



## GET THE FACTS - HERITAGE INFORMATION SERIES

### 27. HERITAGE AS NARRATIVE

Under the great umbrella of heritage is now shielded; vernacular settlements; early industrial places; sacred indigenous sites; places of memory; sites of conscience; and of the recent past plus once invisible or minuscule sites whose thematic values are reinforced by being linked together in cultural landscapes and conservation areas. The significance of a heritage site is no longer considered to lie exclusively in its material fabric and spatial qualities; but also in the social uses, communal interactions and traditions that it maintains and that

give it special meaning. The values of these new breeds of heritage are not as obvious to the common observer as were, for instance, those of the great cathedrals and the grand archaeological monuments of antiquity, whose overwhelming architectural works largely spoke for themselves. Over the past two decades there has been a surge of popular interest internationally in social histories, in cultural heritage and in heritage management. The attraction of heritage places fuels the lucrative tourism industry, domestically and internationally, where

visiting heritage places, museums, events and cultural festivals is a major industry. All of this requires a narrative for the fullness of meaning to be conveyed to locals and visitors alike. Issues of ethics, limits, authenticity, inclusiveness, sustainability, stakeholder participation, linkage of tangible and intangible values have a bearing on the ultimate story told.