



# Cultural Heritage in Transition: An Examination of Preservation Strategies in Digital Age West Africa with Focus on Côte d'Ivoire

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## Abstract

Cultural heritage in West Africa, particularly in Côte d'Ivoire, faces challenges as traditional preservation methods are being supplemented or replaced by digital technologies. The research employs qualitative methodologies, including semi-structured interviews with stakeholders such as museum curators, community leaders, and digital technology experts. Data collection was conducted through online surveys and focus group discussions in urban and rural areas of Côte d'Ivoire. Findings indicate that while some communities have embraced digitization to enhance accessibility and reach a broader audience, there is also concern about the potential loss of cultural authenticity and the digital divide between different socio-economic groups. The study highlights the importance of balancing technological advancement with traditional preservation practices to ensure sustainable cultural heritage management in the digital age. Recommendations include developing culturally sensitive digital platforms that respect local contexts while also addressing equity issues related to access and usage, alongside fostering community engagement in decision-making processes. Cultural Heritage, Digital Age, West Africa, Côte d'Ivoire, Preservation Strategies

**Keywords:** *Côte d'Ivoire, Digital Heritage, Oral Tradition, Ethnography, Cultural Policy, Indigenous Knowledge, Community Engagement*

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