

Cultural Heritage in the Context of Sustainable Development

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ABSTRACT

Our heritage is an integral element of who we are. Conservation of heritage is seen as a topic of critical relevance for national identity as well as the preservation of previous knowledge and arts all over the world. Culture and development, according to the United Nations Educational, Scientific, and Cultural Organization (UNESCO), are inextricably linked, whether in terms of economic growth or access to a satisfying intellectual, moral, and spiritual living. Development refers to the abilities that enable individuals, communities, and nations to prepare for their future in a holistic and integrated manner. As a result, heritage preservation can be viewed as a component in economic, social, and environmental growth. Sustainable development encompasses not just environmental, but also economic, social, and cultural factors.

Many studies conducted around the world show that preserving cultural heritage improves environmental, social, and economic sustainability. Cultural heritage can contribute to community well-being and equality of living, as well as offset the effects of cultural globalisation and serve as a motivator for long-term economic development. Cultural heritage preservation is frequently viewed as a roadblock to economic progress, despite the fact that cultural heritage and its preservation can yield a variety of economic benefits. : Income and employment creation, job training, heritage tourism, and so on.

The paper discusses the impact of immovable cultural heritage on implementing sustainable development strategies, the role of cultural heritage in the

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context of globalisation as a basic means of avoiding the trend of cultural globalisation, the creation of sustainable communities, and the potential impact of heritage resources on economic development and resource productivity.

INTRODUCTION

Sustainable development, as defined by the World Commission on Environment and Development, is development that meets the requirements of current generations without jeopardising future generations' ability to satisfy their own needs.^[1] Though a broader definition of sustainable development covers environmental, economic, social, and cultural dimensions, the principles of sustainability have already been recognised in economic development, particularly in industries related to resource consumption. When considering sustainable development in a larger sense, the importance of cultural heritage becomes clear.

The purpose of this paper is to examine the impact of immovable cultural heritage on the implementation of sustainable development strategies, as well as to discuss the role of cultural heritage in the context of globalisation as a fundamental means of avoiding cultural globalisation, creating sustainable communities, and the potential impact of heritage resources on economic development and resource productivity.

Another essential role of cultural legacy in achieving long-term sustainability is its link to resource productivity and economic development. Cultural heritage preservation is sometimes misunderstood as a roadblock to economic progress. Of course, cultural heritage preservation is structured first and primarily to preserve and promote cultural values, while numerous studies have shown that cultural heritage preservation has good economic effects.

THE CONCEPT OF SUSTAINABLE DEVELOPMENT.

The term "sustainable development" refers to an idea that Traditional environmental preservation strategies focused on limiting negative effects on the natural and, to a lesser extent, social and cultural environments. The primary concern of such approaches was repair, with a short-term outlook.^[2] However,

the concept of sustainable development has evolved in recent decades. With Von Bertalanffy's general theory of systems, a new model for describing reality was offered at the end of the 1960s, with the goal of finding a common ground across scientific and social sciences.

This idea has facilitated a more intense conversation across disciplines concerned with nature and society, as well as the development of a scientific paradigm of sustainable development.^[3] The importance of other sustainability aspects, such as functional sustainability of public infrastructure, fiscal sustainability of local government, physical sustainability of the built environment, and cultural sustainability of local traditions and skills, has already been recognised in the field of economic development.^[4]

Rethinking development in order to incorporate environmental, economic, social, and cultural goals is central to the concept of sustainability. The notion of sustainable development, in general, encompasses not only environmental, but also economic, social, and cultural dimensions, and is founded on the key concepts of ecosystem integrity, economic efficiency, social and intergenerational equity, and cultural variety. Traditional economic activities, such as agriculture, mining, forestry, fisheries, and manufacturing, were prioritised over cultural variety and population well-being in the pursuit of sustainable development.^[5]

SUSTAINABLE DEVELOPMENT AND CULTURAL HERITAGE

Sustainable development and cultural heritage are inextricably connected. Heritage conservation and creating awareness about the need of heritage conservation for sustaining our identity are aims of sustainable development. On the other hand, both tangible and intangible cultural heritage can be exploited as a catalyst for long-term growth, contributing significantly to social cohesion and identity enhancement, as well as encouraging local communities and young people to engage with their surroundings. Furthermore, cultural heritage can be viewed as a valuable resource for production and competitiveness, as well as a catalyst for the adoption of ecologically responsible solutions.

The overall goal is to use cultural heritage as a driver for sustainable development in terms of taking a long-term approach to the regeneration of cities, urban and rural countryside that are part of the cultural heritage; using creative adaptive (continuously changing solutions when trying to restore built heritage and heritage landmarks, thereby reducing carbon emissions; and taking a comprehensive approach to managing natural and cultural heritage together, thereby making a significant contribution to global warming. According to D. Rypkema, thinking in a broader context, the role of heritage striving for sustainable development is absolutely clear: preserving cultural heritage provides environmental sustainability, cultural sustainability and economic sustainability.^[7]

CUTURAL HERITAGE AND SUSTAINABLE ECONOMIC DEVELPOMENT

Preservation values are crucial in selecting what to conserve and how to maintain cultural assets. Even a simple preservation decision reveals many diverse and sometimes conflicting values: creative, aesthetic, and historic values, as well as economic considerations associated with the use of the building or other structure in question.^[8] Of course, culture and heritage preservation is organised largely to preserve and develop cultural values; nevertheless, as D. Rypkema points out, the economic impact of heritage preservation is significantly less essential in the long run than its environmental, cultural, aesthetic, and social impacts. However, many of the most powerful agents in legacy preservation, such as property owners, investors, bankers, and government officials, are primarily concerned with the economic aspects of cultural heritage.^[7]

Job creation and local household income are the top concerns for economic growth. In this way, historic building rehabilitation is especially effective. Building rehabilitation has a significant economic impact on jobs and income due to the amount of labour required. According to a study conducted in the United States by D. Listokin and M. Lahr in the state of New Jersey, every million dollars invested on non-residential historic building repair creates two jobs more than the same amount spent on new construction.^[9] Aside from that, there are other important concerns relating to jobs in the cultural heritage

preservation field. These professions are typically well-paying, and the requisite skills are in short supply.

Local architectural craftsmanship is often nearly lost, but it can be handed on through historic preservation, which creates jobs and skills. [7,4] Heritage tourism is the next economic gain derived from cultural heritage. Cultural production is expected to become one of the most important areas in the post-industrial economy, with items being transformed into 'experiences'.^[2] Of course, not every city or other urban settlement should consider tourism to be a significant part of its economic base; however, when tourism is identified as a part of a larger development strategy, identifying, protecting, and enhancing cultural heritage is critical to a successful tourism effort.^[4]

CHALLENGES AND THREATS TO HERITAGE SUSTAINABILITY

Challenges to legacy sustainability/durability are typically seen in economic, socio-cultural, environmental, and political forces. Thus, in an economic sense, we usually refer to a lack of finance, which can lead to conservation using substandard materials or equipment, a scarcity of conservation specialists, or poor control and/or management of cultural property assets.

As a result, heritage sustainability in terms of economic viability necessitates a successful match of available money with all required expenses, as well as ways to overcome potential funding shortages. Modernisation (which often undermines heritage traditional values) and public perception of heritage values are common socio-cultural concerns (enhanced perception on the heritage value usually comes only after realising its economic value).

Earthquakes, CO₂ emissions, floods, invasive plant roots, visitation control, and theft are examples of natural and societal environmental stresses. Finally, heritage is frequently utilised as a political tool to manipulate people's feeling of identity and belonging. The most common political challenges to heritage sustainability concern "unwanted" heritage, which is usually linked to colonial heritage assets, heritage from dictatorship eras or former political systems that evoke repulsive or mixed feelings, resulting in inadequate

safeguarding and preservation activities for such heritage assets; or may be expressed towards religious or ethnic intolerance towards certain heritage assets.

CONCLUSIONS

Sustainable development is described as growth that balances environmental, economic, social, and cultural objectives. Cultural globalisation is a significant danger to the economic globalisation movement. The loss of built environment distinctiveness and place identity are the primary concerns of communities aspiring for long-term growth. Numerous studies and researches conducted throughout the world have shown that cultural heritage and preservation may greatly contribute to achieving sustainable development goals.

Now a days preservation of cultural heritage has to be seen not only as a means of conserving physical fabric and cultural values, but also as a motivator for increasing cultural variety, a feeling of place, and long-term economic growth. Cultural heritage and preservation can provide a variety of economic benefits. Historic buildings and places generate revenue, create jobs, and provide chances for training, and they help towns differentiate their products. Preservation of cultural heritage benefits import substitution, city centre revitalization, heritage tourism, and property value increases. Historic properties encourage the formation of small businesses and are compatible with modernization and changing societal needs.

The importance of historic buildings must be recognised in order to execute sustainable development methods, and their restoration and regeneration should be encouraged rather than their removal and replacement or construction on vacant ground. Cultural assets and the historic environment must be recognised as vital resources and development incentives.

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