

Appendix 14 – Global Panoramio

Buildings, nature and cultural practices have no intrinsic meaning. People give them meaning. The meaning of this heritage is not objective but rather groups come to a negotiated agreement as to what it symbolizes for them. Attempting to understand a culture through its heritage is the focus of this assignment. This assignment has been designed to expand your understanding of the host country by compelling you to move beyond consuming simple touristic interpretations of the local heritage to learning the more nuanced and disputed meanings heritage has to local groups.

Defining Heritage:

Built, natural, and intangible heritage provide the symbolic capital that build cultural identities.

- *Built Heritage* refers to historical and contemporary structures and objects that hold social significance to local communities (e.g., a stadium, a cathedral).
- *Natural Heritage* refers to natural places, objects and attributes preserved in their natural state (e.g., rivers, mountain ranges, caves).
- *Intangible Heritage* refers to the customs, traditions and practices of a culture (e.g., festivals, performances, sports).

For example, residents of Oporto, Portugal attach a special meaning to the Clerigos Tower (*built heritage*), to the Douro River (*natural heritage*) and to a cow tripe stew dish unique to the region (*intangible heritage*). In much the same way, the temples of Kyoto, the slopes of Mount Fuji, and the subtle movements of Noh theatre are examples of built, natural and intangible heritage central to Japanese identity.

Assignment:

This assignment will engage you in identifying examples of built, natural and intangible heritage that are meaningful to the host country or region where you'll be traveling. You may work individually or in pairs to complete this assignment, keeping in mind that one grade per pair will be awarded.

1. *Identifying and Deconstructing Heritage.* While abroad, identify and photograph examples of built (e.g., temples, buildings, towers), natural (e.g., forests, rivers, reefs), and intangible heritage (e.g., festivals, food dishes, pottery, sports). Your goal in this assignment is to apprehend the meanings these sites have for those in the host culture. To do this, you may need to speak with local people, consult historical references, read travel guides and brochures, etc.
2. *Global Panoramio.* Register for a free Panoramio account and upload photos of 2-3 sites from each of the three types of heritage (one photo per site). Add a detailed caption to each photo in which you carefully explain its meaning and importance to the host culture. When meanings are disputed or the site holds different meanings for other groups, explain it. Also, follow Panoramio's prompts to register your photos in *Google Maps* and *Google Earth*.

Panoramio

[www.panoramio.com/]

Panoramio is a geolocation-oriented photo sharing website designed to allow Google Earth users to learn more about a given area by viewing the photos that other users have taken at that place. Photos uploaded to the site can also be accessed through Google Earth [<http://earth.google.com/>] and Google Maps [<http://maps.google.com/>]. The website is available in several languages.

Photography Etiquette:

Most examples of heritage (built, natural or intangible) are heavily visited, photographed and studied by tourists. However, there are instances when you may want to seek access to more private heritage sites. In those situations, you should be respectful to the host community by asking permission before taking photos and being respectful when asking questions about the meanings of that heritage. Also, remember that your photos will be accessible worldwide, so avoid including identifiable people in your photo frame, so as to protect their right to privacy.

Evaluation:

The assignment is worth 20% of your overall course grade. You will not be graded on your photography skills. Rather, your grade will be based on your ability to represent and discuss the local meaning of selected cultural heritage sites. It is important that you accurately map your photos onto Google Maps or Google Earth.

Source:

D. Morais & A. Ogden, 2009