

USES OF HISTORY, GLOBALIZATION AND CULTURAL HERITAGE MANAGEMENT DEVELOPMENT OR CONFLICT?

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ABSTRACT

This final, concluding part of my thesis has two goals. The first is to discuss the deeper ideological purpose and meaning of the public production and use of history, expressed as a heritage or cultural resource management. The other goal is to analyze how ongoing globalization activates and changes use of history and subsequent consequences for heritage management.

I propose that public heritage management can be seen as a representing cultural system that serves the purpose of communicating a shared history of a nation and its citizens. Rather than see a shared history as a natural fact for a nation, that can somehow be "discovered", this thesis demonstrates that a shared history can be looked upon as an active, cultural political projection. Archaeology plays a prominent role for the production of such a notion of a natural, shared history for a nation, particularly by cultural historical archaeology.

Due to an ongoing globalization process, this use of history is being seriously challenged by other emerging uses of history and, on a general level, use of history can be seen as taking on new, very ambiguous cultural and political meanings.

Another development resulting from globalization, is that a cultural-aesthetic sphere that had been partially differentiated in modernity from other economical and distributional fields in society, undergoes a certain loss of its earlier autonomy.

This brings with it that both production and consumption of culture and heritage, becomes intertwined with the surrounding distributional fields in society. Production and consumption of culture and heritage develops a new, economical value for tourism and place marketing and plays a growing role for postindustrial, regional development planning.

All these changes alters radically the precedent conditions for a public heritage or cultural resource management and the fields of cultural politics. Some possible consequences of this are discussed with a point of departure from Sweden.

Keywords: uses of history, cultural heritage management, cultural nationalism, archaeology, globalization, multicultural development, tourism, regionalization.