

The Significance of Cultural Heritage in Fostering Economic Viability

Suhib Yousef Dawood Bani Omar

MA in Archeology and Museums, Jordan

subjoso@gmail.com

Received: 15/3/2022

Revised: 8/4/2022

Accepted: 25/4/2022

DOI: <https://doi.org/10.31559/GJEB2022.12.3.9>



This file is licensed under a [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/)

The Significance of Cultural Heritage in Fostering Economic Viability

Suhib Yousef Dawood Bani Omar

MA in Archeology and Museums, Jordan
subjoso@gmail.com

Received: 15/3/2022

Revised: 8/4/2022

Accepted: 25/4/2022

DOI: <https://doi.org/10.31559/GJEB2022.12.3.9>

Abstract: The Study addressed the theme of Cultural Heritage's role in boosting economic viability, aimed at identifying the process of profiting from cultural heritage, in terms of economic return on States; as it discusses the concept of cultural heritage; its function, types, and significance, as well as the concept of economics, and the role of cultural heritage in country's economic growth. The Study then discussed Cultural Heritage and archaeological surveys, as well as the significance of archaeological surveys to national economies. The Study also investigated instances of Cultural Heritage and its relationship to economic returns, as well as media's significance in recognizing the role of cultural heritage in the growth of countries' economy. The descriptive analytical method was applied in the study, and the following findings were procured: Cultural Heritage is the essence of the economy and sustainable development; therefore, it should be protected and passed down to future generations to ensure their development, as it aids in understanding the past and improves the material and spiritual well-being of States in general, and individuals and society in particular. Furthermore, benefiting from cultural heritage in relation to economic returns to States is a difficult task; as a result, States should be present across different promotional campaigns that support and preserve Cultural Heritage, with an emphasis on demonstrating its economic return to States, which may be carried out directly or indirectly. The Study came out with several recommendations, the most significant of which are: objectives and priorities for the role of cultural heritage and its economic impact, in accordance with national policies, should be in place. Further, it is crucial that States strengthen and build production and distribution capacities in the field of culture, as well as facilitate a wide access of their cultural services, activities and products to the global market, in addition to capacity development via the exchange of experiences, information, research, and human resource training.

Keywords: *Heritage; Culture; Cultural Heritage; Economy.*

1. Introduction

Cultural heritage is a never-ending mine of knowledge, ethics, achievements, and skills that reflect the strength of human inventiveness and creativity throughout history; therefore, it strives to investigate human creativity at both the tangible and intangible levels, as well as its manifestations and the methods for preserving and sustaining such. This strives to comprehend its different cultural aspects, its tangible industries, mindset, customs and traditions, as well as the knowledge associated with its existence and identity, and also to showcase its contributions to human development at the local, regional and global levels (Hayajneh, 2019).

Cultural heritage has gained considerable attention in recent years since it is one of the cornerstones of economic growth, and culture is founded on heritage with all of its components, such as urban heritage, antiquities, crafts, among other aspects; as it reflects people's identities, distinguishing characteristics, and unique signatures. Furthermore, heritage is more than simply a solitary relic from the past; it has played a significant role in establishing identity and emphasizing a feeling of belonging. The world's nations have sought to have their heritage registered on the UNESCO list, since it embodies the magnificence of contact with historical roots, the continuity of expressions passed down through generations, and the embodiment of uniqueness, the respect for cultural diversity, and the adherence to the right to exist; all of which would result in the convergence of civilizations and the bridging of identities. All the world's nations contribute to the diversity and richness of civilizations and cultures that constitute the common, authentic, living and vibrant human heritage, one that is

capable of surviving extinction forces; hence, maintaining cultural heritage, which is our means of reaching out to the rest of the world, as it is as ancient as mankind and symbolizes genuine human wealth (Abdullah, 2021).

Throughout history, economy has been the primary cause of large and small-scale revolutions, and it continues to be the primary driver for peoples, nations and politics. Further, it is well recognized that State's development is inextricably linked to the progress of its economy; therefore, it has become vital for nations to promote and maintain their national Cultural Heritage due to its relevance in constructing a new civilizational perspective to preserve antiquities. In addition, a strategy shall be developed that takes into account people's ties with their cultural heritage, and more positive attitudes towards Cultural Heritage shall also be adopted. On the other hand, media awareness is critical in shedding light on the significance of cultural heritage in the development of nations' economies (Jordanian Governance, 2001).

One of the most significant committees of the United Nations Educational, Scientific, and Cultural Organization (UNESCO) is the World Heritage Committee, in which Jordan, Tunisia, Bahrain, Egypt, and Morocco are among the States represented on this body, and they are the Arab group's UNESCO representatives. This committee's work includes initiatives to protect cultural heritage in all nations across the globe, particularly those on the World Heritage List. Further, the Committee is working on drafting rules and proposing new laws to preserve cultural heritage with long-term global investment value (Ibrahim, 2010). It is worth noting that Jordan is one of the Arab States that has been a member of the World Cultural Heritage Committee since 1975, when it signed the World Heritage Convention. Among the terms of the convention was the compliance with the charters of international institutions and the decisions issued by such, besides that Jordan supervises several archaeological projects (UNESCO, 2012). For example, but not limited to, we find that Jordan's archaeological excavation sector's project has acquired more than (48%) of the archaeological projects overseen by the Jordanian Department of Antiquities, followed by the archaeological surveys sector with a percentage of (34%), while the documentation sectors do not occupy more than (6%) and (10%), respectively (Jamhawi, 2016).

At the local and global levels, cultural heritage is one of the most significant determinants for economic attraction; it serves as a repository of the identity and history, as well as a guardian of a nation's or country's culture, as well as a source of revenue. Therefore, the researcher recognizes the significance of such study, and taking advantage of it in the contemporary time to revive the heritage of civilizations and the cultural memory of the nations and people, and then examining its impact on the State's, people's and society's economic factors (Amr, 2018).

1.1. Study Problem:

Nowadays, civilized States are more interested in their history and cultural heritage, which they see as a source of pride; as the interest in Cultural Heritage has become a feature of culture and development, in addition to the existence of individuals who care for and develop Cultural Heritage, particularly with consideration to the future, since it is a crucial and essential feature in the competitiveness among nations, and for the development of their economy provided it is effectively invested. Furthermore, economic conditions have a clear impact on the State's policy, as archaeological field surveys and scientific and non-scientific archaeological excavations have reflected the economic realities of people, societies and nations. There is no question that the economy is a dynamic sphere that draws all available opportunities in society to build its national wealth and, as a result, would enhance the level of national income for nations. Given the significance of raising awareness of the value of cultural heritage and the hoped-for involvement of governments in expanding its economic viability, the concept of cultural industry and economics was proposed for this aim; hence, the study's problem may be stated by addressing the following questions:

- What is the role of cultural heritage in fostering economic viability?
- Do archaeological field surveys have a positive impact on the States' economies?
- Is the significance of cultural heritage in boosting a country's economic viability emphasized via the media?

1.2. Study Objectives:

- Recognizing the role of cultural heritage in fostering the economic viability.
- Recognizing the positive impact of archaeological field surveys on the States' economies.
- Aiming at employing the media to emphasize the significance of cultural heritage in boosting States' economic viability.

1.3. Study Significance:

To the best of the Researcher's knowledge, the significance of this Study lies in the following:

- To the best of the Researcher's knowledge, this is the first study to emphasize the significance of cultural heritage in boosting economic viability.
- The projected advantages of the guidance and counseling process in relation to the value of cultural heritage in boosting the economy.
- An overview of the economy's most significant likely implications on cultural heritage.

- Explaining the significance of cultural heritage in fostering economic and service activity and generating employment opportunities.

1.4. Study Limitations:

This research focuses on the role of cultural heritage in promoting economic viability, with the objective of identifying the most effective methods and indicators for achieving such objective.

1.5. Study Methodology:

In order to comprehend all elements of the problem and examine the most essential concepts connected to the significance of cultural heritage in promoting economic feasibility, the Study applies a descriptive-analytical method.

2. The Concept of Cultural and Economic Heritage

Cultural heritage is defined by a variety of terms, including anything that has a survival value, which include traditions, literature, sciences, and arts, that is passed down from generation to generation in various nations. It's also defined as the progression of something through time. As for culture, it is defined as a set of values shared by a group of people, including acceptable behavior, ideas, practices and beliefs. Cultural Heritage, on the other hand, is defined as a broad concept that encompasses both the natural and cultural environments, as well as a one that encompasses sites that have exceptional value, such as (historical, scientific, artistic value and others), whether it is man-made or the result of a combined works of humans and nature (El-Sayed & Mutlaq, 2019). As for Imaachou and Ghezala (2021, p.307), they defined Cultural Heritage as the entire total of the ancients' intellectual output, and the heritage they left behind; it includes knowledge, sciences, regulations, folklore, crafts, antiquities, arts, fashion, customs, traditions and values, and it could be said that a nation without heritage is a nation without identity. Cultural Heritage might be also defined as everything that man created with his hand or thought, as well as the remnants that human left behind, dating back more than a hundred years, as well as the remains of human races, animal and plant, real estate antiquities, creative arts and folk collectibles (Mistawi, 2011).

From the foregoing, the researcher comes to the conclusion that Cultural Heritage is a collection of tangible, intangible and archaeological monuments of exceptional universal value, from the point of view of history, art or science, in addition to what civilizations and earlier generations have left behind.

The economy is also defined as a system, in a country or a region, that incorporates labor, capital, natural resources, commerce and distribution, heritage, industry, as well as the consumption of products and services in that region. It may alternatively be defined as a geographically confined social network in which services and products are exchanged amongst members according to a supply and demand system through barter, or via an intermediary of exchange, using acceptable values of credits and debits, within such network. Furthermore, economy is a science that focuses on how to distribute resources in a society in the most efficient and effective way possible, and it depends on several pillars, including: examining and interpreting data on the status of the economy, in addition to knowing what is going on in the markets, recognizing alternative policy choices, and assessing prospective consequences (Jabriel, 2021).

2.1. The Role of Cultural Heritage:

Nations' heritage is a fundamental cornerstone of their cultural identity, as well as the title of pride in the civilizations they have enjoyed throughout history. Further, nations' cultural heritage has always been a significant source of contemporary innovation and inspiration for their authors, painters, and poets. It is also crucial for new innovations to find their place on the cultural heritage map and convert into heritage that connects the nation's present with its past and strengthens its position in the global cultural arena. Moreover, the archaeological sites, with their aesthetic and historical dimension, are tangible evidence of what the ancestors created in the field of architecture and archaeological heritage; as the archaeological components acquire a unique cultural value, according to each nation and its artistic cultural taste. There are two forms of culture that may be distinguished; the first is the tangible culture; which refers to all of the tangible items that people produce in society to suit their needs. The second is the immaterial or intangible culture; which is represented in the beliefs, ideas, sciences, arts and lifestyle; as archaeological sites serve to strengthen the national identity and contribute to the development of individual personalities in a society and provide concrete evidence that aids researchers in studying the evolution of civilizations (Yousefi, 2002). The World Conference on Cultural Policies (Mondiacult), held in Mexico City in 1982, established a new definition of cultural heritage as one that includes a set of tangible and intangible artifacts through which human creativity is expressed, such as: languages, rituals, beliefs, historical and archeological sites, literature, artwork, archives and libraries (UNESCO, 2013).

2.2. Economic Role:

Cultural Heritage is a collective memory of nations as a whole, with its historical and civilizational dimensions, and it is a visible economic record of ancestors' and their successors' economic activities; therefore, it

has played this vital role since a long time, and has been respected and appreciated by high-end nations. It is regarded as one of the chapters of human civilization that have blended and developed throughout history till the present day; as historical cities, with their archaeological sites, might constitute a vital source of continuity and stability. The heritage of the past helps develop the future. Therefore, cultural heritage has become one of the tributaries of every country's economy, according to a study published by the World Tourism Organization in 2003. In the late twentieth century, archaeological sites had attained considerable dominance in the global economic system, making them a major competitor to the petroleum and communications sectors because historical background contains visual historical recollections of ancient civilizations' eras, and thus brings about (12%). Therefore, it was part of the significant economic resources of any country in the world. The observer of worldwide Cultural Heritage might say that cultural heritage has favorably impacted the economics of several nations (Bin Zughadi, 2015).

2.3. Types of Heritage:

According to the 1972 UNESCO Convention, World Heritage is classified into two types:

First: Natural Heritage refers to scenic natural features, such as regions of natural beauty that shall be preserved, as well as geological formations and sites that constitute the habitat of threatened species of animals and plants of high and unique value.

Second: Cultural Heritage refers to archaeological assets, including works of sculpture, architectural works, painting, elements or structures of an archaeological nature, as well as inscriptions and caves. Furthermore, cultural heritage does not just comprise monuments, landmarks, and antiquities, but also everything that impacts peoples via non-material expression, in addition to all the folk arts of poetry, singing, music and fairy tales. All of such element are seen as a unique and distinguishing mark for each nation, separating them from others and developing their own identity; as it reflects what people's civilizations have accomplished, therefore interest in such is one of the most significant cornerstones of a country's economy (Sha'alan, 2019).

2.4. Significance of Cultural Heritage:

The significance of cultural heritage stems from the fact that it serves several vital purposes in modern life, which prompted UNESCO to raise awareness about it, form related organizations, and encourage scholars to research and date Cultural Heritage. The following are the most significant of these functions:

First: Cultural Heritage contributes to the strengthening and revitalization of economies, particularly local economies, which aids in the acceleration of nations' development rates, increasing foreign exchange circulation, and increasing training experiences that contribute to promoting economic development (Petronela, 2015).

Second: Cultural Heritage is a symbol of peoples' and nations' identities, since it equips them with an identity that distinguishes them from others while also providing them with social, aesthetic, scientific, and educational value; as it is a fundamental component of civilization, as well as a sign of knowledge and capacities that the peoples' and nations' identity have achieved (Sha'alan, 2019).

Third: Cultural Heritage contributes to the continuation of societies by increasing the linkages between the past, present, and the future, and then transforms the structure of society to become loftier and sublime.

Fourth: Cultural Heritage is an inexhaustible source of knowledge, as well as a significant source of creativity; which artists, intellectuals, economists, and philosophers draw upon; where new innovations take their position on the cultural heritage map and aim to extend their presence on the global arena (Petronela, 2015).

2.5. Cultural Heritage's Significance in Economic Development:

The United Nations declared in (1956) that the economic development of cultural heritage is achieved by harmonizing the efforts of people and governments to enhance the economic and cultural conditions of societies, and to assist them in integrating and progressing to the extent possible. Further, Cultural Heritage and the economy are an interaction process; in which States' actual revenue improves through time, and this necessitates States working with members of society to develop this in a way that supports initiative, self-reliance, and positive involvement. This necessitates the presence of a planned scientific move for a set of economic processes that are carried out via a certain ideology; in order to produce the intended change, development, and growth, and to move from an undesired condition to a desired one (Maleki & Bin Ahmed, 2021).

On the other hand, Cultural Heritage in general represents the civilizational roots of nations, as it expresses their identity and cultural affiliation, and the extent of the contributions they made to the development of human civilizations; based on Cultural Heritage's historical and archaeological sites and ancient cities, as well as vast amounts of energy that can be harnessed and utilized for economic development. Hence, Cultural Heritage has historical and tangible importance in advancing a country's economy, in addition to its role in initiating social and economic transformations that serve as a foundation for investment and development, and then activate a basic profit-generating activity in a sustainable manner (Shahinaz, 2019).

As for the joint meeting held in Rome, which included the International Center for the Study of the Preservation and Restoration of Cultural Property (ICROM) and the International Council of Monuments and

Archaeological Sites (ICOMOS) under the supervision of the Cultural Heritage Division of UNESCO in 1983, it culminated in a set of principles and guidelines concerning World Cultural Heritage, most prominently were:

- These guidelines are intended to provide advice and suggestions for the implementation of the World Heritage Convention.
- This convention established all information that will be useful to all Member States of the UNESCO Convention, Concerning the Protection of the World Cultural Heritage, and that the Member State has already designated the World Heritage sites associated with it, in accordance with the agreements, guidelines and forms described by UNESCO (Bernard and Yukilito, 1998).

It should be emphasized that (UNESCO) has established international conventions to foster cultural understanding, highlighting the need of international collaboration and aid in cultural heritage preservation (Jamhawi, 2016), in addition to its reconstruction in the case of an emergency or disaster. Through such conventions, it is possible to infer how to preserve heritage; where in (1954), Egypt decided to build the High Dam in Aswan, and it was expected that the water would flood the Upper Nile Valley and a large number of ancient Nubia landmarks, which date back to 3000 years. Consequently, from 1960 to 1980, UNESCO organized an international campaign to conserve these monuments; which became one of the most prominent campaigns in human history. Later, it was the impetus for the revival of the Convention Concerning the Preservation of World Cultural Heritage, known as the (1972) Convention, which established the World Heritage List (Abdullah, 2021).

2.6. Cultural Heritage and Archaeological Field Survey:

An Archaeological Survey is a systematic effort or task performed by archeologists to search for archaeological sites on the face of the ground, in addition to identifying their places and locations, as well as precisely characterizing them, in order to elicit their natural facts. Moreover, the use of Archaeological Survey started since the beginning of the organized interest in excavation; as there has been no archaeological excavation without the precedent of an archaeological survey. A significant number of archaeological pioneers were also interested in consolidating archaeological survey procedures, and contemporary archaeologists are interested in incorporating modern technologies into archaeological survey methods as the archaeological survey has become more vital in achieving profound insights into economic and commercial life (Fadel, 2017).

2.7. The Significance of Archaeological Survey:

The significance of the archaeological survey is that it may cover a vast region quickly and provide a historical idea that incorporates important information about that site. Furthermore, it is feasible with a small number of researchers, basic technologies and little financial resources. In terms of the process's comprehensiveness, the archaeological survey is significant for training researchers and learners in the field of archaeological heritage; as it allows individuals, in charge of the survey process, to identify a wide set of archaeological sites and landmarks that they work with on the earth's surface during their career, in addition to benefitting from it in terms of the nations' economic returns (Mohammed, 2021).

2.8. Examples of Cultural Heritage and its Relationship to Economic Returns:

First: City of Petra: The Jordanian Department of Antiquities has initiated the establishment of the Jordanian Archeology Museum; as such achievement can be considered a basis for taking proper care of antiquities in Jordan, and carrying out the tasks entrusted under the provisions of Paragraph (A) of Article (3) of Antiquities Law No. (21) of (1988), which are listed below:

- The State's archaeological policy shall be carried out by analyzing the archeology of archaeological artefacts and sites and assessing the significance of each antiquity in serving the cultural heritage.
- Supporting, supervising, protecting and maintaining the Department of Antiquities and Heritage.
- Contributing to the promotion of culture through establishing archaeological institutions and museums, excavating antiquities, and conducting archaeological surveys.
- Cooperation with local, Arab, and international bodies to promote and raise awareness of national cultural heritage, in compliance with relevant laws and regulations (Jordanian Governance, 2001).

It should be mentioned that the Department of Antiquities has five World Heritage Sites, including Petra, one of the Seven Wonders of the World; it is regarded a heavenly marvel on Earth since it is a whole city carved into the rock, as well as a rich and distinctive archaeological masterpiece. Furthermore, the City of Petra was a significant commercial hub; since it was built as a trade center by the indigenous inhabitants of the area, the Nabataeans, who accumulated a considerable quantity of wealth, and it was also notable for its preservation of the Nabataeans' ancient history (Jordanian Governance, 2001). The American Center for Oriental Research (ACOR), which was founded in Amman in 1968, has completed various archaeological survey studies in the City of Petra; as the Center has conducted archaeological excavations and initiatives related to the management of Jordan's historic resources (Petra Tourism Development Region Authority, 2009). Several of these initiatives have received funding from the United States Agency for International Development (USAID), including: an archaeological

survey was conducted in the Jordan Valley area in 1932, where (1500) archaeological sites were documented, in addition to more than (100,000) sites, ranging, in nature, from groups of small stones to the great Petra Archaeological Park. Further, American archaeologists focused on different sites, dating back to one historical period or thousands of years. ACOR also oversaw other excavations in the Jordan Valley, including Khirbat al-Tanour, where a huge number of Nabataean sculptures were uncovered. Some of these sculptures are presently on display at the Cincinnati Museum, which organized a touring exhibition on Petra called "The Lost City in Stone," which also debuted in New York at the American Museum of Natural History in 2003 (Porter, 2008).

The exhibition traveled to other parts of the United States and Canada, and the sculptures on display were returned to Jordan in February (2008). This exhibition expanded economic, historical, and social perspectives in collaboration with the Jordanian Department of Antiquities, which is the competent authority for all archaeological and heritage sites. The Department has the authority to provide work permits to foreign archaeologists to work on archaeological projects in Jordan. All initiatives, in fact, were carried out in collaboration with the General Department of Antiquities (Department of Public Antiquities, 2017).

On the other hand, several animal and human sculptures were uncovered, including a collection of full and bust sculptures, and owing to the difficulties of maintaining and restoring these sculptures, the task was accomplished at London College and the Smithsonian Institution in the United States. In addition, an exhibition related to the maintenance and restoration works of these sculptures was held in the period between (1996-1997). Among the structures discovered was a church made of mud bricks, which is said to be the earliest structure ever constructed, and archaeological survey was conducted within the area as part of this effort to address economic questions from ancient periods, particularly those concerning commerce (Khalayfa, 2015). American archaeologists have also had distinguished activities since the late fifties in the center of Petra, such as Martha Jokosky of Brown University, who has been excavating and restoring the Great Temple since (1993). The Petra Garden and Pond Complex are also close to this temple, and this region has been investigated by Lee Ann Bedale of Pennsylvania State University since 1974. In the same year, University of Utah's professor, Philip Hammond, started researching the northern highlands, which are home to three Byzantine Churches, the biggest of which is the Petra Church, which has the most stunning mosaic flooring and is protected by a metal roof. He also discovered (140) burned scrolls of papyrus in the rear chamber of the church in December of (1993), and this was discovered via excavations carried out with the assistance of the USIAD (Porter, 2008). These papyrus scrolls were studied and preserved as part of the Petra Scrolls Project, under the supervision of Jaako Frosen of the University of Helsinki, and also a group of researchers, including Ludwig Koenen and Trainos Gagos of the University of Michigan. These manuscripts were a family's archive of the sixth century of a man named Theodore, the son of Abudianus, who was a deacon and archdeacon of the church. The diligent excavation, as well as the research and skilled restoration that followed the excavations, was accountable for the survival of these delicate items (Khalayfa, 2015). It should be noted here that such scrolls have made a major contribution to the history and economy of Jordan. In 2007, ACOR convened the Tenth International Conference on "Archeology and its Economic Impact in Jordan" at George Washington University in Washington, DC, in collaboration with the Jordanian Department of Antiquities. On this occasion, a book was published, with (54) chapters, written by a variety of authors and editors, including Thomas Levy of the University of California, San Diego, who investigated in the Feynan Valley, and pioneered technology in the area of archaeological documentation. This book outlines North America's contribution and bears witness to the efforts made by American archaeological missions in Jordan over the last decades, which resulted in greater economic returns in this sector (Porter, 2008).

Second: French Experience: due to its fast adaptability to economic and social advances, the French experience is one of the pioneering ones in the area of heritage and antiquities; whereas such experience was reflected in the establishment of a legal and institutional arsenal that works to manage and coordinate a new heritage strategy. It should be mentioned that the official launch of this experiment occurred when Archeology Law No. (44) was established in (2001), as many nations flocked to implement it (Kahili, 2016).

Third: United Nations Conference on Sustainable Development (Rio Conference): Culture was recently included in the final document of the United Nations Conference on Sustainable Development (Rio Conference), which was entitled "The Future We Want". The Conference also emphasized the need of incorporating the three components of sustainable development (economic, social, and environmental) into the activities of the United Nations organization. Unfortunately, the document contained only a few, rather modest, references to the role of culture in sustainable development, and also did not include any in-depth discussion between the two, and their possible contribution. In 2013, another international conference was held in Hangzhou, China, under the title "Culture is the Key to Sustainable Development", which provided the first global forum to discuss the role of culture in post-2015 development and economy. The Hangzhou Declaration reaffirms culture's role as a catalyst and trigger for development and the economy, based on history, diversity, economy, and knowledge dissemination, and contains precise objectives and indicators linking culture with all aspects of development. In June 2013, the United Nations General Assembly held a high-level discussion on culture, development and economy, during which the Group of (77), China, European Union, and the Community of Latin American and Caribbean States requested that an explicit reference to culture, as a catalyst and trigger, be included in the Post-2015 Economic and Development

Plan. It also stressed that, as stated in the Hangzhou Declaration, culture plays a critical role in expediting the fulfillment of the Millennium Development Goals. (UNESCO, 2013)

2.9. Past Studies:

In a survey undertaken by Barammat (2006) to provide an overview of the present situation of cultural heritage in Jordan. The survey assessed the strengths and weaknesses of several administrative entities associated with cultural heritage in Jordan in the first phase of the MedLiHer Project, within the framework of the UNESCO (2003) Convention for the Safeguarding of Cultural Heritage. The survey's findings revealed that there is an official government interest in cultural heritage concerns, as well as institutions and organizations that contribute to these issues in various ways. Furthermore, the survey revealed the existence of Jordanian legislation and laws that can be developed to address these issues, as well as the presence of constraints; with the absence of a central official organization or university dealing with cultural heritage issues being one of the major constraints to achieving best practices in this field. Based on the evidence gathered, it has also become evident that there are substantial deficiencies in the integration of cultural heritage into the national strategic plan. Moreover, there is a lack of awareness and knowledge about the relevance of cultural heritage and its significant economic value at the governmental and public institutions levels. According to the survey recommendations, effective information and awareness initiatives are needed to allow Jordanians to discover the value of their cultural heritage and the possibilities of profiting from it, as shown by cultural diversity that does not offer economic advantage to the Jordanian society (Barammat, 2007).

Salman (2009) conducted a study to identify the variables that contribute to the consolidation of cultural heritage's role in attaining economic growth, as well as the degree to which it contributes to improving the lives of people and society. According to the study, cultural heritage is not considered as a priority in terms of attaining the desired economic development, and it is not invested as a return that raises the rates of economic growth that produces cultural and social stability.

Through a study conducted by American researchers, Christopher Tuttle and Sarah Barcak, in the region (2016), an archaeological landmark covered with sand was discovered in the Petra region. Analysis of aerial pictures and field surveys were employed to meet the study's objectives, in addition to ground surveys and conventional photographs, as well as unmanned aerial vehicles (Drones) were deployed. The findings revealed the existence of a large archaeological monument measuring (56 x 49) meters, which is situated on a hill approximately 800 meters south of Al-Khazneh. Scholars believe that this landmark was a theater, and it is likely that it was built in the middle of the Second Century BC. It should be emphasized that the discovered part of Petra does not surpass 15%, and there are still many undiscovered riddles that must be investigated by expert teams using modern technological methods. This reflects the breadth of the economic, cultural and recreational life that the Nabataean civilization's residents enjoyed (CNN, 2016).

Shabo (2018) conducted a study to identify the role of cultural heritage in promoting sustainable economic development, as well as to examine the economic value of cultural heritage and the extent to which it can be used to contribute to diversifying national income sources and solving various economic problems. The researcher highlighted that various States have also counted on cultural heritage content to promote and advance sustainable economic growth.

As for Abdullah's (2018) study, it aimed to identify the influence of cultural heritage on Sudan's Suakin Island on the country's economy; since the island is a symbol of human civilizational connection, beginning with the Turkish and Mahdist eras and continuing through the condominium. One of the study's findings is that, as a result of being subjected to extensive destruction due to human and natural activities, which resulted in the obliteration and distortion of many of the island's features and resources, this cultural heritage has become incapable of historical adaptation and societal advancement in order to orientate the future. The study concluded with a number of recommendations, including: the need to develop strategies, programs and plans, based on modern scientific methodology, that work to benefit from cultural heritage in economic returns; additionally, authorities in this field should pay appropriate attention.

3. Cultural Media

The media, as the backbone of society, is the mirror that reflects its culture and heritage, its past and present, as well as future visions that it conveys to and from the community's surroundings while respecting the privacy of each society based on the uniqueness of its structural components; as within each community there are small local communities, which express their specificity and cultural heritage. Therefore, media are seen as cultural instruments that assist to support or influence views, as well as distribute, promote and execute cultural policies. In this context, several media outlets have emerged within the framework of what is known as "Cultural Media", as one of the pillars and foundations of restoring cultural heritage, particularly on a local scale. This is the outcome of governments, via their various intellectual programs, recognizing the value of media diversity, and its role in documenting cultural heritage in its many manifestations. Furthermore, it is considered to be an endeavor to organize all available resources in order to revive cultural heritage, protect cultural privacy, and prevent cultural

heritage from vanishing. Moreover, Cultural Media is defined as a one that endeavors to disseminate knowledge across society, beginning with the society's cultural background, and attempting to broaden the scope of interaction with other cultures (Awaj, 2019).

It can be argued that there are some public policies that aim to highlight the cultural heritage of the peoples as one of the components of human societies (Al-Jabri, 1993); it is exemplified by the integration of heritage and historical elements with modern human activity, where the role of prioritization is performed. This supports the assumption that the media controls what we think, and it is consistent with Larson's viewpoint that most of the topics that people think and speak about are nothing more than a repeat of what they see and hear in the media, as well as includes what media outlets decided to convey to the general public (Nada, 2004). Some regard it as cumulative, that guide us in the production of symbols and meanings. Furthermore, the media exposes the world to us and defines our position within, as well as aids knowledge and persuasiveness by introducing psychological, cultural and social processes that contribute to shaping the attitudes of people in the society (Abdullah, 2021).

On the other hand, the establishment of some media centers, in areas containing archaeological monuments, plays an important role in introducing people to cultural heritage and its economic advantages, as well as preventing attacks on such sites to ensure their survival, and preventing the obliteration of cultural heritage in various parts of the globe.

This was corroborated by the research of El-Sayed and Mutlaq (2019) and Awaj (2019), which demonstrated the significance of the media in conserving peoples' heritage, whether tangible or intangible, particularly with the forms of cultural appropriation sought by globalization as an alternative to colonialism, and that aims at eliminating people's identities and the heritage they bear, which defines their origins and existence, particularly in the specialized media, which is the Cultural Media. Hence, all forms of media are compelled to find ways to retain national character and identity, while also protecting cultural heritage.

The researcher concludes from the foregoing that the media should focus on reviving, preserving and introducing cultural heritage, which would allow for the discovery of new dimensions and linkages between historical sites and monuments in the States.

4. Conclusion

Cultural Heritage may be characterized as a State's eternal identity; since it is a compilation of the customs, traditions, sciences, antiquities and arts bequeathed and passed on by past generations to present ones. However, Cultural Heritage is mismanaged because governments lack the political will to conserve and appreciate it, despite the fact that it is a source of economic development. Furthermore, Cultural Heritage is more than simply ruins or artifacts scattered across archaeological sites; it is, indeed, a powerful instrument for crystallizing economic development. To guarantee its long-term viability, it must be integrated into the global hegemonic system, with performance indicators devised, monitored, reviewed and published. In addition to underlining the necessity of conserving such Heritage and continuing to perform studies and research that demonstrate its significance in boosting nations' economic viability. Furthermore, there is an obligation of the media to conserve and promote Cultural Heritage fairly and honestly, and measures shall be carried out in order to develop awareness and information programs; so that individuals may discover the significance of their cultural heritage, as reflected in society's cultural diversity. Cultural Heritage represents nations and peoples, and States cannot develop without their symbols and heritage; hence, Cultural Heritage awareness is an obligation, not just a compliance. From the foregoing, we may draw some inferences and make several recommendations, including:

5.1. Inferences:

- Cultural Heritage is the essence of economy and development; hence, it should be safeguarded and handed down to future generations to guarantee their progress.
- Cultural legacy contributes to a better understanding of the past and improves the material and spiritual well-being of countries in general, as well as people and society in particular.
- Benefiting from cultural heritage in relation to economic returns to States is a difficult task; as a result, States should be present across different promotional campaigns that support and preserve Cultural Heritage, with an emphasis on demonstrating its economic return to States, which may be carried out directly or indirectly.
- Studying and researching the effectiveness of optimum cultural heritage exploitation on a country's economy.
- Efforts by the concerned bodies, within the States, to ensure that the media contributes to establishing a full image of what cultural heritage is, and its effective role in the economy and development.

5.2. Recommendations:

- Building and strengthening production and distribution capacities in the field of cultural heritage.
- Working to improve cultural heritage knowledge and social awareness, as well as to encourage and support community groups working in this sector.
- Facilitating the wide access of cultural heritage's activities and services to the global market.
- Capacity building through the exchange of information, experiences, studies and human resource training.

- Developing strategic plans by States to benefit from cultural heritage in increasing its economic viability.
- Providing energizing financial assistance, encouraging inventiveness, and awarding loans to entrepreneurs.
- Enabling the emergence of viable local and regional cultural markets.

References

1. Al-Jabri, Mohammed Abed (1993). *We and the Heritage*. Arab Cultural Center, 37.
2. Al-Khalayfa, Abdullah Huwaymel (2015). Petra Main Church. *Osour Journal*, (24-25), 38-47.
3. Abdullah Amna (2018). Managing Cultural Heritage in Sudan: A Case Study of Suakin Island. *Journal of Graduate Studies, Al-Neelain University*, 12 (45), 92.
4. Abdullah, Muna Abdel Aziz (2021). *Heritage Protection Methods and Implications in Advertising Design*. 7th International Conference "Heritage, Tourism and Arts between Reality and the Hoped For", 28-30 October, Sharm El-Sheikh, under the auspices of ISESCO, 1527-1540.
5. Amr, Dana Khaled (2018). University Education Role in Directing the Architect towards Preserving the Sustainability of the Urban Cultural Heritage. *Al-Balqa Journal for Research and Studies*, Al-Ahliyya Amman University, Jordan, 21 (2), 89-95.
6. Awaj, Samia (2019). The Tangible and Intangible Heritage, and The Media Role in Preserving and Valuing It. *Al-Maaref Journal for Research and Historical Studies*, 5 (3), 40- 64.
7. Barammat, T. (2007). *National assessment of the state of intangible cultural heritage preservation in Jordan*. Jordan National Commission for Unesco, (Medlihr Project - Phase I), 3.
8. Bernard, F. & Yukilito, Y. (1998). *Guidelines for the Management of World Cultural Heritage Sites*. International Center for the Study of the Preservation and Restoration of Cultural Property, 1- 4.
9. Bin Zughadi, Mohammed. (2015). *The Role of Archaeological Monuments in Establishing Development in Algeria*. Research Paper, University of Tlemcen, Algeria, 4-8.
10. CNN (2016). *A "giant" monument was found in the ancient city of Petra*. <https://arabic.cnn.com/travel/2016/06/11/petra-jordan-massive-new-monument-discovery>
11. Department of Antiquities (2017). *Management Plan Project of Petra Archaeological Site*, Department of Antiquities, <http://doa.gov.jo/Projects.aspx>
12. El-Sayed, Muna & Mutlaq, Jamal (2019). Investing In the Cultural Heritage of Samarra, a Case Study. *Al-Manara Journal*, 26 (4), 143-150.
13. Fadel, Azza (2017). *The Archaeological Survey, its Concept and Significance in the Archaeological Field*. Qamar News Website, <https://alqamanews.com/55280/%D8%A7%D9%84%D9%85%D8%B3%D8>
14. Hayajneh, Hani Faisal (2019). *Cultural Heritage, a Renewed Concept*. *Al-Anbaa Journal*, Yarmouk University, (38), 3.
15. Ibrahim, Mu'awiya (2010). Jordanian Properties on the World Heritage List. *Al-Anbaa Journal*, Yarmouk University, (30) 11.
16. Imaachou, D & Ghezala, B (2021). Educational image and cultural heritage in the textbook. *Journal of Social and Human Science Studies*, 10 (3), 307- 309.
17. Jamhawi, Munther (2016). Antiquities at Risk in Times of Crisis. *Al-Anbaa Journal*, Yarmouk University, (37), 35.
18. Jebriel, Laila (2021). *Economy's Concept and Types*, <https://mqaall.com/concept-economy-types/>
19. Jordanian Governance (2001). Department of Public Antiquities, <https://portal.jordan.gov.jo/wps/portal/Home/GovernmentEntities/Ministries/Ministry/Ministry%20of%20Tourism%20and%20Antiquities/Department%20of%20Antiquities?curr>
20. Kahili, Hakeem (2016). Preventive Archeology in France - Its Emergence and the most significant Stages of its Development. *Al-Saoura Journal for Human and Social Studies*, (33), 73-74.
21. Maleki, Samira & Ben Ahmed, Mohammed (2021). The Role of Urban Heritage and Cultural Tourism in Economic Development, Islamic Andalusian Monuments in Spain. *Journal of Architecture, Arts and Humanities*, (2), 2266-2267.
22. Mansouri, Mohammed (2021). Archaeological Survey: its Significance and Modern Techniques in the Detection of Archaeological Sites. *Journal of Elinsan wa Elmajal, Algeria*, 7 (2), 76-81.
23. Mestawi, Hafizah (2011). *International Protection of Tangible Cultural Property in the event of Armed Conflict*. (Unpublished Master's Thesis), Mohamed Khider University of Biskra, 15.
24. Nada, Ayman Mansour (2004). *Mental and Media Image*. Al-Madina Press. Cairo, 109.
25. November, Rome, Italy, *Procedia Economics and Finance*, 39, 731 – 736.

26. Petra Tourism Development Region Authority (2009). *Petra Tourism Development Region Authority Law No. (15) and its amendments*. Petra Tourism Development Region Authority, 1-18.
27. Petronela, T. (2015). *The importance of the intangible cultural heritage in the economy* 3rd global conference on business, economics, management and tourism 26- 28,
28. Porter, B. (2008). Previous projects. American Center for Oriental Research- Accor,
29. Salman, Salama. (2009). *Role of Cultural Heritage in Sustainable Development and the Extent of its Contribution to Improving the Quality of Life of Local Communities*. Proceedings of seminars: Contemporary trends in the management of cultural heritage, Arab Administrative Development Organization, Cairo, 81-103.
30. Sha'alan, Ibrahim (2019). *Folk Traditions and Cultural Diversity*. Dar Al-Ilm, Egypt, (1st Ed.), 15-16.
31. Shabu, Wassila (2018). Role of Immaterial Cultural Heritage in Promoting Sustainable Development. *Journal of International Law and Development*, Université Abdelhamid ibn Badis Mostaganem - Faculty of Law and Political Sciences - International Law Lab for Sustainable Development, 176-184.
32. Shahinaz, Subhi (2019). Tourism Globalization - The United Arab Emirates as a Model. *Journal of Research and Studies*, Eloued University, 16 (2), 296-300.
33. UNESCO (2012). *Young people to preserve heritage and prevent risks in Petra*. UNESCO, <https://ar.unesco.org/fieldoffice/amman/Youth-for-Heritage-Conservation-and-Risk-Prevention-in-Petra>.
34. UNESCO (2013). *Evaluation of the normative activities of the UNESCO culture sector*. Part I: 2003 Convention for the Safeguarding of the Intangible Cultural Heritage, Final Report, 18-19.
35. Yousefi, Amal (2002). *Cultural Practices in the Urban Environment, a Study in the Social Construction of the City of Ghazaouet*. (Unpublished Master's Thesis), Institute of Popular Culture, University of Tlemcen, 24.

أهمية التراث الثقافي في تعزيز الجدوى الاقتصادية

صهيب يوسف داود بني عمر

ماجستير في علم الآثار والمتاحف-الأردن

subjoso@gmail.com

استلام البحث: 2022/3/15 مراجعة البحث: 2022/4/8 قبول البحث: 2022/4/25 DOI: <https://doi.org/10.31559/GJEB2022.12.3.9>

الملخص:

تناولت الدراسة موضوع دور التراث الثقافي في تعزيز الجدوى الاقتصادية، بهدف تحديد عملية الاستفادة من التراث الثقافي، من حيث العائد الاقتصادي للدول؛ كما يناقش مفهوم التراث الثقافي وظيفتها وأنواعها وأهميتها، بالإضافة إلى مفهوم الاقتصاد ودور التراث الثقافي في النمو الاقتصادي للبلد. ثم ناقشت الدراسة مسوحات التراث الثقافي والأثرية، فضلاً عن أهمية المسوحات الأثرية للاقتصادات الوطنية. كما بحثت الدراسة في حالات التراث الثقافي وعلاقته بالعوائد الاقتصادية، فضلاً عن أهمية وسائل الإعلام في الاعتراف بدور التراث الثقافي في نمو اقتصاد البلدان. تم تطبيق المنهج الوصفي التحليلي في الدراسة، وتم الحصول على النتائج التالية: التراث الثقافي هو جوهر الاقتصاد والتنمية المستدامة. لذلك، يجب حمايتها ونقلها إلى الأجيال القادمة لضمان تنميتها، لأنها تساعد في فهم الماضي وتحسين الرفاه المادي والروحي للدول بشكل عام، والأفراد والمجتمع بشكل خاص. علاوة على ذلك، فإن الاستفادة من التراث الثقافي فيما يتعلق بالعوائد الاقتصادية للدول مهمة صعبة؛ ونتيجة لذلك، يجب أن تكون الدول حاضرة عبر حملات ترويجية مختلفة تدعم التراث الثقافي وتحافظ عليه، مع التركيز على إثبات عائداته الاقتصادي إلى الدول، والذي يمكن تنفيذه بشكل مباشر أو غير مباشر. وخرجت الدراسة بعدة توصيات أهمها: ضرورة وضع أهداف وأولويات لدور التراث الثقافي وأثره الاقتصادي وفق السياسات الوطنية. علاوة على ذلك، من الأهمية بمكان أن تقوم الدول بتعزيز وبناء قدرات الإنتاج والتوزيع في مجال الثقافة، فضلاً عن تسهيل الوصول الواسع لخدماتها وأنشطتها ومنتجاتها الثقافية إلى السوق العالمية، بالإضافة إلى تنمية القدرات من خلال تبادل الخبرات والمعلومات والبحوث وتدريب الموارد البشرية.

الكلمات المفتاحية: تراث؛ ثقافة؛ تراث ثقافي؛ اقتصاد.