

The protection of culture and heritage of a nation

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Oral traditions and expressions stand for performing arts; social practices, rituals and festive events; knowledge and practices concerning nature and the universe; and finally, traditional craftsmanship. In this sense, the concept can be explained that different approaches are required to preserve these intangible heritages and their transmission to the generations to come. The relationship here is that the tangible cultural buildings display the intangibles alongside the exhibits. However, different from the tangible heritage, which is developed during certain historical periods and is basically static over time, the intangible ones change consistently as the society interacts with them (Parasuraman, 1985).

The training and Legislation for the protection of culture and heritage is part and parcel of both the intangible and tangible cultural heritage. The legislation is the way forward in protecting cultural heritage. Through public awareness and training, governments can set up projects that safeguard the above. It is through the training and awareness of the public that the last circle of economic value and economic value techniques can be recognized. People will share on how to face conservation challenges and exchange ideas on the preservation of both heritages of economic benefits (Parasuraman, 1985). In conclusion, the valuation of culture is at the centre of all the four concepts of the model, having a diversity of culturally-founded values and intentions. Due to the complexity of the facts, it is vital that whichever valuation that is devised, it must be balanced, transparent, and fair.