

THE MEANING OF
HERITAGE....

'SENSE OF PLACE'???

INTERPRETATION:

Heritage can mean many different things to many different individuals..... Including;



- ▶ **National Identity**
- ▶ **Historical Reality**
- ▶ Education
- ▶ Conservation
- ▶ Tourism

INTERPRETATIONS OF HERITAGE:

► Heritage as Identity:

- Heritage is often associated with the representation of a country's / regions' identity.
- This association is a result of the definition linking to: Heritage as *tradition, language, practice, histories, landscapes.....*
- Heritage attractions are often popular with the general public, as they can assist in the re-enforcing / understanding of a region's identity.

- ▶ The idea of 'PERSONAL ATTACHMENT' and therefore a 'belonging' / 'identity', clearly links to Tuan's ideology (1974b cited in Cresswell 2008) and his usage of the term "**topophilia**" (*Def: strong sense of place and love of place*)
- ▶ Further theorists who would support this view are; Gold and Ward (1994), Edwards and Llurdes i Ciot (1996) and Besculides et al (2002), who believe that an involvement in heritage activities / heritage tourism strengthens a sense of belonging and also celebrates an identity.

NATIONAL IDENTITY / HISTORICAL REALITY

- ▶ For Zukin (2010), for an positive affinity to place, an authentic portrayal of a 'location' is **imperative**, as it is argued that this can seriously influence a community's 'sense of place' / 'place pride'.
- ▶ Any changes made to history / heritage, according to theorists Auge (1995) and Relph (1976) this can sometimes lead to potential negative impacts for a community.



- ▶ Such negativity, can be particularly damaging for a community, if developments are insufficiently planned and managed. For Relph (1976, p16), new developments have the potential to "destroy a place and history" which can influence **"placelessness"**.
- ▶ *"Mass cultures and values dilute authentic relations to place"*
Relph (1976 p16, cited in Cresswell 2008 p46).

- ▶ *Examples of damaging developments.....*
- ▶ *(Commercialisation of Heritage / Education Vrs Entertainment)*
- ▶ *“Some heritage displays....offer a cosy and comforting vision of a mythical childhood that never was” (Dicks 2003, p131).*
- ▶ *“..... heritage (development) requires careful interpretation.....there is a tendency to romanticise the past and forget fact” (Verbekke 1999, p77)*

► Heritage as Historical Reality:

- Heritage has associations with history - - - *links with traditions / practices.....*
- Heritage attractions have become very popular with the general public, in relation to portraying / recreating the past. Individuals require an experience based on the tangible remains of a past.

► HERITAGE AS EDUCATION:

- This association is related to the link between Heritage and National Identities / Histories - - - familiarisation with a 'HERITAGE' leads to an increased awareness / knowledge / understanding.
 - Heritage attractions can assist in reinforcing an understanding / knowledge via the experiences gained from visitations.
 - NB: This can be perceived from the perspective of the tourist or the local.
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► Heritage as Conservation:

- Heritage is often associated with conservation - - as the key element with regards to conservation is IDENTIFICATION.
- Heritage (attractions) increase awareness (identity) of cultures / histories - - of which often results in the value of heritage being recognised - - - this can lead to conservation / preservation measures being introduced to protect the heritage.

➤ HERITAGE AS TOURISM:

- ▶ Today, heritage is often perceived as a 'tourism' form, due to the significant growth of heritage attractions.
- ▶ This can also have a direct association relating back to EDUCATION and therefore REINFORCING IDENTITY.

- ▶ Education is the central factor linking both Heritage and Tourism.



Heritage and Education = increased awareness.

- ▶ Tourism and Education - education is often the key motivator for tourism
- -increased knowledge can be gained from Heritage Experiences.

- ▶ Clearly, there is much debate as to 'Sense of Place' and what influences this both positively and negatively eg; - - *interpreted histories, tourism, education.....*
- ▶ Within contemporary society, it is inevitable that times will change and move on, however it is important that in this moving on, an identity is not lost and authenticity is preserved.