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Cultural Festivals as a Medium for Heritage Preservation

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ABSTRACT

Cultural festivals, as significant cultural phenomena, play an indispensable role in the preservation and promotion of cultural heritage. This paper explores the pivotal role of cultural festivals in preserving and promoting cultural heritage, emphasizing both tangible and intangible assets. Acknowledged widely in academic circles, these festivals are crucial for fostering cultural continuity and community identity. Employing a mixed-method approach involving qualitative interviews, quantitative surveys, and SPSS-based data analysis, the study delineates how cultural festivals contribute to heritage preservation. By integrating qualitative depth with quantitative rigor, the findings underscore the festivals' dual impact: as custodians of traditions and catalysts for local economic growth. The paper draws from extensive literature to highlight that cultural festivals not only safeguard cultural practices but also drive economic sustainability. It examines the role of modern technology in enhancing documentation, promotion, and preservation efforts. Critical strategies for leveraging festivals in heritage preservation include sustainable planning and community engagement, aligning with international frameworks advocating for integrated development policies. In conclusion, this study enhances understanding of cultural festivals as vital for heritage preservation. By advocating sustainable practices, community involvement, and technological integration, festivals can effectively safeguard and promote cultural heritage. The insights aim to guide policymakers, cultural practitioners, and community leaders in maximizing the festivals' role in preserving cultural heritage effectively.

Keywords: Cultural Festivals, Heritage Preservation, Community Involvement, Sustainable Event Planning, Mixed-method Analysis