



RESEARCH ARTICLE

The Role of Public Relations in Promoting Intangible Cultural Heritage

M. Erhan SUMMAK¹, Muhammet ERBAY², Gülçin ALGAN ÖZKÖK³

¹Assoc. Prof., Selcuk University, Vocational school of Social Sciences, Department of Marketing and Advertising, Turkiye

^{2,3}Assoc. Prof., Selcuk University, Tourism Faculty, Department of Gastronomy and Culinary Art, Turkiye

ARTICLE INFO

ABSTRACT

Received: Sep 15, 2024

Accepted: Nov 30, 2024

Keywords

Intangible Cultural Heritage
Public Relations
Cultural Preservation
Community Engagement
Cultural Awareness
Heritage Promotion

***Corresponding Author**

summak@selcuk.edu.tr

An integral part of the common approach to safeguarding and developing intangible cultural heritage. It is public relations aimed at popularization and support from the public. Intangible cultural heritage refers to practices, representations, expressions, knowledge, as well as skills that define cultural communities, starting from their ancestors up to the present generation. It is clear that PR plays a proactive role in defending the worth of intangible cultural heritage, mobilizing the stakeholders, and increasing the appreciation amongst the target groups. This research is founded on both focus group interviews and quantitative surveys and questionnaires. Interviews are conducted with practicing PR professionals and with officials of heritage organizations. The questionnaires and online surveys were used to gauge public opinion on intangible cultural heritage. Such information collected includes information on the PR tactical approaches. The use of media, the targeted stakeholders, and the effects on the audiences. The role of PR in supporting effective promotion of intangible cultural heritage in perspective cultural environments is explored. This research method offers an understanding of the approaches used by PR in the management of cultural assets and the achievements recorded. The results show that PR helps influence people's awareness and appreciation of intangible cultural heritage by increasing community identification and buy-in towards heritage conservation. By using media channels, events, and storytelling, public relations ensures that the message on the importance of intangible cultural heritage is well disseminated among the targeted local and international communities. The importance of investing more in PR efforts is underscored by the study since collective efforts among cultural organizations, governments, channels, events, and storytelling, public relations ensures that the message on the importance of intangible cultural heritage is well disseminated among the targeted local and international communities and PR practitioners enhance intangible cultural heritage even more against the threat of globalization.

1. INTRODUCTION

ICH means non-material heritage, including oral traditions, beliefs, rituals, festivals, skills, knowledge, masterpieces, etc., which are considered assets within certain cultures or communities. It involves sub-products such as folklore, drama, dance, an enactment of routine practices, ceremonial behavior patterns, and traditional methods of manufacturing and designing that give people an ethnic or national character and stability. Smuka, I. (2016). ICH is an essential aspect of global diversity because it contributes to the identification of societies as well as facilitates interaction between different cultures.

ICH is having new challenges that have developed with the increase of globalization and modernization that affect the ICH transmission and preservation. These forces tend to cause cultural imperialism, reducing the cultural diversity every society embraces globally and making communities more vibrant. Schreiber, H.(2017). Public relations has recently proven to act as a defensive mechanism and advocate for ICH through persuasion of stakeholders, enhancement of perceptions amongst society, and creation of an appreciation for ICH preservation. Heritage, U.I.C. (2019). PR campaigns are universally strategic tools when it comes to ironing out cultures since they are charged with the responsibility of passing out ICH to the conventional and global communities via media and relevant stories as well as national and international events. Okur, A. (2021).

PR not only informs others about the significance of ICH but also engages communities with ICH so that they stand willingly to contribute to the protection of the ICH, in turn building up a sustainable support base for ICH (Leong et al., 2017). This study seeks to assess the function of PR in protecting and advocating for ICH, especially how PR is utilized to help influence the community to appreciate and patronize ICH. As a multiple case study, this study wants to investigate the best practices of PR approaches, evaluate their influence on public perception, and provide suggestions on how to enhance PR efforts in ICH. Seifi, (2020).

DEFINING INTANGIBLE CULTURAL HERITAGE

Intangible Cultural Heritage is a broad concept whereby such a unit includes the various forms of culture that play a central role in representing the identity of communities from around the world. Cang, V. G. (2007). ICH is given as 'the processes, objects, and knowledge that bear witness to the cultural identity of groups and sometimes individuals within society' (UNESCO, 2003). Cultural identity, ICH, being non-material, is the way of life, activities, rituals, knowledge, stories, skills, crafts, and other performances that are handed down from one generation to another. Vecco, M. (2010).

These cultural practices not only identify persons with their cultural roots and practices but also evolve in response to change within a community. Van Zanten, W. (2004). ICH maintains identification and perpetuity within the community, as it popularizes values, beliefs, and practices that are rendered by the community's cultural heritage. These cultural elements give a Validation of belonging to certain communities is the feeling that stems from cultural practices that hold people together by linking them to their roots. Blake, J. (2000). ICH provides tolerance and understanding for cross-cultural human performance and experience by documenting the variety of cultures of context. Heritage, U.I.C. (2019).

In the present world, where globalization and information society have influenced the world's societies, ICH has been appreciated for its role of enabling the community to continue to practice and maintain their culture regardless of the challenges that come with change in culture. ICH conservation is important, but its pursuit is challenging because modernization, urbanization, and economic considerations threaten to erode or eliminate traditional practices. Nowadays, public relations with people as an important direction of interaction plays a critical role in strengthening the protection of ICH through increasing cultural consciousness and support of inhabitants. Bonn, M., Kendall, L., & McDonough, J. (2016).

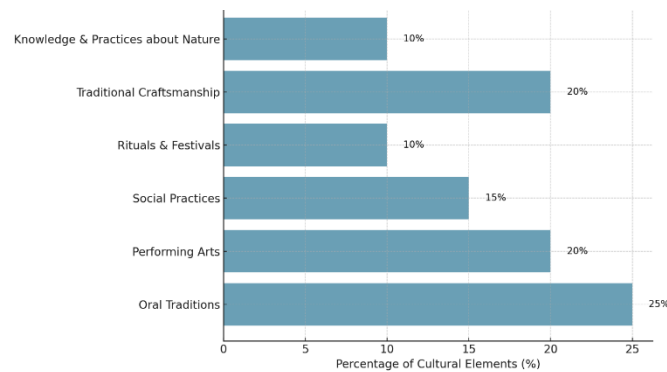


Figure No.01: Distribution of Intangible Cultural Heritage Elements

CHALLENGES IN PROMOTING INTANGIBLE CULTURAL HERITAGE

ICH is intangible in comparison with material culture, it is more easily threatened by such values atrophy and misconceptions. Globalization brings new habits and ethical standards, making traditional settings combine the universality of global cultural patterns. This led to a loss of the differentiated practice that defines ICH, particularly among the young people who may prefer imported cultures Boswell, R. (2011). The idea behind that is that while tangible heritage kept in museums or monuments, it is alive in the performers. If there is no proper recording and documentation as well, if the required fund for the conservation of this ICH is not allotted, then lots of key points that form the ICH become extinct in the presence of generations who are not able to transfer their knowledge wisely Wendland, W. (2004).

Sensitization for the significance of ICH may not always be easy, especially in cultures that do not seem to place much value in ICH. This usually results in minimal patronage and funding from the public, which is unhelpful to the long-term maintenance of such cultural artifacts Wasela, K. (2023). The communities undergo the culture of development, particularly in economic aspects and urbanization, traditions are replaced with economically fruitful activities. Some of them are no longer practiced, for example, because they become too expensive or there simply aren't enough people interested in purchasing traditional crafts or other types of artifacts, which is unprofitable for the creators Wasela, K. (2023). There is a lack of, or inadequate, legal protection of ICH in most countries of the world. While tangible cultural properties have their own laws guarding them and funding to uphold them, the same cannot be said for ICH, making its conservation a difficult undertaking to support Albro, R. (2005).

The fact that ICH is diverse and its particulars are linked with specific cultural experience, creating a set of universal PR strategies for its promotion is challenging. GAP strategies have to be culturally sensitive, thus making them targeted and often therefore costly Craith, M. N. (2008). These challenges are served by public relations by creating awareness, mobilizing stakeholders, and supporting policy change. The PR support bottom-up processes that would strengthen the understanding and appreciation of ICH and enable ICH to be passed on to future generations.

RESEARCH OBJECTIVES AND MAIN QUESTIONS

The public relations responsibilities for the promotion and protection of ICH are equally important in creating awareness as well as obtaining public support for the same cause. Cultural heritage to ICH, as practices, expressions, knowledge, and skills essential for cultural communities, serves as an identity and memory base. It is now threatened by globalization and modernization forces at a startling rate. PR has a positive intent on carving for ICH and brings plans to raise consciousness

among the stakeholders, reach out to the concerned communities, and impact the larger public. The purpose of this study is to investigate the potential of PR as a tool in the protection of ICH using media outlets, occasions, and narratives. They analyze PR role in raising public consciousness about ICH and involving communities in ICH preservation, as well as cooperation between PR practitioners, heritage institutions, and governmental bodies in enhancing the experience of ICH. What are the problems associated with PR in the documentation and protection of ICH within a global context? How do the various PR strategies and media channels contribute to the presentation of ICH to national and international communities? In conclusion, this research notes that there is a need to keep on investing in PR since it is crucial to have the engagement of cultural organizations, governments, and PR professionals in protecting ICH for posterity.

METHODOLOGY:

RESEARCH DESIGN

The research design for this study is concurrent mixed-method since the study uses both qualitative and quantitative data collection tools to assess the contribution of PR in ICH marketing. Secondary research data was collected with the help of online structured interviews with PR professionals of organizations, heritage organizations, and government agencies that are involved in ICH promotion in India. A study of PR campaigns and the media that they cover will establish the best PR strategies to adopt. On the quantitative side, self-completion across the Web was conducted to gauge citizens' knowledge, understanding, and interaction with ICH with statistical inference to confirm or deny the effect of the PR initiatives. Several actual ICH PR campaigns were analyzed in order to establish real-life case studies of PR in practice. The data obtained from the interviews, surveys, and case studies is the prospective of this research to provide broad and extensive insight into the PR involvement in the process of ICH safeguard and enhancement across various cultures.

RESEARCH PARTICIPATION

Research participation involves two main groups: It is useful especially to PR professionals, the officials of the heritage organizations, and other members of the public. Nine to fifteen participants who are PR specialists, communication officers, and officials from heritage organizations and government bodies concerned with cultural issues will be purposefully targeted for semi-structured interviews. These participants give information on PR strategies, challenges, and collaboration that affect ICH. Every year, 300-400 members of the general public will be questioned anonymously using online questionnaires to represent every generation, ethnicity, and gender. The surveys will determine the awareness, participation, and attitude towards ICH and the PR campaigning. Each participant signs a consent form that states the reason for carrying out the study, its privacy, and the generalities of the PR's role in the preservation and promotion of ICH.

ETHICAL CONSIDERATION:

To accommodate the rights, privacy, and welfare of participants in this study, the issue of ethics will form part and parcel of this study. All individuals that are involved in the study, including the PR professionals and the public at large, are willing participants, and this is because they will be fully informed about the study's procedures as well as their role. It will help them to know their freedom to withdraw from the current contract at any one time without any repercussions. The main reason behind such transparency is that participants will be informed about the purpose of the study and

their ability or inability to disclose any conflict of interest. The collected data shall be strictly used for research and analysis and presented in its grouped form, and the result from the questions is not pinpoint any particular participant.

DATA ANALYSIS:

In data analysis in this study, the author uses both qualitative and quantitative data analysis techniques with the aim of giving the best results in the analysis of PR in promoting ICH. Interviews of PR professionals and heritage organization officials be collected, reviewed, and then thematically coded systematically to reveal patterns of PR strategies, media use, and stakeholders. Data is gathered from surveys of the public. The graph and tables represent the results. It is used in a manner that will distinguish major attributes affecting public participation on ICH. Combining these methods and presenting the results in table and chart form should allow the study to offer a complex view on how PR strategies contribute to shaping public awareness and support for ICH.

RESULTS

MEDIA AND STORYTELLING:

Media and storytelling are effective in the public presentation of intangible cultural heritage by raising consciousness levels among the public. PR professionals have the ability, via tactical marketing approaches, to resonate the importance of ICH reaching the intended targets. Newspapers, television, and radio are traditional media that give a means to reach the mass, whereas internet media, social sites, websites, and podcasts are few of the modern approaches adopted to reach a large number of people, irrespective of the region and culture. Usually, documentary, interviews, posts in social networks, events, etc. make the cultural practices closer to a person and connect them to life and the history of a people.

The aspect of emotions is incorporated, permitting people to feel related to the preservation of ICH and therefore not only an intellectual or academic exercise but a cultural one. Policy-oriented PR revitalizes ICH by focusing on the effectiveness of sharing and presenting stories about them and their correlation with the issues relevant to the preservation of ICH and changes they reflect, such as globalization or modernization. Grasping the privilege of being a media, PR helps the world understand why ICH is essential and needs to be protected in the modern world and for generations to come.

Table No.01: Media and Storytelling contribute to promoting Intangible Cultural Heritage (ICH) through Public Relations (PR):

Media/Storytelling Tool	Contribution to Promoting ICH	Target Audience	PR Strategy/Approach	Example
Traditional Media (TV, Radio, Newspapers)	Reaches a broad, diverse audience, ensuring wider visibility of ICH.	General public, elderly, and less digitally connected audiences.	Mass media campaigns, feature stories, documentaries, and interviews that focus on ICH practices and values.	A TV documentary showcasing traditional craft-making practices and their cultural significance.

<p>Social Media (Facebook, Instagram, Twitter)</p>	<p>Facilitates interactive engagement and real-time conversations, amplifying cultural narratives globally.</p>	<p>Younger audiences, global community, and tech-savvy individuals.</p>	<p>Social media campaigns, hashtags, short-form videos, and posts that highlight ICH stories and encourage public participation.</p>	<p>A viral hashtag campaign sharing personal stories related to a cultural festival or tradition.</p>
<p>Websites/Blogs</p>	<p>Offers a platform for in-depth articles, research, and resource sharing about ICH.</p>	<p>Academics, cultural enthusiasts, and global visitors.</p>	<p>Informational articles, photo essays, and blogs that explain the cultural significance of ICH and ways to support its preservation.</p>	<p>A heritage organization blog featuring interviews with cultural leaders about endangered practices.</p>
<p>Podcasts</p>	<p>Provides a narrative space for deep dives into cultural practices, rituals, and traditions.</p>	<p>Audiences who prefer audio content and storytelling.</p>	<p>Story-driven podcasts that include cultural interviews, expert insights, and narratives around ICH.</p>	<p>A podcast series featuring traditional music and oral histories from various cultures.</p>
<p>Events and Festivals</p>	<p>Offers immersive experiences for the public to engage with ICH live, creating lasting impressions.</p>	<p>Local communities, tourists, and international audiences.</p>	<p>PR initiatives promoting live events, cultural showcases, and festivals to celebrate and share ICH.</p>	<p>A heritage festival that includes performances, food, and craft exhibitions, shared through PR channels.</p>

COMMUNITY ENGAGEMENT:

Civil society engagement therefore has been postulated as a critical component in the management and promotion of ICH since it results in increased community appreciation of cultural practices and overall commitment to the promotion of ICH through generations. To this end, public relations has the ability to assist in the process of engaging community members in the process of ICH safeguarding as well as active participation and ownership. The role of communities in the diachronic approach to ICH is significant not only because it immediately transforms ICH from a subject of awareness into a growing, ongoing practice valued and safeguarded by the stakeholders. The PR strategies in this regard may be festivals, fairs, workshops, educational seminars, and fetes with cultural dances or music in which people get acquainted with the diversity of ICH while participating in them.

The establishment of communication between different cultural groups, local leaders, and the public PR assist various communities in gaining a renewed appreciation for their heritage, increasing their confidence in their culture, and encouraging people to participate in the process of keeping, representing, and developing ICH. There are chances to address key social issues and bring in more voices or minorities to present in the global dialogue everybody’s culture. Through these, PR

supports enhancement of the capacity of ICH in responding to challenges that include globalization, modernization, and cultural standardization.

Table No.03: the different groups of participants involved in the research, their roles, and the number of participants:

Group	Role in Research	Number of Participants	Data Collection Method	Purpose
PR Professionals	Provide insights into PR strategies, challenges, and practices in promoting ICH.	9-15 participants	Semi-structured interviews	To understand the professional perspective on ICH promotion and preservation.
Heritage Organization Officials	Offer information on collaboration, challenges, and roles in ICH preservation.	9-15 participants	Semi-structured interviews	To gain insights into the role of heritage organizations in promoting ICH.
Government Officials (Cultural Affairs)	Discuss the role of government policy, support, and initiatives in preserving ICH.	9-15 participants	Semi-structured interviews	To understand government perspectives and involvement in cultural heritage.
General Public	Share awareness, participation, and attitudes towards ICH and PR campaigns.	300-400 participants	Online questionnaires	To assess public awareness, attitudes, and the effectiveness of PR in ICH preservation.

Table No.03: online interview results from different organizations related to the role of public relations in promoting Intangible Cultural Heritage

Organization Name	Type of Organization	Interviewee Role	PR Approaches Used	Media Channels Used	Effect on Audiences	PR Strategies	Examples of Initiatives
National Heritage Trust	Government Body	Heritage Officer	Awareness Campaigns	Social Media, TV, Print	Increased Local Awareness and Engagement	Social Media Campaigns, Local Events	Global ICH Events Coverage
UNESCO	International Organization	Program Coordinator	Educational Outreach	Digital Media, Webinars	Increased Cultural Sensitivity	Cultural Heritage Webinars, Publications	Global ICH Preservation Events

Local Arts Council	Non-Profit Organization	PR Manager	Community Involvement	Flyers, Radio, Websites	Stronger Community Identification	Community Art Exhibitions, Workshops	Annual Heritage Celebration
Cultural Heritage Fund	NGO	PR Specialist	Storytelling	YouTube, Blogs, Social Media	Greater Support for Heritage Preservation	Online Video Series, Blogs, Social Media	Promoting Local Festivals
International Folk Music Association	Cultural NGO	Director of PR	Cultural Celebrations	Radio, Newsletters, Social Media	Increased Participation in Folk Music Events	Folk Music Festivals, Social Media Engagement	Collaborative Global Folk Music Events
Museum of Traditional Culture	Cultural Institution	PR Consultant	Press Releases, Exhibits	Television, Social Media	Raised Visitor Engagement and Knowledge	Press Releases, Interactive Exhibitions	International Exhibitions
National Cultural Center	Government Agency	Communications Officer	Awareness Programs	TV, Radio, Social Media	Strengthened National Pride and Identity	TV Campaigns, Cultural Conferences	National ICH Projects

INFLUENCE ON PUBLIC PERCEPTION:

Intangible Cultural Heritage helps to increase cultural awareness through public relations and boost the community’s acknowledgement of ICH through fighting the influences of globalization. With the help of campaigns and appealing to people’s feelings, PR assists people to accept and find cultural roots, promote pride for local traditions, and guarantee that cultural values are appreciated. Indeed, it helps advocate the need for ICH to be supported by governments and influenced through policy change and helps elaborate the perception of ICH at the international level. Public relations strategies use both print and electronic media, especially targeting youths, hence enhancing acceptance of ICHs as assets to cultural as well as global society. Finally, it is PR that helps improve the public’s awareness and acceptance of heritage conservation as a great asset, which contributes to reinforcing cultural diversification for generations to come.

Table No.04:Summary of Impact on Public Perception:

Impact Area	How PR Influences Public Perception
Awareness	Educates the public on the value of ICH and its importance to cultural identity.
Community Engagement	Encourages local involvement and emotional investment in heritage preservation.
Globalization	Counters the dilution of cultural diversity and advocates for ICH preservation.

Emotional Connection	Fosters a personal connection to ICH through storytelling and media.
Youth Engagement	Makes ICH relevant to younger generations through digital media.
Policy Influence	Shapes public policy through advocacy and media coverage.
Cultural Identity	Reinforces the connection between cultural heritage and community identity.
Global Perspective	Positions ICH as a valuable cultural asset for the global community.
Media Reach	Expands the audience and broadens understanding of ICH through media channels.

CASE STUDIES OF SUCCESSFUL PR CAMPAIGNS THAT USED AUTHENTIC NARRATIVES TO PROMOTE CULTURAL HERITAGE

UNESCO'S "INTANGIBLE CULTURAL HERITAGE OF HUMANITY" CAMPAIGN

A review of PR campaigns that applied actual stories in the promotion of culture presents practices of using ICH in the promotion of tangible and intangible aspects. Incorporating actual culturally relevant messages, the noted PR initiatives have not only raised the community status but also promoted cultural revival. Below are a few notable examples:

UNESCO'S INTANGIBLE CULTURAL HERITAGE OF HUMANITY CAMPAIGN

Overview: This world heritage promotion by UNESCO through the "List of Intangible Cultural Heritage of Humanity" 'has been a successful promotion of cultural heritage on the international market. It uses stories related to cultural practices, festivals, and arts to modern societies' focus to promote their importance for an individual's, national and/or regional, self-concept.

Narrative Strategy: Every item included in the list is described in its cultural context the story behind its selection, the creators, and the custodians. For instance, Noh Theatre from Japan or Flamenco dance from Spain are advertised as cultural products, as well as performing arts belonging to the people's heritage.

Impact: UNESCO has been useful in bringing focus to these cultural practices and, in so This campaign ensured that most of the national governments increase their support towards heritage conservation and tourism sustainability. has given a platform for social pride amongst the cultural communities. This campaign has ensured that most of the national governments increase their support towards heritage conservation and tourism sustainability.

INDIA'S "INCREDIBLE INDIA" CAMPAIGN

Overview:

"Incredible India" is another PR campaign that originated from the Ministry of Tourism in India and another example of PR whose central emotions, events, and/or objects to reticle on include the cultural heritage. It still covers almost all aspects of Indian culture, including a number of articulations surrounding the country's 'soft power', while the primary focus of the campaign draws on true stories of India's valuable cultural heritage.

Narrative Strategy: Its primary theme includes India's tradition, spirituality, classics in art and music, dance, and festivals like Diwali, Holi, etc. The real world is represented by documentaries and stories of real people together with exciting pictures and articulations of India's traditions, rituals, and crafts, which are typical for the regions of India.

Impact: It served to promote India as a country that values and promotes its traditions and, in the aftermath, advanced the tourism sector prominently. It not only popularized the concept of ICH in India but also encouraged the people of India to develop a sense of identity and pride in their cultural heritage, while on the international front, it encouraged the culture tourists to visit the country.

NEW ZEALAND'S "100% PURE NEW ZEALAND" CAMPAIGN

Overview: Another example where PR supported, and at times led, efforts was New Zealand's "100% Pure New Zealand" tourism initiative that relied on culturally and environmentally appropriate local stories and characters. It was meant to depict the scenic features of New Zealand and its indigenous people, the Māori. **Narrative Strategy:** It wove the outdoors together with Māori legends and myths, as well as emphasizing Whakapapa and Tikanga. Specifically, the elements of Māori art, music, language and traditional practices that were promoted by the campaign's promotional videos and storytelling were portrayed as parts of national culture as well.

Impact: The cultural tourism campaign, the New Zealand authorities managed to draw attention to the indigenous culture of the country. It promoted the representations of Māori history and culture to the international audience and informed people about New Zealand's cultural beliefs, creating enhanced awareness of the Maori indigenous counterparts.

SCOTLAND'S "YEAR OF HISTORY, HERITAGE, AND ARCHAEOLOGY" CAMPAIGN

Overview: To commemorate the rich Scottish history, heritage, and archaeology, the Scottish government kicked off the Year of History, Heritage, and Archaeology in 2017. The campaign was developed around telling true stories about Scotland's history, monuments, secrets, folklore, and language.

Narrative Strategy: The campaign's mode was more of storytelling that stressed Scotland's historic past, history, legends, and culture in terms of warfare, dances, games such as the Scottish football games, and music like that of the bagpipes, among others. In the course of the campaign, multimedia products, as digital content infused with interactive products, were used to target both domestic and foreign audiences.

Impact: By seamlessly linking Scotland's image to cultural themes, this PR campaign was able to increase visits to historical sites, pride among Scots, and overall cultural capital. It served useful in the sense that it bridging the gap between the public and their heritage and thus asserting the need to respect the Scottish history.

MEXICO'S "VIVA MEXICO" CAMPAIGN

Overview: One of Mexico's biggest PR campaigns includes its tourism promotion campaign, "Viva Mexico", which seeks to promote the corporate image of the nation by disseminating information on Mexico's total resource inventory with emphasis on tangible and intangible resources. The campaign promotes Mexican traditions, crafts, sounds, and flavors.

Narrative Strategy: From these, the campaign employs the real-life narrative of indigenous peoples and their artifacts, craftsmen that practice indigenous cultures like DIA DE LOS MUERTOS and Mariachi music. Using visuals, it creates a picture of what people have to do with their origins and the identity they hold so dear.

Impact: Not only has the “Viva Mexico” campaign been greatly successful in advertising for tourism but also for Mexico’s multiculturalism. It has helped bring the focus back to Mexican culture by reminding the people of their traditions and traditions and by helping tourists learn a bit more about Mexico culture.

PERU’S “CULTURAL ROUTES” CAMPAIGN

Overview: While developing the “Cultural Routes” campaign in Peru, the promoters outlined cultural themes based on the ever-interesting story of Inca civilization and pre-Inca culture with references to unspoiled artisanal industries still existing in the country, local music, and dance. It consists of famous historical and cultural attractions such as Machu Picchu and other otherwise unnoticed, significant places.

Narrative Strategy: In PR campaigns, focus was made on building stories of the local people, their heritage and traditions associated with ancient Inca culture, and their traditional way of life. TV and festival: During documentaries and exhibitions, or even while telling the history in Spanish and Indigenous languages, Peru proves how it is culturally in touch with the past.

Impact: It acknowledges that the campaign has played a part in increasing the knowledge that Peru has a rich culture, which has stimulated tourist traffic towards its tangible and intangible heritage sites. This has promulgated cultural tourism, acted as a boost to pride among Kenyan citizens, and provided enthusiasm to the local people to carry on with their culture.

This paper underscores the idea that any successful PR campaign that incorporates genuinely cultural themes effectively market ICH. The agendas of the enjoyment of media and informative storytelling, those campaigns are not only informative but also capable of raising people’s cultural pride with regard to the preservation of cultures. It is central for heritage sites to be featured in national and international tourism advertisement campaigns, the validity and emotional engagement introduced by public relations are longer-lasting and beneficial to the promotion of cultural tourism heritage.

DISCUSSION:

The function of public relations as applied to intangible cultural heritage is rather complex, as it influences the perception among communities and societies of the ICH. This is important because with globalization and modernization, many of these other traditional practices and beliefs are under threat, but PR strategies offer a more positive way of preserving ICH. Through sensitization and increased awareness of the cultures representing different cultural groups, PR empowers the public to embrace, comprehend, and appreciate the histories, learnings, and creations of the cultural groups. The first key area in which PR starts impacting is public awareness. PR campaigns employ a variety of media outlets, both printed and electronic, social media, and involve members of the community in passing information on the importance of ICH.

This is especially important mainly because of strong tendencies towards globalization that result in the weakening of cultural differences. PR contributes to changing the perception of cultural practices as a relic noncontinuous relevant in the contemporary world, for every culture is valuable and

important. Moreover, PR specifies a significant function in community mobilization for the sustainability of ICH. By so doing, PR provides a podium to the concerned communities for them to be key players in the process of the documentation and the subsequent passing on of their cultural practices. The engagement serves to reinforce the individual and communal identification with ICH and, therefore, create the necessary support for its preservation.

Another one of the really cool things about PR is that it has a lot of impact in terms of policy and advocacy. PR campaign for more funding from governments, organizations and even international institutions such as UNESCO given the increased visibility of the UNESCO programmes and International Newsletter. This result in mechanisms that guarantee protection of tangible and intangible cultural assets, finance cultural conservation activities, and guarantee cultural practice persistence. PR performs the role of an intermediary between the cultural communities and policymakers and guarantees that ICH has its deserved focus and protection. Furthermore, for PR practice application, constructing the personal relationship-based emotional appeal between individuals and their roots is an immeasurable asset.

Narratives delivered in the form of documentaries, a social media campaign, or even as part of cultural festivals and fairs, making it easier for people to associate the cultural stories with themselves. This emotional connection ensures that people are willing to go out of their way in the protection and promotion of their culture and tradition. Youths are reached through PR by using social media platforms, blogs, and online interactive publicity to create interest in ICH from a technologically inclined demographic. Boomers are familiar with traditional forms of cultural heritage, while millennials approach culture in a more modern way, and PR that integrates OSOs and a special focus on multimedia overcome the gap. PR makes sure that the next generation appreciates their traditions and customs when embracing them to the world's culture.

This paper stresses more on PR and its role in enhancing and conserving ICH in the face of globalization challenges. The endeavors performed by PR executives in making events known, involving people, and changing policies are the major purposes in recognizing and preserving multiculturalism. Being an effective tool in the realization of ICH objectives, PR becomes crucial to ensure that these practices being threatened by modernization processes are not only preserved but also promoted and respected locally and globally. PR strategies means preserving the cultural values of societies and making intangible assets relevant for the following generations.

CONCLUSION

Public relations have the responsibility of enhancing and fostering attributes of non-material Asian cultural heritage by telling its stories that are acceptable to different audiences. The main idea is that, with the help of the proper choice of the narration and the involvement of different media types.

PR campaigns become effective in the introduction of the choice of the culture that might be threatened by globalization. Integrated use of both online and offline media as well as engaging cultural ambassadors as well as responding to feedback make PR useful in sustaining and reinventing culture for passing on to the next generation. Only intensive cooperation of the cultural institutions, authorities, and PR specialists guarantee the preservation of the unique texture and variety of intangible cultural heritage for the produce of local populations and the enrichment of global society.

FUTURE RECOMMENDATION

The use of virtual reality augmented reality interactive media means that intangible cultural heritage presented in a way that 'brings' something to life in a way that doesn't have physical elements. This kind of initiative requires new ways of more engaging cooperation with local communities and

cultural keepers in order to prevent coming up with narratives from fake, lame, or contrived copies imitating the genuine Indigenous cultures.

There are long-term campaigns that may target the younger generation as a power of change through social networks, contests, and interactive Internet sites, where Poles should get involved in learning the culture of the South Pacific states. PR constant practice and evaluation of its strategies from the stakeholders, specifically the marginalized and indigenous groups assist in avoiding misrepresentations. Finally, financial support for cross-partnership projects may enhance the promotion and understanding of the international audience that such cultural assets are worth protecting from globalization and too much interference.

REFERENCES

- Aikawa-Faure, N. (2008). From the proclamation of masterpieces to the convention for the safeguarding of intangible cultural heritage. In *Intangible heritage* (pp. 27-58). Routledge.
- Albro, R. (2005). Theorizing cultural heritage: The challenges of asserting, promoting, and performing cultural heritage.
- Arcos-Pumarola, J., & Conill-Tetuà, M. (2021). Promoting intangible cultural heritage through social networks: a case study of the Fête de l'ours in France. In *Tourism marketing in Western Europe* (pp. 210-227). Wallingford UK: CABI.+
- Blake, J. (2000). On defining the cultural heritage. *International & Comparative Law Quarterly*, 49(1), 61-85.
- Blake, J. (2015). From global to local heritage: Intangible cultural heritage and the role of the museum. *Anthropology of the Middle East*, 10(1), 22-40.
- Bonn, M., Kendall, L., & McDonough, J. (2016). Preserving intangible heritage: Defining a research agenda. *Proceedings of the Association for Information Science and Technology*, 53(1), 1-5.
- Bortolotto, C. (2010). Globalising intangible cultural heritage? Between international arenas and local appropriations. In *Heritage and globalization* (pp. 111-128). Routledge.
- Boswell, R. (2011). Challenges to sustaining intangible cultural heritage. *Heritage & Society*, 4(1), 119-124.
- Boylan, P. J. (2006). The intangible heritage: a challenge and an opportunity for museums and museum professional training. *International Journal of Intangible Heritage*, 1(1), 53-66.
- Cang, V. G. (2007). Defining intangible cultural heritage and its stakeholders: the case of Japan. *International Journal of Intangible Heritage*, 2(4), 45-55.
- Chen, Z. (2022). Visualizing experiences cape—from the art of intangible cultural heritage. *Current Issues in Tourism*, 25(4), 559-578.
- Craith, M. N. (2008). Intangible cultural heritages: the challenge for Europe. *Anthropological Journal of European Cultures*, 17(1), 54-73.
- Csesznek, C., & Sorea, D. (2021). COMMUNICATING INTANGIBLE CULTURAL HERITAGE ONLINE. A CASE STUDY: FĂGĂRAȘ COUNTRY'S TOWN HALL OFFICIAL WEBSITES. *Revista Romana de Sociologie*, 32(1/2), 3-18.
- Davis, A. (2013). *Promotional cultures: The rise and spread of advertising, public relations, marketing and branding*. Polity.
- De l'Ours, F. (2021). 11 Promoting Intangible Cultural. *Tourism Marketing in Western Europe*, 210.
- Deng, Y., & Mo, Z. The Application of New Media Technology in the Safeguarding of Intangible Cultural Heritage. *Applied Mathematics and Nonlinear Sciences*, 9(1).
- Esfehani, M. H., & Albrecht, J. N. (2018). Roles of intangible cultural heritage in tourism in natural protected areas. *Journal of heritage tourism*, 13(1), 15-29.
- Farah, P. D., & Tremolada, R. (2015). Conflict between intellectual property rights and human rights: A case study on intangible cultural heritage. *Or. L. Rev.*, 94, 125.
- Gao, Y., Li, M., Li, Q., Huang, K., & Shen, S. (2022). Inheritors' happiness and its relevant factors in intangible cultural heritage. *Sustainability*, 14(21), 14084.
- Gao, Y., Li, M., Li, Q., Huang, K., & Shen, S. (2022). Inheritors' happiness and its relevant factors in intangible cultural heritage. *Sustainability*, 14(21), 14084.

- Heritage, U. I. C. (2019). *What is intangible cultural heritage*.
- Heritage, U. I. C. (2019). *What is intangible cultural heritage*.
- Ivey, B. (2004). Issues in intangible cultural heritage. *Access in the future tense*, 4.
- Kuang, R., Zuo, Y., Gao, S., Yin, P., Wang, Y., Zhang, Z., ... & Li, N. (2023). Research on the spatial distribution characteristics and influencing factors of Central China's intangible cultural heritage. *Sustainability*, 15(7), 5751.
- Kurin, R. (2007). Safeguarding intangible cultural heritage: Key factors in implementing the 2003 Convention. *International journal of intangible heritage*, 2(8), 9-20.
- Lang, X., Wang, J., & Ma, L. (2023). Research on the empathy strategy of intangible cultural heritage short videos from the perspective of cross-cultural communication. *International Journal of Education and Humanities*, 9(2), 165-169.
- Lenzerini, F. (2011). Intangible cultural heritage: The living culture of peoples. *European Journal of International Law*, 22(1), 101-120.
- Lin, Y., & Thienmongkol, R. (2022, June). The Perspective of Digital Communication with Intangible Cultural Heritage Information under the Media Technology Environment: In Case Study of Molan Culture. In *2022 International Conference on Innovation, Knowledge, and Management (ICIKM)* (pp. 67-71). IEEE.
- Meissner, M. (2021). *Intangible Cultural Heritage and Sustainable Development*. Springer International Publishing.
- Momeni, M., & Hashemi, S. S. (2023). Identifying Factors Affecting the Development of Intangible Cultural Heritage by Using Thematic Analysis Method. *International journal of Tourism, Culture & Spirituality*, 6(2), 179-199.
- Ning, H. (2023). Analysis of the value of folk music intangible cultural heritage on the regulation of mental health. *Frontiers in Psychiatry*, 14, 1067753.
- Okur, A., Demir, S., & Köktürk, Ş. (2021). Functions of national cultural institutes in terms of promotion of intangible cultural heritage in the context of cultural diplomacy. *Milli Folklore*, 17(129), 136-148.
- Oliveira, B. S., Tricárico, L. T., Sohn, A. P. L., & Pontes, N. (2020). The culinary intangible cultural heritage of UNESCO: A review of journal articles in EBSCO platform. *Journal of culinary science & technology*, 18(2), 138-156.
- Qiu, Q. (2023). Identifying the role of intangible cultural heritage in distinguishing cities: A social media study of heritage, place, and sense in Guangzhou, China. *Journal of Destination Marketing & Management*, 27, 100764.
- Qiu, Q., Zuo, Y., & Zhang, M. (2022). Intangible cultural heritage in tourism: Research review and investigation of future agenda. *Land*, 11(1), 139.
- Rivero, P., Jové-Monclús, G., & Rubio-Navarro, A. (2023). Edu-Communication from Museums to Formal Education: Cases around Intangible Cultural Heritage and the Co-Creative Paradigm. *Heritage*, 6(11), 7067-7082.
- Schreiber, H. (2017). Intangible cultural heritage and soft power—exploring the relationship. *International Journal of Intangible Heritage*, 12, 44-57.
- Seifi, L., & Soltanabadi, M. (2020). Iranian public libraries' capacities in preserving and disseminating intangible cultural heritage. *IFLA journal*, 46(4), 359-368.
- Shen, Y. (2024, June). Cross-Media Digital Form Design and Comparative Measurement of Intangible Cultural Heritage in Zhuhai: Promoting Cultural Exchange and Global Communication. In *International Conference on Human-Computer Interaction* (pp. 90-104). Cham: Springer Nature Switzerland.
- Shi, M., Zhu, W., Yang, H., & Li, C. (2016). Applying semantic web and big data techniques to construct a balance model referring to stakeholders of tourism intangible cultural heritage. *International Journal of Computer Applications in Technology*, 54(3), 192-200.
- Smuka, I. (2016, April). Intangible cultural heritage in promotion of development of location. In *Economic Science for Rural Development Conference Proceedings* (No. 42).
- Tavares, D. S., Alves, F. B., & Vásquez, I. B. (2021). The relationship between intangible cultural heritage and urban resilience: a systematic literature review. *Sustainability*, 13(22), 12921.
- Tavares, D. S., Alves, F. B., & Vásquez, I. B. (2021). The relationship between intangible cultural heritage and urban resilience: a systematic literature review. *Sustainability*, 13(22), 12921.

- TK, G. K. (2024). Valorization of intangible cultural heritage through documentation: an Indian scenario. *Library Hi Tech News*.
- Ubertazzi, B. (2020). UNESCO and legal protection of the intangible cultural heritage. *IZVESTIYA VYSSHIKH UCHEBNIKH ZAVEDENII. PRAVOVEDENIE*, 64(1), 1-195.
- Van Zanten, W. (2004). Constructing new terminology for intangible cultural heritage. *Museum international*, 56(1-2), 36-44.
- Varpahovskis, E. (2018). Intangible Cultural Heritage: Is it a Platform for Cooperation or Competition between Cultural Diplomacies? The Case of South Korea–Japan–China relations within UNESCO's ICH Framework. *SNU Journal of International Affairs*, 3(1), 119-144.
- Vecco, M. (2010). A definition of cultural heritage: From the tangible to the intangible. *Journal of cultural heritage*, 11(3), 321-324.
- Wasela, K. (2023). The Role of Intangible Cultural Heritage in the Development of Cultural Tourism. *International Journal of Eco-Cultural Tourism, Hospitality Planning and Development*, 6(2), 15-28.
- Wasela, K. (2023). The Role of Intangible Cultural Heritage in the Development of Cultural Tourism. *International Journal of Eco-Cultural Tourism, Hospitality Planning and Development*, 6(2), 15-28.
- Wei, W. A. N. G., & Xin, X. U. (2024). Transformation and Development of Intangible Cultural Heritage through Technology. *Journal of Library & Information Science in Agriculture*, 36(1).
- Wendland, W. (2004). Intangible Heritage and Intellectual Property: challenges and future prospects. *Museum international*, 56(1-2), 97-107.
- Wendland, W. (2004). Intangible Heritage and Intellectual Property: challenges and future prospects. *Museum international*, 56(1-2), 97-107.
- Wu, X., & Yim, H. (2024). Research on the protection of intangible cultural heritage and sustainable development of city brands—Taking Jingdezhen as an example. *Journal of Infrastructure, Policy and Development*, 8(12), 9295.
- Wu, Y. (2021, February). Roles of education in intangible culture heritage tourism and managerial strategies. In *6th international conference on economics, management, law and education (EMLE 2020)* (pp. 502-508). Atlantis Press.
- Xu, Y., Tao, Y., & Smith, B. (2022). China's emerging legislative and policy framework for safeguarding intangible cultural heritage. *International Journal of Cultural Policy*, 28(5), 566-580.
- Yan, D. (2024). Capturing A Classical Connection Between Mixed Reality and Intangible Cultural Heritage from A Narrative Theory Perspective. *Przestrzeń Społeczna (Social Space)*, 24(1), 192-228.+
- Yan, Q., James, H. S., Xin, W., & Ben, H. Y. (2024). Examining the ritualized experiences of intangible cultural heritage tourism. *Journal of Destination Marketing & Management*, 31, 100843.
- Yao, W. (2024). The Transmission of Intangible Cultural Heritage under the Background of the Belt and Road Initiative: A Case Study of the XiangYunSha Activity Strategies. *Academic Journal of Humanities & Social Sciences*, 7(3), 94-99.
- Zhang, B., Cheng, P., Deng, L., Romainoor, N. H., Han, J., Luo, G., & Gao, T. (2023). Can AI-generated art stimulate the sustainability of intangible cultural heritage? A quantitative research on cultural and creative products of New Year Prints generated by AI. *Heliyon*, 9(10).
- Zhang, H. (2024). Recognising menhu as a community within Wushu Intangible Cultural Heritage. *International Journal of Heritage Studies*, 30(1), 28-41.
- Zhang, Q. (2020). Intangible cultural heritage safeguarding in times of crisis. *Asian ethnology*, 79(1), 91-113.
- Zhao, S. (2024). Intangible Cultural Heritage Dissemination through Watercolor Picture Books, Liaoning Province, China. *Linguistic and Philosophical Investigations*, 23(1), 261-271.
- Ziouvelou, X., Giouvanopoulou, K., Katsamori, D., Petasis, G., Nikolaidis, A., & Fani, E. (2023). Policy Perspectives on Values and Intangible Cultural Heritage. *Open Journal of Social Sciences*, 11(10), 51-72.