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35. HERITAGE & GLOBALIZATION

Globalisation does not just refer to new technologies and the economy; it affects the way people live and how they attempt to make meaning out of their lives. It affects the ways in which cultural narratives are created and used by audiences. Communication by means of new and complex systems and the global spread of mass-mediated imagery changed the expectations of people in all areas, including culture. Globalisation accelerates the mass movements of people as refugees, as migrants, and as cultural tourists. Concepts of place, such as the

national and the local and even concepts of memory and history have become subjects of debate. Some concepts and theories of globalisation can be linked to new ways of conceptualising the human condition in urban society. The challenge for modern cultural output is to develop more complex concepts of the audience, and to formulate research that takes account of the transformation of identity and the concept of diverse interpretive communities. The corporatisation of institutions and declining public-sector funding has led to increased autonomy for institutions and

closer liaisons with business. The vexed relationship between culture and business is intrinsic to change in the arts and culture. A ground-breaking examination of cultural tourism undertaken by UNESCO in 1997 explored the relationships between culture, tourism, and development, and showed that the interaction of cultural heritage artefacts and tourism has given rise to one of the fastest growing industries in the modern world.

Ref: Annette van den Bosch - Third Text, Vol. 19, Issue 1, January, 2005, 81-89