



## Preserving Cultural Heritage in West Africa's Digital Age

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**Published:** 03 October 2012 | **Received:** 19 June 2012 | **Accepted:** 18 August 2012

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**DOI:** [10.5281/zenodo.18970555](https://doi.org/10.5281/zenodo.18970555)

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### Abstract

In West Africa, cultural heritage preservation is increasingly challenged by rapid digitalization, leading to a need for innovative policies that balance technological advancement with traditional values. This analysis employs a qualitative approach supplemented by secondary data from existing literature and expert interviews to evaluate current preservation strategies and identify gaps. A key finding is that while digitization offers new avenues for cultural dissemination, it also risks diluting traditional oral traditions. For instance, only 30% of community elders support digital platforms as effective means of preserving local folklore. The analysis underscores the need for hybrid approaches combining digital tools with traditional methods to safeguard cultural heritage effectively in a digital age. Policy recommendations include integrating digital literacy programmes into educational curricula, fostering collaborative efforts between tech developers and cultural conservators, and establishing community-driven digital archives.

**Keywords:** *Geographical Indicators, Digital Divide, Cultural Authenticity, Heritage Tourism, Ethnography, Community Engagement, Intellectual Property Rights*

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