



# Cultural Heritage Preservation Strategies in Digital Age within West African Contexts in Madagascar,

Kely Ravelonirainy<sup>1</sup>

<sup>1</sup> Department of Research, National Centre for Applied Research on Rural Development (FOFIFA)

**Published:** 03 October 2003 | **Received:** 30 June 2003 | **Accepted:** 15 September 2003

**Correspondence:** [kravelonirainy@aol.com](mailto:kravelonirainy@aol.com)

**DOI:** [10.5281/zenodo.18777595](https://doi.org/10.5281/zenodo.18777595)

## Author notes

*Kely Ravelonirainy is affiliated with Department of Research, National Centre for Applied Research on Rural Development (FOFIFA) and focuses on African Studies research in Africa.*

## Abstract

Cultural heritage in West African contexts, particularly within Madagascar, faces challenges such as rapid urbanization and digital transformation. A participatory action research approach was employed with community consultations and digital media analysis to document and promote local traditions. There is a significant interest among communities in using social media platforms to share their cultural practices (78% of participants expressed interest). Community-led initiatives are effective in leveraging digital tools for heritage preservation, indicating the need for more tailored support strategies. Investment in community capacity building and educational programmes is recommended to sustain these efforts over time.

**Keywords:** *Madagascar, Digital Age, Heritage Preservation, Participatory Action Research, Community Engagement, Ethnography, Cultural Policy*

## ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

**Email:** [info@parj.africa](mailto:info@parj.africa)

Request your copy of the full paper today!

## SUBMIT YOUR RESEARCH

**Are you a researcher in Africa? We welcome your submissions!**

Join our community of African scholars and share your groundbreaking work.

**Submit at:** [app.parj.africa](http://app.parj.africa)



Scan to visit [app.parj.africa](http://app.parj.africa)

**Open Access Scholarship from PARJ**

Empowering African Research | Advancing Global Knowledge