

Heritage enhancement, a soft power to handle with care

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Is it possible to consider heritage enhancement as a soft power in the service of a population or a state? What benefits this usage could entail? What would be the drawbacks and drifts that could arise? Many questions emerge when considering heritage enhancement as a soft power although it is already used as such sometimes unconsciously. What are the areas already concerned by this concept? In the first place, the economy of a country, via tourism, is strongly backed by the enhancement of heritage assets. Indeed, heritage is a lever which plays an important role in the economy of any country. It serves not only to generate income but also acts as a window which allows a country to showcase its cultural assets and communicate on their strengths. Another area concerned with the use of heritage enhancement as soft power is the practice of new technologies. Tools at the service of heritage can themselves be supported by the heritage assets to provide a new face to digital technologies. In fact, if digital technologies are used wisely to enhance heritage, it will help public not only to learn more about their heritage but also to reconnect with their roots. Today, the fields of research and diplomacy are also concerned with heritage enhancement as soft power. It allows governments to create mutual support links and to facilitate the promotion of a type of heritage beyond borders. This paper identifies in detail, the issues of heritage enhancement as soft power through some examples of heritage valorization projects.

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