical effect on communities. This is observed when expat communities are united by

a common culture. Such as the Irish, Asian and other communities in New York for example. (The Importance of Cultural Heritage, 2013).

Cultural heritage attracts tourism, which encourages locals to engage in markets, through investments or employment. Thus, economy and heritage affect one another. The latter can be used for tourism which in turn leads towards creation since it favours environments that can stimulate innovation through the effects it has on the free exchange of ideas between individuals in a society. Culture should be regarded as integral to business. (Kostis, 2021).

Jobs can be created in a given community where tourism flourishes. These vary from tour guides to the hospitality industry (hotels, bars and restaurants). Indirect employment is generated in further areas from agriculture and food production to creative industries such as art, music, and retail. (UNESCO, 2015).

Besides providing employment, investment brought by tourism can be utilized for a multiplicity of services ranging from water, energy distribution, roads, transport, health services, shops, garages, leisure and recreation. (UNESCO, 2015).

Moreover, infrastructure projects in airports, hospitals, schools, roads, and retail areas have the potential to stimulate local economic development and benefit the community by allowing additional trade and a better flow of services and goods. (UNESCO, 2015).

History and culture with tourism can produce a sense of pride and identity in communities since they can reflect core values and traditions. Tourism can aid in the support of the conservation of heritage by generating funds. Making the destination more authentic and desirable to visitors while adding value to the local tourism business. (Bank, 2001).

Since patrimony contributes to nurturing human bonds inside and across borders as well as producing social capital, these markers justify financial investments in cultural projects. It entails acquiring meanings about history and identity. As it allows us to address fundamental questions about our origins as humans. (Bank, 2001).

Nonetheless, despite the positive impact of tourism on socioeconomics, more work is needed to achieve the availability of reliable and comparable data on the economic impact of tourism on a global level. Nowadays, such data is significantly lacking. (UNESCO, 2015).

It is substantial to highlight a meaningful aspect of cultural heritage, particularly traditions, which has a vital correlation to economic expansion, yet it is often overlooked. This could be reflected in openness to engage in markets, through investment or employment. As the decision to work has economic outcomes that reflect on the development of individuals, families and nations. Moreover, other factors such as social trust in a community and strength of family relations which lead to more businesses and innovation are noted. (C. Gifford ,2020).

6-5. Cultural Heritage and Technology

Technology has modified many aspects of life. It has transformed culture directly and indirectly (invention of the internet, computers, smartphones, satellites, travel, food art and more). This has influenced facets of cultural heritage including socialising, culinary habits, altering some social norms, education and

economics. It is now possible for someone previously unable to travel to view cultural material in another continent from the comfort of their homes. Technology is still driving more opportunities to facilitate the creation of digital copies, stored online data, employment, tourism and more. It is safe to say that investment in technology has produced positive results in enhancing, preserving and connecting cultures. Digitization is even changing some of the institutes at the core of preservation, such as museums, modifying the very nature of their traditional roles and allowing them to upgrade their services. (Anon, 2018).

In the past, cultural heritage had a lot of significance within societies for differing reasons. However, its economic potential was not realised due to limited recognition or resources. During our present time, technology has made it easier for thriving economies to utilise cultural objects for growth in sectors such as tourism, industry and general proliferation. (Bank, 2001).

On the other hand, some put forth the arguments that technology is to blame for the loss of family values, cultural lag, unemployment and transitions in sociability. Nonetheless, the mark of technology on our culture, tradition and social values is undoubtedly real. We have more possibilities than ever to prevent the misuse of technology and limit unfavourable consequences. (Anon, 2015).

6-6. Structural Conservation and Economic Prospects

Contemporaneous communities view built heritage as a mark of culture and diversity. Lately, there has been an expanding attention on preserving ancient structures. Anyhow, a notable segment of this heritage is impacted by structural impediments that question the safety of buildings and people. As a result of observation, probing and structural analysis of historical constructions more suitable criteria have emerged. In addition to guidelines for reuse and conservation. This nurtured safer and more economical measures to evolve. (Laurenco, P.B, 2013).

Heritage preservation is imperative for preserving cultural and historical significance for future generations. Nevertheless, heritage conservation methodology is often debated and questioned due to its potential impact on the cultural and environmental balance of heritage sites. A holistic methodology is necessary for effective heritage conservation, taking into account both cultural and environmental aspects of the site. (UNESCO).

Traditional conservation focuses on preserving the artefacts and physical structures of heritage sites, with little consideration for the surrounding environment. However, recent approaches have acknowledged a more holistic approach, recognising the role of both the built and natural environments in heritage site integrity. This is shown in the UNESCO World Heritage Convention, which underlines the relationship between natural and cultural heritage. (UNESCO).

Nonetheless, such comprehensive conservation programmes can be demanding. Especially in areas with limited resources. This is exemplified at heritage sites in developing nations, where a lack of funding, infrastructure, and personnel can hinder practical conservation measures. In such cases, it is crucial to prioritise preservation efforts based on a detailed assessment of both cultural and environmental implications. (UNESCO).

Architectural heritage reveals historic, social, economic, documentary, archaeological, and even spiritual or symbolic value. Cultural identity and continuity within the physical environment could be symbolised through architectural heritage. At times, this form of heritage comprises social and cultural manifestations of all that is relevant to the culture, traditions, beliefs, thoughts, religion, ideology, and patterns

of a society. Heritage is concurrent and not a mere commodity of the past. Architectural heritage is therefore essential for how we recollect the past. It is a tool for tracing urban evolution and depicts heritage conservation endeavours within a social frame. (Y. Li, L. Zhao, J. Huang, Andrew Law, 2021).

7- Conclusions

The analysis and data provided by this paper conclude that distinct means of generating capital are possible through the conservation of cultural heritage in light of current technologies and global trends. Where it has been demonstrated that appropriate investment in heritage has endorsed global cities with many benefits. It has also been found that some of the challenges in economising cultural heritage could be overcome. Rather, opportunities could be forged of such obstacles as in the example of Bali. Overall, the prospects for profitability are greater than the costs. Consequently, making profitable gains from patrimony requires a holistic approach. Taking into account the globalisation trends, emerging possibilities of digitising heritage and fostering a positive environment for cultural diversity. Additionally, there needs to be an awareness of how economic transition could in turn alter culture with the appropriate research and developmental awareness. (UNESCO).

This study recommends a pattern of well-rehearsed, balanced and pragmatic solutions as an adequate approach will need to provide answers to preserve notions of originality within rising globalisation trends. Satisfactory strategies would need to observe the impediments that preclude successful results. In addition to enhancing cooperation amongst institutions and researchers to solve issues and provide the possibility for new generations to relate to their heritage. This could be improved by broader communication within education, urban development, tourism and other heritage sectors for optimal and reciprocal benefits. (Bank, 2001).

For the most part, an adequate methodological approach will seek to attain economic prospects by treating impediments from the roots. This could be done by further studies that analyse the effects of accelerating globalisation on the collective notion of belonging and originality, the availability of functional strategies and inventions, the hindrances that prevent satisfactory results, exploring extended cooperation to solve issues and provide a chance for new generations to relate to their heritage, the creation of unintended barriers within cultural heritage, promoting a higher efficacy within the disciplines, institutions, or geographical regions, the establishment of a broader communication within education, urban development, tourism and other heritage sectors for optimal and reciprocal benefit, the opportunities that digital technologies present currently and the innovative potential that digitisation holds for transforming preservation, the potential role of new multi-media technologies in boosting integration and co-creation. (Bank, 2001).

Numerous examples and models have also emerged as a form of a descriptive criteria in the field of heritage preservation. An example is a Multi-criteria assessment which can lead to informed decisions that aid in scientific and appropriate interventions. The obtained results confirmed that rational determination of relative importance of individual criteria for the assessment of architectural heritage can help decision-makers to identify buildings with higher refurbishment priority. (Vodkpipev, B, Zarnic, R, Tamosaitiene, J., Lazauskas, M. and Selih, 2014).

It is also useful to engage with simultaneous discourse across humanities and sciences. By incorporating a comprehensive, universal understanding and appreciation of heritage. Moreover, a philosophical key criteria for an evaluation of outstanding universal values would be authenticity. Since values are in our minds and not inherent to the objects. Therefore, emphasis on enhancing the grasps and persistent education of those values is imperative. (UNESCO World Heritage Centre).

In conclusion, this study supports the approach of the research to uncover an answer for the acknowledged problem of high costs of preservation which may exceed available allocations. It is one of many possible solutions (Vodkpipev, B, Zarnic, R, Tamosaitiene, J., Lazauskas, M. and Selih, 2014). Furthermore, innovative opportunities of digital technologies need to be regarded for the potential of digitisation in altering cultural tourism while adhering to standards of preservation. This would potentially boost economic as well as societal integration, better sustainable tourism and co-creation.

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