



# Cultural Heritage Preservation Practices in West African Morocco within the Digital Age

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**Published:** 07 January 2006 | **Received:** 11 October 2005 | **Accepted:** 07 December 2005

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**DOI:** [10.5281/zenodo.18834201](https://doi.org/10.5281/zenodo.18834201)

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## Abstract

Cultural heritage preservation in West Africa faces unique challenges that are exacerbated by rapid technological change. Morocco's digital landscape offers both opportunities and barriers for preserving cultural heritage. The research employs qualitative methods including interviews with local stakeholders, observations at cultural sites, and analysis of existing preservation projects. Data collection was conducted through semi-structured interviews and direct observation over a period of six months. Community-led initiatives have shown significant success in leveraging digital platforms for heritage promotion, particularly in engaging younger generations who are more digitally adept but less familiar with traditional cultural practices. The findings highlight the effectiveness of collaborative efforts between communities and technology providers in preserving cultural heritage within a rapidly changing digital environment. Policy makers should encourage community participation in digital preservation initiatives to ensure authenticity and relevance. Educational programmes targeting younger generations are also recommended to promote interest and understanding of cultural heritage.

**Keywords:** *Sub-Saharan, ethnohistory, oral tradition, anthropometry, digital divide, heritage tourism, cultural brokerage*

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