



Analyzing the Impact of Cultural Preservation on Economic Prosperity: An Empirical Investigations

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ABSTRACT

The study aims to analyze the impact of cultural preservation on economic prosperity of Sambalpur. For the study we collect data from 30 select shops of Sambalpur city through a questionnaire. We measure cultural preservation through various indicators like food, garments, and festivals. Economic prosperity measured by total sales. The study uses Regression and paired T-test to analyze the impact of Cultural preservation on Economic prosperity. The study finds that cultural preservation has a significance impact on Economic prosperity. The results of the study will be helpful for the policy makers to take important decisions.

1. Introduction

India is a diverse country. All the people come from different taste, like-dislike, clothing style, religions, caste and culture. And there are so many factors representing the diversify India. One's culture is very important for him/her as it is treated as the ethics, values and morals and represent the whole society. And because of that an individual or society gains special recognition in the country and all over the world. So, one's must preserve their culture. It helps, for some extend, in Economic growth of a country. This study tried to find out the relationship between the culture and economy. Cultural preservation and economic prosperity are the two terms that are used for the study. According to google "Cultural preservation refers to protecting and safeguarding of cultural heritage, including tangible and intangible forms of culture, to ensure its survival for the future generation". It involves the preservation of culture, dance, music, handicrafts, beliefs, food, temples and traditional practices. It is the independent variable of this study. "Economic prosperity is a country's economic growth, safety and competitiveness". Better economic prosperity assists in better growth and peace with reducing financial distress (Sethi *et al.*, 2024 [14]). It is the dependent variable of the study.

This study aims the "impact of cultural preservation on economic prosperity in context of Sambalpur". Addition to the study it is all about Sambalpur district, in Odisha, is a rich in cultural heritage characterized by its uniqueness for example dance, music, handicraft, art, traditional practices, beliefs, food, temples, traditional practices and

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social values. Sambalpuri songs like “Rangabati” (sung by Jitendra Haripal) is famous all over the world. Tribal dances and folk dances accompanied by traditional instruments like Dhol, Nishan, Tasa are commonly found here, which reflects the Sambalpur’s culture and the deep connection to nature and simplicity.

The study explores the celebration of various festivals including the great Sital Sasthi Jatra, a weeklong celebration of marriage of Lord Shiva and Goddess Parvati attracting devotees and tourists from others district and states and abroad also. It is in the form of carnival where people and artists from different parts of region participate and makes it more beautiful. It celebrates in the end of summer season (in the month of June) the main aim is to call the god of the rain to save the devotees from intolerable heat of the sun. Nuakhai another important and main festival, shows the beginning of the crop season, where families come together to offer the very first grains of the new crop to the deities and share communal feasts. Not only communal feast but also folk songs and dances, and rejoice in giving away on this day. Another important festival is Pousha Purnima, also known as Puspuni. It is an annual festival observed in the region on Puni (full moon) day of the month of Pus (Pausha). Basically, it is an annual occasion when the farmers celebrate their annual harvest of crops (generally paddy crop). Just like Nuakhai here also locals share communal feast and celebrate with folk songs and dances on this day. Some other festivals like Bhajuntia and Puojuntia fasting festivals observed by women to seek blessings for the well-being and long live of their brothers and sons, respectively.

Thus, this research makes a modest addition to the existing literature by capturing the correlation between culture and economic growth in Sambalpur, especially during festive occasions. The current study bridges the gap in the previous studies that isolated culture or economy as an indicator by demonstrating how cultural festivals directly influence sales of businesses within the cultural community. Paired T-tests and exp(B) analysis are quantitative tools that can be used to provide an objective outlook on these effects. It also guides policymakers and local businesses on using cultural celebrations as a major incident to help boost the sales of their products and services from sectors associated with Sambalpuri festivals.

The remainder of this paper is organized as follows. In the second section presents the literature review. The third section interprets the objectives and develops the hypothesis. The fourth section represents the data and methodology. Section five represents the data analysis and interpretation. At last, section six highlights the summary, findings, conclusion, limitations, and implications.

2. Review of Literature

Jeffers (2015) [10] will identify what is actually at stake with regard to cultural goals that include cultural preservation. He questioned multiculturalism and the association of multiculturalism with the search for justice on behalf of the oppressed in racism and colonialism histories. Alivizatou, in 2016 [2], prioritized the analysis of the interaction between the museums and the new notion of intangible cultural heritage. She grounded the intangible heritages of UN cultural policy. She discovered that the multiple and cross-cultural approach brought out some of the main issues contemporary cultural institutions grapple with over the management and representation of this type of heritage. Clercq (2021) [7] focuses on cultural conservation and patterns and investigates the rationale behind the justification of immigration control. He also realized that resources are relevant because they contribute to the realization of self-determination. Childs (2004) [6] supported this statement of Shenederman, claiming that competition resulted in changes in local perceptions of religious leadership. He borrowed Tibetan culture and realized that efforts to conserve Tibetan culture have catalyzed demographic and cultural change in the ethnically Tibetan border area of Nepal. In a similar vein, Chen *et al.* (2024) [5], the authors examine the role of energy efficiency on economic growth and ecological factors. They applied complex econometric analysis methods. They only realized that energy intensity access and security were positively correlated to CO₂ emission, ecological footprint, and energy depletion negatively correlated to economic growth. Further, Davidson (2009) [?] discussed how Keynes’s economic philosophy could be applied to get out of the economic crisis. They suggest and prepare for expenditure, money supply, regulation of financial markets, and wages so as to undo the present policies. Per

capita income is analyzed in relation to environmental degradation in the research of Naidoo & Adamowicz (2001) [12]. The authors employed the count data regression analysis and discovered that per-capita gross national product predicted the number of threatened species.

In this view, Levine (2018) [11] examines the role of financial institutions and markets in fostering economic growth and prosperity. He also discovered that good working financial systems of banks and security markets promote economic growth. In contrast, a situation of underdevelopment and poor financial system performance negatively impacted a country's growth. Alesina *et al.* (2016) [1] conclude that birthplace diversity is almost entirely orthogonal to ethnic, linguistic, or genetic diversity and that the diversity of immigrants is positively associated with measures of the economy. Some of them applied the Pseudo-gravity model. They vary significantly; nevertheless, they are highly significant across specifications and lend support to the thesis of complementary relations between the immigrants and the native workers. Stern went further and provided an analysis concerning the part played by entrepreneurship in the development of prosperity in the economic growth process. He concluded this new paradigm offers valuable insights to stakeholders in policy and practice. In many municipalities nowadays, Tej & Matusikova (2024) [17] examine how to create local tourism. They also discovered that tourism has large economic, social, political, and cultural effects that can be harnessed in their operations. Cerisola & Panzera (2024) [4] use cultural travel to analyze the impact of the destination's growth on its economic progress. They adopted the Structural Regression Model and proved conclusively how heritage tourism can empower the geographical region. Hence, the scope of this Bunu *et al.* (2020) [3] seeks to assess the role of the conservation of cultural heritage as a resource for the development of Lamu County, Kenya. They adopted a Descriptive survey design. The Ion of financial institutions and markets leads to economic growth and prosperity. He found that well-functioning banks and security markets foster economic prosperity, and when financial systems are underdeveloped and perform poorly, they lack economic growth. Alesina *et al.* (2016) [1] state that birthplace diversity is uncorrelated mainly with ethnic, linguistic, or genetic diversity, and the diversity of immigrants relates positively to measures of economic prosperity. They used the Pseudo-gravity model. They found robustness across specifications and suggested skill-complementarities between immigrants and native workers. Stern (2006) [16] analyzed the role of entrepreneurship in the process of economic growth and prosperity. He found that the emerging perspective provides useful guidance for both policymakers and practitioners.

Tej & Matusikova (2024) [17] study how to develop local tourism for many municipalities nowadays. They found that tourism has significant economic, social, political, and cultural impacts that can be used in their operations. Cerisola & Panzera (2024) [4] investigate the relationship between cultural tourism and local economic development. They used the Structural Regression Model and found that heritage tourism can play an essential role in local development. Bunu *et al.* (2020) [3] aim to study the contribution of the conservation of cultural heritage as a resource for the development of Lamu County, Kenya. They used a Descriptive survey design. This study established that cultural heritage conservation positively impacts employment creation both in a direct and indirect manner, and cultural factors played a role in the observed (only) benefiting from income generated from tangible and non-tangible activities

However, this study goes through various articles and journals, the study analyzed so many authors have described the meaning of cultural preservation and economic prosperity and also describe some other terms related to it for example multiculturalism, intangible heritage etc. from the articles and journals the study found that, for some extend, cultural preservation has a significant impact on economic prosperity. Much research has done in various countries, regions and taking various factors to find the relationship between cultural preservation and economic prosperity. The study observed that this type of research was not done in my district. Sambalpur is very rich in culture and heritage, and I took that as a factor and took sales factor during festival months and during normal months of various selected type of shops.

Sambalpur is the 5th largest district in Odisha state. It is the gateway of the western zone of Odisha. It is the epicentre of very high rich culture. Its culture and art are a unique preposition of dance, music, handcraft, believes, social values, practices etc. As the culture and tradition were given more importance so therefore it

can be easily found out the relationship between cultural preservation and economic prosperity. As we see, few researchers tried to find the relationship between cultural preservation and economic prosperity by taking different factors. However, the sales factor is not taken into consideration. In the meantime, no such research has been done in the Sambalpur district to determine the impact of cultural preservation on economic prosperity. Based on that, we posit two important research questions. First, does cultural preservation significantly impact economic prosperity? Second, Is there a significant difference in sales performance between festive months and normal months? Based on the research questions, the following objectives are formed. First, examine the impact of cultural preservation on economic prosperity in Sambalpur. Second, the sales during festival months will be compared to normal months, and third, the factors responsible for the sales during the festival season will be analyzed. As per the research objectives, we posit the following hypothesis:

H₀₁: Price does not have a significant influence on buying behavior.

H₀₂: Security features do not have a significant influence on buying behavior.

H₀₃: The choice and feedback mechanism does not have a significant influence on buying behavior.

3. Research Methodology

This investigation utilized both qualitative and quantitative research approaches, where quantitative research was used to supplement qualitative study and vice versa to exhaustively establish a link between cultural conservation and the triggering of economic development. Primary and secondary data sources were collected to achieve a highly effective analysis. The primary data was gathered through interviews and questionnaires, while the secondary data was obtained from articles, journals, and standard websites.

Therefore, data was collected from 30 shops in Sambalpur out of the 50 targeted for quantitative analysis. Economic prosperity was measured here by the total sales of these shops during the year 2023. A quantitative approach was employed to determine the contribution of culture using interviews conducted with the shop owners. During these interviews, focus was made on identifying the causes and potential drivers for high sales during the festive season, hence going deeper into understanding the effect of culture on commerce.

Two key statistical methods were employed for hypothesis testing: Binary Logistic Regression was performed to establish the presence of a moderation effect of cultural preservation on the relationship between economic prosperity. At the same time, a Paired T-Test was conducted to compare the sales performance of festive and normal months. This two-pronged strategy allowed the study to employ triangulation, thus combining both breadth and accuracy in the findings.

The study embraced different software tools, including effective data organization, visualization, and reporting, using Microsoft Word, Excel, and PowerPoint to achieve this. IBM SPSS software was used for statistical analysis to perform various hypothesis tests and get the correct interpretations. Using both primary and secondary data, qualitative and quantitative data analysis methods, and sophisticated statistical tools, the aims of the present work will be achieved that aims at giving a clear understanding of the role of cultural conservation towards the economic development and sale trends of Sambalpur city.

4. Data Analysis & Data Interpretation

The study was conducted in 30 shops, divided equally amongst grocery shops 6, garment shops 6, bakery and snacks 4, and fruits/flowers/vegetables 4. The papers presented the annual sales to examine the retail description and demonstrated that every kind of shop (53.3%) was sold between ₹ 1,00,000 and ₹ 5,00,000, and 20% had sales over ₹ 10,00,000. Monthly sales varied significantly: the festive months (October and November) revealed that 66.7 per percent of the shops made sales of over ₹ 50,000 while the other months reported lower sales, with most representing shops in the ₹ 10,000–₹ 25,000 and ₹ 25,000–₹ 50,000. These patterns further show the effect of festivities on sales, specifically high sales during festive seasons. Table 1 depicted the profile of respondents.

Table 1
Profile of Respondents

<i>Variables</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Type of shop</i>		
Grocery	08	26.7
Garments	08	26.7
Bakery & Snacks	07	23.3
Fruits/Flowers/vegetables	07	23.3
<i>Sales during the year</i>		
Up to 100000	00	00
100000 to 500000	08	26.7
500000 to 1000000	16	53.3
000000 and above	06	20
<i>Sales in January</i>		
Up to 10000	03	10
10000 to 25000	12	40
25000 to 50000	10	33.3
50000 and above	05	16.7
<i>Sales in February</i>		
Up to 10000	06	20
10000 to 25000	10	33.3
25000 to 50000	12	40
50000 and above	02	6.7
<i>Sales in March</i>		
Up to 10000	06	16.7
10000 to 25000	10	36.7
25000 to 50000	08	26.7
50000 and above	06	20
<i>Sales in April</i>		
Up to 10000	05	16.7
10000 to 25000	14	46.7
25000 to 50000	09	30
50000 and above	02	6.7
<i>Sales in May</i>		
Up to 10000	05	16.7
10000 to 25000	12	40
25000 to 50000	12	40
50000 and above	01	3.3
<i>Sales in June</i>		
Up to 10000	00	00
10000 to 25000	01	3.3
25000 to 50000	07	23.3
50000 and above	22	6.7
<i>Sales in July</i>		
Up to 10000	03	10
10000 to 25000	18	60
25000 to 50000	07	23.3
50000 and above	02	6.7

Table Contd.

<i>Variables</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Sales in August</i>		
Up to 10000	06	20
10000 to 25000	11	36.7
25000 to 50000	12	40
50000 and above	01	3.3
<i>Sales in September</i>		
Up to 10000	00	00
10000 to 25000	01	3.3
25000 to 50000	09	30
50000 and above	20	66.7
<i>Sales in October</i>		
Up to 10000	03	10
10000 to 25000	11	36.7
25000 to 50000	14	46.7
50000 and above	02	6.7
<i>Sales in November</i>		
Up to 10000	04	13.3
10000 to 25000	15	50
25000 to 50000	09	30
50000 and above	02	6.7
<i>Sales in December</i>		
Up to 10000	09	30
10000 to 25000	07	23.3
25000 to 50000	09	30
50000 and above	05	16.7

Source: Compiled by the Author

5. Result and Discussion

Table 2
Binary Logistic Regression

Dependent Variable Encoding	
Original Value	Internal Value
HTO	0
LMTO	1

Source: Compiled by the author from SPSS

(*Note* — HTO: High turnover shops, LMTO: Lower and medium Turnover shops)

In this model, the dependent variable categorizes shops into two groups based on their turnover levels: The target customer groups are the High Turnover Shops (HTO) and Lower and Medium Turnover Shops (LMTO). For analysis, the variable was recoded into two categories: HTO coded as '0' and LMTO coded as '1'. This binary coding eases out the data for logistic regression analysis to evaluate factors determining the probability of a shop belonging to the LMTO category. The dichotomous approach helps eliminate confusion, making the model easy to interpret in its ability to make turnover forecasts concerning shops.

For Sambalpuri festive sales, the regression coefficient (B) has been revealed as 1.260 with a standard error of 0.873. The Wald statistic of 2.084 shows a quite small level of evidence against the null, which, when tested on the data, yields a p-value of 0.149, and therefore, the research evidence that Sambalpuri festive sales do not help

in improving economic prosperity in case of analyzed companies at 5% level of significance. But the odds ratio (Exp(B)) = 3.526, which means shops selling more Sambalpuri during the festive season are 3.5 times more likely to contribute towards economic growth. This variation is evident from a high. Clamp, wide confidence interval of 0.637 to 19.509.

Table 3

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% EXP(B) Lower	C.I. for Upper
Step 1 ^a	Sambalpuri festive Sales	1.260	0.873	2.084	1	0.149	3.526	0.637	19.509
	Normal festive sales	-20.341	17677.926	0.000	1	0.999	0.000	0.000	
	Constant	97.340	88389.632	0.000	1	0.999	1.881E+42		

^a: Variable(s) entered on step 1: SBP festive increase sale, festive month increase sell.

Source: Compiled by the author from SPSS

The estimate for normal festive sales-coefficient (-20.341) is very high except for the standard error (17677.926), suggesting high variability in the estimation. The p-value of 0.999 supports the idea that normal festive sales do not correlate with economic prosperity. The odds ratio (Exp(B)) almost equals zero, meaning no predictive value in this model. The constant term is also very sensitive, with a huge coefficient value of 97.340 and a huge standard error value of 88,389.632; it does not help fix the model. Even though the results show a correlation between the Sambalpuri festive gown sales and economic upliftment, these findings are insignificant. Such model instability and extensive confidence interval imply the need for more enormous samples and improved approaches to data amassing to yield more effective conclusions.

The t-tests of paired samples analyze the mean sales for Sambalpuri during festive months (SBPFESTIVE) and nonfestive months for 30 shops. The mean sales recorded during the Sambalpuri festive months are higher than those nonfestive months by approximately 0.29, with bust measures of 1.8444 against 1.5542 for nonfestive months. Hence, the standard deviation for the festive month is around 0.38886, which suggests moderate variation in sales, and for a nonfestive month, which is slightly lower at 0.35611 and suggests consistent variation in sales. The t statistics are 4.47 for festive months and 6.09 for nonfestive months, While the standard errors are 0.07100 and 0.06502, respectively, indicating adequate precision of means. From these findings, one can understand that the company sells more during festive months than nonfestive months. Table 4 depicts the paired T-test.

Table 5 defined the sample paired sample test. The t-test paired samples test the equality of means for Sambalpuri festive month and non-festive month sales. The mean difference is 0.29028, the standard deviation is 0.40360, and the standard error is 0.07369, which shows moderate variability and less fluctuation; therefore, it is an accurate estimation. The 95% confidence interval established for the mean difference is 0.13957 to 0.44098; hence it is statistically significant. The computed t-value of 3.939 with the degree of freedom 29 means the corresponding p-value of 0.000, thus providing significant evidence against the Null hypothesis. This indicates that total sales, for instance, in Sambalpuri festive months, are more than those for non-Sambalpuri festive months.

Table 4

Paired T Test

		Paired Samples Statistics			
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	SBPFESTIVE	1.8444	30	0.38886	0.07100
	Non festive	1.5542	30	0.35611	0.06502

Source: Compiled by the author from SPSS

Table 5
Paired Samples Test

	Mean	Std. Deviation	Paired Differences		t	Df	Sig. (2 tailed)	
			Std. Error Mean	95% Confidence Interval of the Difference				
				Lower				Upper
Pair 1 SBPFESTIVE - Non festive	0.29028	0.40360	0.07369	0.13957 0.44098	3.939	29	0.000	

Source: Compiled by the author from SPSS

6. Summary, Findings and Conclusion

6.1. Summary

In developing country like India economic growth is highly essential. So whatever factors influence our economy it all should be taken into consideration. Sambalpur is famous for its rich culture and heritage. Initially the study took various journals and articles to analyse the relationship between cultural preservation and economic prosperity. This study found some gap that is no research are done in context of Sambalpur district and there is no sales factor taken into consideration to interpret the impact of cultural preservation on economic prosperity. The study took sales of 30 selected shops to interpret the impact of cultural preservation on economic prosperity. The study conducted an interview of shop owners regarding factors influencing the increase in sales in the festive season of Sambalpur. Key words like family gathering, celebratory mood, special offers and discount etc. were found. It is the qualitative study.by using SPSS the study analyses the data with regression and paired t test statistical tools.

6.2. Findings

The study notes that cultural conservation positively correlates with Sambalpur's economic development, especially during festive seasons. It points out that consumable items like groceries, garments, bakery and snacks, fruits, flowers, and vegetables exhibit a comparatively higher frequency of transactions during Sambalpuri festive months than normal ones. Some reasons for this increase in sales during festivals include family gatherings, festivals, special offers, and discounts. The study also got an exp(B) value of 3.526, showing that the HTO gets to have a higher sales increase than LMTO during festive periods. Comparing the sales during festive months, which include June to October and other normal months, a Paired T-test test was conducted and proved significant with a mean value of 0.29028, showing a significant uplift in sales of Sambalpuri during festivals. This serves to explain the economic effect that is experienced with cultural occasions within the region.

6.3. Conclusion and Implication

The purpose of the study was to analyze the impact of cultural preservation on economic prosperity in the context of Sambalpur district. The study shows that the cultural preservation has a significant impact on economic prosperity. It also shows that there is a significance difference between sales during Sambalpuri festive months and normal months. The study concluded that in the festival month there was an increase in sales. It was also found that there was an increase in sales during festival related to Sambalpuri culture. In qualitative study it was found that the factors that were responsible for the increase in sales during the festival season are family gathering, crowd, celebratory mood, special offers and discounts from the shops etc. these are the key words that the study found by direct questionnaire to the shop's owners.

Thus, the study's findings on cultural preservation's effect on economic development in Sambalpur District have significant policy and practical implications for policymakers and the Sambalpur community. It is proposed to protect and promote the indigenous culture and traditions of the region, including festivals, arts, and crafts in Sambalpur, to encourage economic development from tourism, employment in small-scale industries, and

sustainable development in that region. Culture as a people's identity enriches cultural values and assets and creates a semantic or symbolic bond that improves the outlook for local enterprise. Moreover, it creates prospects for forming super-specialized markets in the handicrafts and craft industries. The study also points out that tapping on cultural endowments can help draw government and private investments to spur the development of infrastructures. Hence, this study advocates for multilateral tactic of embracing cultural practices as a component of addressing the socio-economic development challenges more in the rural and semi-urban regions of the country.

Thus, though the study has revealed a positive link between cultural maintenance and economic growth in Sambalpur, it has some limitations. Firstly, the study provides insights into the festive months only and thus may not capture long-term trends outside the festivals. Secondly, it focuses on consumer goods, therefore excluding other areas such as hotel and tourism industries, which, if considered, would show a better understanding of economic development. In addition, the data in the study is only confined to four months between June and October, thus possibly missing out on other forces affecting sales for the entire year. This study took only 30 selected shops which means the sample size is very small. This study is done only in urban areas, i.e., Sambalpur city alone. The results and findings cannot apply to rural areas. So future researchers may explore it by increasing the sample size and add other districts and make a comparative analysis also on different aspects.

Future research could involve, for example, data collected over the whole year and across various industries to have a more precise view of cultural preservation's effects on the local economy. Moreover, it might be interesting to look at the influence of digitalization and e-commerce around festive months to gain insights into the contemporary economic landscape. Future research could also discuss other effects of cultural festivals, such as their resilience towards economic development in regional areas.

Declaration of Conflicting Interests

The authors have no possible conflicts of interest about this article's study, authoring, and publication.

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