



Development Communication

Indigenes Wissen und traditionelle Medien

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United Nations
Educational, Scientific and
Cultural Organization



UNESCO Chair in
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and tourism



UNIVERSITY
of SALZBURG

Hindu Kush- Himalaya



3500 km from east to west, 300-500 km from north to south

150 million inhabitants live at elevations up to 4500 m

Three world religions – Buddhism, Hinduism and Islam

Three nuclear powers – China, India, Pakistan

World Heritage Kathmandu Valley

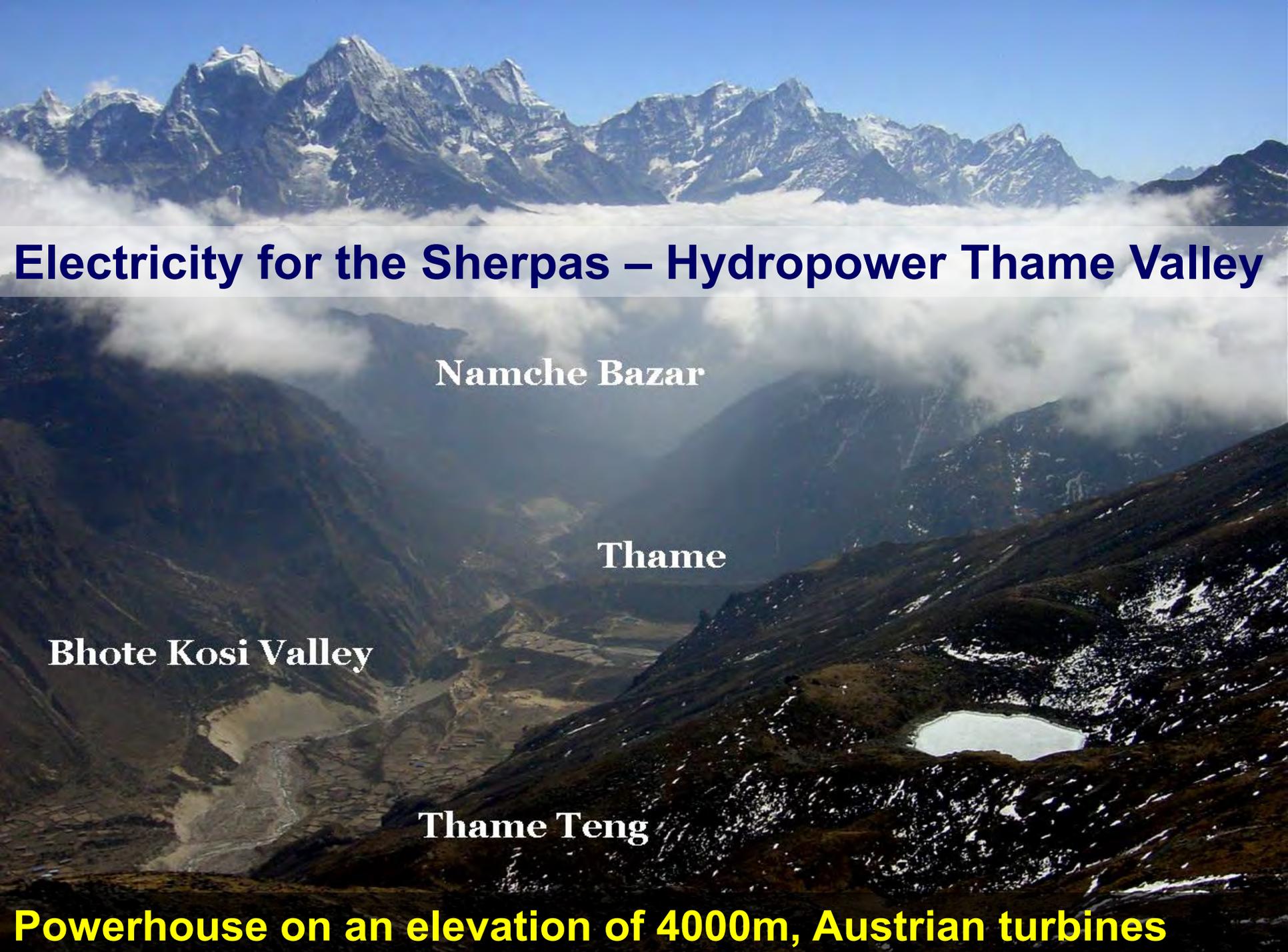








World Heritage Partnership Salzburg-Patan/Kathmandu



Electricity for the Sherpas – Hydropower Thame Valley

Namche Bazar

Thame

Bhote Kosi Valley

Thame Teng

Powerhouse on an elevation of 4000m, Austrian turbines



Development and implementation of a sustainable waste management concept for the **World Natural Heritage Site of Sagarmatha (Mount Everest) National Park**

Gauri Shankar and Rolwaling Eco Tourism Project

(1997-2009)





**Sensitively
planned eco-
tourism can bring
advantages for
the local
population:**

Side income

Local jobs

**Less out-
migration**

**Bio-diversity
protection**

**Local pride and
identity**



Basic Needs Programme on Community Level

Creating strong community development committees - safe water, one latrine for each household, trail improvement, bridge building, health and sanitary programmes including construction and management of health posts, training of health personnel, public awareness campaigns.



Health and village development in Eastern Nepal

An EcoHimal programme financed by the Austrian
Development Co-operation and Intercell AG





Association of Community Radio Broadcasters (ACORAB) covers 68 districts out of 75; awareness raising radio programme on health, hygiene, sanitation, garbage management, seasonal diseases, food and nutrition, responsibility and right in the health service, focus on best practice examples, advocacy role of radio.



Development communication refers to the use of communication to facilitate social development.

Intention to build consensus and knowledge sharing process to achieve positive change in development initiatives



Strategies

Top down – diffusion of information from sender to receiver
entertainment-education approach (vertical, from tradition to modernisation, cultural innovation, learning from models and interpersonal contact, growth theory) *health, family planning*



Two-way and participatory communication approach empowerment and self-determination theory, self-management, democratisation at all levels, driving force community, local ownership, threatens existing hierarchies; ***social mobilisation***

Capacity building and empowerment are integral components of all Eco Himal projects – whether rural development, hydropower, tourism, heritage preservation or health & sanitation.



The Eco Himal model for development co-operation



Identify the necessary changes (PRA)

Establish village-level initiatives – CDCs

Develop village development plans – Participation

Training and transfer of know-how

Local income generation

Sustainability a guiding principle