

Rural-Urban Relations: Building Alliances (8 suggestions)

7. Strengthen Local Identities

Globalization, mass culture, and homogenization of products has taken place at the same time that local places and specialized identities have become important.

As mass culture grows, so does the need to identify with specific places?
Place matters – even we become more mobile and informed about global events

EXAMPLE: When the mine closed in their town, the people of Tumbler Ridge realized they needed to reinvent themselves or fold up. They used their assets of housing, a community centre, a golf course, and fantastic environment to transform the town into a recreation area for young retired people. Then came the discovery of dinosaur tracks in the area – this gave them a unique product. They built this into their image and services. A “dinosaur camp” now receives 70 children each summer – with their parents.

