



PRIFYSGOL CYMRU

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- Heritage as amenity: issues of personal/social/collective identity; normative function in construction of shared cultural/ethical/social values. Construction of the contemporary through the presentation of the inherited past, interpreted through heritage; iconic landscapes, buildings, literature, language, artworks, crafts. Collective memory – cathexis, emotional reinforcement of social identity; self-image of host communities. Leisure resource for local community.
- Heritage as resource: economic and social issues – income generation; urban/rural regeneration; multiplier effects of tourism impact; multiplier effects of cultural/artistic activity around heritage sites; role of architecture and design; provision of infrastructure/other amenities
- Mobilisation of heritage: Issues of marketing - funding, promotion, charging; issues around retailing, catering other amenities etc. Design, interpretation, methods of presentation, use of technology. Identification of target audiences. Issues of authenticity, historical accuracy. Conservation of the resource vs maximum exploitation. Issues around public/private management.