

## **Acadian heritage in french-canadian museums as cultural & creative industries**

### **Património acadiano nos museus franco-canadianos, como indústrias culturais e criativas**

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#### **ABSTRACT**

This study examines the socioeconomic influence of Acadian history museums on the urban fabric of “la Francophonie”. The focus is on France, Canadian Quebec and French communities in the British Canadian provinces of New Brunswick, Nova Scotia and Prince Edward Island. The study, influenced by concepts such as the Creative and the Experience Economy, portrays museums as cultural and creative industries, with the goal of revealing their contributions to urban development and revitalization.

The study delves into the historical fabric connecting France and “Acadie”, focusing on the colonial history of French settlements. The formation of New France in North America paved the way for the formation of “Acadie”, which has an identity guided by history, geography and cultural influences. The Acadian community, which sprang from this historical setting, spans continents and adds layers of complexity to its legacy. Heritage Acadian Villages in New Brunswick, Nova Scotia and France, as well as the “Musée Acadien du Quebec” in Bonaventure, play a role in preserving the cultural identity forged by the historical connection of France, New France and Acadie. This article guides readers through this historical journey, highlighting on the relationships between colonial history, cultural preservation and urban development. The essay presents Acadian specialised museums as dynamic economic forces that contribute to urban development, emphasising that they transcend static repositories. These

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museums actively impact the economic environment by promoting tourism, providing jobs and nurturing connected businesses, thereby contributing to the prosperity and vitality of the communities they serve.

The Guggenheim Effect, observed through the revitalization of Acadian heritage cities via museums, goes beyond economic consequences, contributing to the preservation/celebration of Acadian heritage while also influencing local communities on a social and cultural level. The exploration includes historical challenges faced by the Acadian population, recent preservation initiatives and the strategic role of museums, showing the interaction of heritage, arts and community-driven strategies in the urban environment.

The methodology takes an immersive approach, using ethnographic research and content analysis on primary resources, such as museum websites, which are reviewed alongside secondary sources to ensure a complete understanding. A literature review places the study within the academic discourse, connecting parallels with past research and theoretical frameworks. Case studies of museums provide information about their social, economic and cultural impact.

Key findings stress the contributions of Acadian heritage museums to urban development, underlining their role in conserving and exhibiting the Acadian community's history. The essay seeks to study how these findings reflect the transformative potential of heritage, arts and community-driven strategies in the urban landscape, with a focus on the impact of Acadian heritage museums on the French Metropole, French Canada and French communities in British Canadian urban revitalization.

## **RESUMO**

Este estudo examina a influência socioeconómica dos museus de história acadiana no tecido urbano da Francofonia. O foco está em França, na cidade canadiana do Quebec e nas comunidades francesas das províncias britânicas do Canadá de Nova Brunswick, Nova Escócia e Ilha do Príncipe Eduardo. O estudo, influenciado por conceitos como a Economia Criativa e da Experiência, retrata os museus como indústrias culturais e criativas, com o objetivo de revelar as suas contribuições para o desenvolvimento e revitalização urbanos.

O estudo mergulha no tecido histórico que conecta a França e a Acádia, focando-se na história colonial francesa. A formação da Nova França na América do Norte abre caminho para a formação da Acádia, que tem uma identidade guiada pela história, geografia e influências culturais. A comunidade acadiana, que surgiu deste cenário histórico, abrange continentes e

adiciona camadas de complexidade ao seu legado. As vilas do Património Acadiano em Nova Brunswick, Nova Escócia e França, bem como o "Musée Acadien du Quebec" em Bonaventure, desempenham um papel na preservação da identidade cultural moldada pela conexão histórica da França, Nova França e Acádia. Este artigo guia os leitores através desta jornada histórica, destacando as relações entre história colonial, preservação cultural e desenvolvimento urbano. O ensaio apresenta museus especializados acadianos como forças económicas dinâmicas que contribuem para o desenvolvimento urbano, enfatizando que eles transcendem repositórios estáticos. Estes museus impactam ativamente o ambiente económico ao promover o turismo, estimular empregos e fomentar negócios relacionados, contribuindo assim para a prosperidade e vitalidade das comunidades que servem.

O Efeito Guggenheim, observado através da revitalização de cidades do património acadiano através de museus, vai além das consequências económicas, contribuindo para a preservação/celebração do património acadiano enquanto influencia também as comunidades locais a nível social e cultural. A exploração inclui desafios históricos enfrentados pela população acadiana, iniciativas recentes de preservação e o papel estratégico dos museus, mostrando a interação entre património, artes e estratégias orientadas para a comunidade no ambiente urbano.

A metodologia adota uma abordagem imersiva, utilizando pesquisa etnográfica e análise de conteúdo em recursos primários, como websites de museus, que são analisados juntamente com fontes secundárias para garantir uma compreensão completa. Uma revisão da literatura coloca o estudo dentro do discurso académico, conectando paralelos com pesquisas passadas e estruturas teóricas. Estudos de caso de museus fornecem informações sobre o seu impacto social, económico e cultural.

As principais descobertas destacam as contribuições dos museus do património acadiano para o desenvolvimento urbano, sublinhando o seu papel na conservação e exibição da história da comunidade acadiana. O ensaio procura estudar como estas descobertas refletem o potencial transformador do património, das artes e de estratégias orientadas para a comunidade na paisagem urbana, com um foco no impacto dos museus do património acadiano na metrópole francesa, no Canadá francês e nas comunidades francesas na revitalização urbana do Canadá britânico.

## **KEYWORDS**

Creative Economy, Cultural and Creative Industries, Museums, Heritage Cities, New-France, La Francophonie, French-Canadian Heritage, Québec, Acadian Community, Acadian Cultural Routes, Community Branding, Guggenheim Effect

## **PALAVRAS-CHAVE**

Economia Criativa, Indústrias Culturais e Criativas, Museus, Cidades Património, Nova-França, Francofonia, Património Canadiano Francês, Quebeque, Comunidade Acadiana, Rotas Culturais Acadianas, Marca Comunitária, Efeito Guggenheim

## **INTRODUCTION**

In the landscape of urban development, museums have emerged as participants, not just as artefact repositories, but also as cultural and creative industries propelling urban renewal. This study examines the socioeconomic influence of Acadian history museums on the urban fabric, particularly in French Canada. This framework is based on John Howkins' Creative Economy concept (2001), as well as Theodore Adorno and Max Horkheimer's 1948 notion of museums as cultural and creative industries.

The primary objectives of this exploration are to uncover the contributions of Acadian heritage museums to the urban environment. This analysis is guided by a qualitative research approach, which emphasises the collection of non-numerical data to understand the social phenomena associated with museums' roles in society and culture.

To achieve these objectives, research approaches were used. Ethnographic research involves examining the culture and background of Acadian history museums, conducting online reviews of Acadian community members and exploring museum websites (as primary sources) to get insight into the social and cultural impact. Content analysis explores textual and audiovisual materials related to Acadian history museums, such as exhibition catalogues, visitor feedback and advertising materials, to get into the cultural narratives disseminated by these institutions. A review of scholarly works (as secondary sources) on Acadian history, museums and their cultural impact lays the groundwork for contextualising arguments within academic discourse. Case studies, which involve selecting Acadian history museums and researching their websites, enable qualitative analyses into their social, economic and cultural influence, as well as an assessment of real-world examples.

The essay delves into the historical connection of France, New France and “Acadie”, highlighting the significance of Acadian heritage museums in conserving and promoting this shared cultural past. In the colonial history of French settlements, New France and “Acadie” become linked concepts, each marking a chapter in the narrative of French colonial development. The founding of New France in North America paved the way for the formation of “Acadie”, a territory with an identity shaped by the convergence of cultural influences. The Acadian community, born out this historical setting, now covers France, Québec, British Canada and the United States. This dispersion enriches the Acadian legacy, transforming it into a cultural phenomenon. The Acadian community is a population in “La Francophonie”. The concentration of Acadians, as well as other Francophone populations, emphasises their cultural importance.

As the essay progresses through their historical journey, it will also highlight museums that are important to the narrative, such as the Heritage Acadian Villages in New Brunswick and Nova Scotia, and the “Maison de l'Acadie” in France. These organisations, like the “Musée Acadien du Québec” in Bonaventure, help to preserve the cultural identity formed by the historical connection of France, New France and “Acadie”. These museums are more than just repositories; they are economic generators through tourism, job generation and the development of linked enterprises. They become cultural event hubs, promoting pride and identity. This essay explores how the revitalization of Acadian heritage museums benefits the economy while also contributing to the preservation and celebration of Acadian heritage, benefiting local communities both socially and culturally. As we progress through this study, we discover a storyline that beams heritage, arts and community-driven methods together, demonstrating the transforming power of the urban environment.

## **1. The creative economy & French cultural industries**

In the global economic environment, the French creative economy has emerged as a dynamic force, defining national destiny and encouraging a convergence of culture, creativity and business. This chapter delves into the cultural and creative industries, the experience economy and the role of French-speaking communities, with a focus on their cultural heritage.

The creative economy notion extends beyond traditional economic bounds, recognising the economic possibilities of cultural and artistic activities (Howkins, 2001). This concept shift highlights the transforming power of cultural industries, which are now viewed as producers of art and creators of income, employment and societal well-being. This perspective expands

the lens through which we see economic contributions, recognising the impact of creativity on contemporary life. The United Nations and UNESCO expand on this concept, coining the term "orange economy" to explore the economic contributions of creative sectors and cultural activities. This definition includes the arts, media, design and technology, in addition to traditional sectors. It is consistent with the concept that creativity is not limited to artistic domains but encompasses all elements of contemporary life, shaping experiences and interactions (UNESCO; British Council). The definition of Cultural and Creative Industries (CCIs) has changed. In the 1990s, British cultural policy academics coined the word to refer to industries that combine creativity, culture and commerce. This classification encompasses movies, music, literature, design, fashion, and new media. Recognising that creativity extends beyond the arts, this category reflects the fact that creative expressions are intertwined with several economic sectors (Ieva Moore, 2013).

Exploring the experiences of France and French-speaking communities, particularly in Canada, highlights the importance of CCIs in driving economic and cultural development. France, with its cultural past, has embraced CCIs as economic growth drivers. The French experience reflects the global trend, emphasising CCIs' dual function in preserving history and promoting changing economic landscapes. In evaluating the French Communities' experience, museums, as part of the cultural industries, function as hubs that contribute to cultural preservation and economic viability. These institutions exemplify both tradition and innovation, demonstrating the transforming power of CCIs in Francophone communities. The following sections will explore deeper into this connection, examining the relationship between cultural heritage, economic prosperity and creative expression.

### **1.1. “La Francophonie”: creative economy’s collective identity**

France defines its role in the creative economy, resonating across “la Francophonie”, a group of French-speaking nations. This analysis goes into the dynamics of language, society, culture, heritage, social integration and the discourse of nationhood, sourced primarily on France Diplomatie's observations on Francophonie. At the local and regional levels, French identity is linked to historical narratives, traditions and cultural expressions. Communities add feeling to the creative economy while encouraging pride and attachment. Local identities, whether craft traditions or literary legacy, serve as sources of creative inspiration in each regional location.

“La Marque France” represents France's national identity, in history, art and intellectual expertise. More than an economic symbol, “la Marque France” represents a cultural identity that transcends borders. Cities having distinct identities, such as Paris, Lyon and Marseille, function as cultural hubs that preserve legacy while stimulating innovation. City branding transmits character and contributes to the global creative discourse. France extends its impact beyond boundaries by connecting regions through “la Francophonie”, a linguistic bridge that fosters collaboration, cultural enrichment and a shared sense of belonging among Francophone nations. This relationship strengthens the collective identity of the worldwide creative community.

Michael Pickering's approach (2008), which emphasises empirical, ethnographic and experimental methodologies, deepens the exploration of identity and memory in the creative economy. These approaches, which are critical for understanding how cultural expressions form collective identities, contribute to the evolution of identity and memory in this dynamic economic environment. Social integration plays a role in the creative economy. In France, the notion of nationhood includes both political, and economic components and cultural coherence. The creative economy serves as a catalyst for social integration by allowing voices and expressions to contribute to the nation's narrative.

The following exploration, enriched by Michael Pickering's perspective and anchored in France Diplomatie's insights, highlights on the dynamics of local, regional and national identities, city branding and nationhood discourse within the representation of the creative economy in France and “la Francophonie”.

## **1.2. Museums as cultural hubs & ethnographic experiences**

Pine and Gilmore's notion of the experience economy provides a framework for examining museum experiences, spanning areas such as edutainment (a combination of education and entertainment), escapism and aesthetics. Laetitia Radder and Xiliang Han (2015) study the applicability of this concept to museums, highlighting the importance of these realms in affecting visitor satisfaction and behavioural intentions. Pine and Gilmore's paradigm, when applied to French museums in metropolitan France and Canada, provides insights on the characteristics of visitor experiences. These experience worlds are embodied in French museums, which are well-known for their cultural resources. Whether visiting “la Maison de l'Acadie” in La Chaussée or the Acadian Museum in Quebec, tourists will find exhibitions that are instructive, amusing and aesthetically pleasing, transcending standard museum paradigms.

Comparatively, the study's findings support the emphasis on edutainment in predicting satisfaction and behavioural intentions. French museums, with their emphasis on providing instructive and enjoyable experiences, are consistent with this tendency. The “Musée du Fort” in Quebec, for example, integrates art education and aesthetic satisfaction, increasing visitor happiness and encouraging cultural engagement.

Michael Pickering's (2008) approach to research methodologies in cultural studies, which emphasises empirical, ethnographic and experimental methods, lends support to the study of museum experiences. Researchers can immerse themselves in the real experiences of museum visitors through ethnographic analyses, revealing qualities beyond quantitative measures. Using this technique in French museums allows for an understanding of how cultural, educational and aesthetic factors interact to create visitor perceptions and pleasure. Museums become living entities, encouraging dynamic interactions and providing ethnographic experiences that transcend temporal and physical boundaries. This perspective emphasises the significance of museums as keepers and presenters of cultural narratives. In terms of heritage, museums act as guardians of tangible and intangible cultural assets, preserving artefacts, artwork, and tales for future generations. (European Union). The “Musée de la Civilisation” in Quebec, with its centuries-spanning collection, exemplifies museums' role in preserving and sustaining cultural history (Canadian Digital Encyclopaedia).

Museums, as cultural elements, serve as platforms for narrative presentation, promoting a conversation between the past and the present. The “Musée d'Art Contemporain” in Montreal, Canada, for example, welcomes contemporary artistic expressions, adding to the region's cultural vibrancy and providing a forum for discussions concerning artistic progress. This museum, focusing on artistic experimentation, shows how museums contribute to the creative ecology. They transform into settings that foster and stimulate creativity. In the creative industries, museums serve as accelerators for invention and interpretation.

The concept of museums - as heritage, cultural and artistic expressions - emphasises their function in society. They are more than just static repositories; they actively contribute to cultural debate, stimulating dialogue and serving as dynamic hubs for the cultural and creative industries.

### **1.3. Shaping cultural cities by Guggenheim effect & Anholt-GfK Nation branding**

The Guggenheim Effect, named after the transformative impact of the Guggenheim Museum in Bilbao, Spain, emphasises cultural institutions' significance as accelerators for

economic revival. In the French environment, museums enrich culture and play a role in economic growth and tourism. They receive high global rankings, showing their expertise in culture, heritage, tourism and investment appeal.

Rausell-Köster, Ghirardi, Sanjuán, et al.'s (2022) conceptual framework proposes the concept of a "cultural city", which combines historic, smart and creative components. Culture serves as a resource, sparking development processes and improving urban performance. This concept is relevant for understanding the French setting, where museums play a role in providing favourable cultural experiences, reinforcing the function of cultural institutions in changing the socioeconomic fabric of cities. Examining the infrastructure setting of French museums reveals their importance as cultural hubs. Museums in metropolitan France and French Canada serve as repositories for cultural and creative components that reflect the nation's legacy. The cultural and artistic aspects within French museums contribute to a beneficial atmosphere, showing the nation's competencies in maintaining and presenting cultural narratives. These institutions are evolving into dynamic entities that promote cultural heritage awareness, public involvement, overall quality of life and urban revitalization.

The Anholt-GfK Nation Brands Index Hexagon evaluates a country's global image, with France consistently outperforming in culture, heritage, tourism and investment attractiveness. The positive image reflects the long-term influence of French cultural experiences on the national perspective. French museums position is encouraging innovation, attracting tourists and visitors and contributing to worldwide country and city branding efforts. France remained fifth in 2022, while Canada ranked third in cultural and tourism experiences.

Museums' creative initiatives also help to improve transport connections, which draw worldwide tourists. However, issues such as gentrification must be matched with social services for inhabitants, ensuring that museums prioritise their position as social and economic contributors to the local community. Museums shape a nation's narrative by serving as vehicles for political objectives and showcasing true cultural capital. Before-and-after project analysis is critical for determining the measurable socioeconomic effects and guiding a balanced and sustainable strategy. Contemporary museums, as remarkable components of the urban fabric, must adapt to changing societal ideals and demands.

French museums, embedded in the cultural and creative industries, have a dynamic impact on the urban fabric. Their reputation as cultural hubs has an impact on the socioeconomic landscape by expressing heritage and contributing to communities' symbolic

cultural capital. The discourse of nationhood expressed in these museums is critical in shaping the national narrative and conveying France's image globally.

The term "marque" refers to a nation's brand identity. France, with its cultural and creative legacy, has created a brand that crosses geographical boundaries. This brand, rooted in centuries of artistic tradition, attracts tourists, investors and enthusiasts alike.

This exploration requires the participation of Francophonie communities from Europe, the Americas, Africa and Asia. The essay focuses on the Acadian community, which is linked to both French and Canadian museums. The colonial period in European history, connected to British culture, influences the narrative of the Acadian experience. The analysis on the presence of museums is fuelled by the "Fédération des Communautés Francophones et Acadiennes" (2004) report on the demographic, economic and employment vitality, as well as the diversity of francophone communities in Canada. These institutions celebrate tradition and have a long-term social and economic impact on the urban fabric of Canadian French towns, particularly the Acadian community.

The creative economy, powered by cultural and creative sectors, acts as a beacon of economic prosperity and worldwide impact. France, involved in "la Francophonie" and its cultural legacy, demonstrates the potential of a creative nation. Museums, as dynamic representations of cultural heritage, contribute to the Guggenheim effect, which raises France's global profile. The Anholt-GfK Nation Brands Index Hexagon reflects rankings while also capturing the nation's brand, an homage to the legacy of culture, tradition and economic strength. This chapter unravels the sequences that connect the creative economy, cultural industries and the cultural field of French-speaking communities, encouraging reflection on the transformative potential of creativity in building French identity. The museums, discussed in this essay, have economic impact on local communities in France and the French Communities of Canada. The approach of incorporating history and technology to prepare the past for the future is consistent with the Smart City Journal's perspective on cultural mediation and representation. This fusion of history and technology emphasises museums' role in linking the traditional and contemporary, making cultural experiences more accessible and engaging for a range of audiences. In the following chapter, the application of heritage within museums will be delved, focusing on communities connected to the Francophonie sphere, which contribute to France's economic and cultural vitality. This exploration is consistent with the purpose of "la marque France" branding, which emphasises the nation's economic and cultural prosperity

both locally and abroad. The "Make it Iconic. Choose France" campaign, as highlighted on France Diplomatie's website, reflects the French spirit, urging worldwide talents and investors to contribute to the nation's growth and transforming the "France brand" into a symbol for those daring to innovate.

## **2. Acadian heritage odyssey in the experience economy**

This chapter embarks on a journey through the layers of Acadian legacy, examining the contribution of a francophone community known as the Acadian Community to French cultural representation and economic effect in Metropolitan France and in French-speaking regions and Commonwealth Provinces throughout Canada. The historical and cultural areas of the Acadian community are revealed through museums, capturing narratives of migration, survival and cultural continuity.

### **2.1. Acadian cultural contributions through continents**

The "Société Historique Acadienne" has carried the torch, brightening the layers of Acadian tradition. Their role in preserving Acadian history, as shown by publications from 1966 and 1990, not only preserved the narrative but also facilitated the establishment of Acadian-related archives at the Canadian University of Moncton. This historical treasure, along with the digital resources of the Canadian Encyclopaedia, focuses on the origins of the Acadian community.

The Acadian migratory adventure began with the French settlers who left France to create New France on the Atlantic coast of North America. The Acadian community left its influence on the historical and cultural environment, from Canada's Maritime regions to the vast plains of Louisiana in the United States. The Seven Years' War, a confrontation between France and the United Kingdom that resulted in the mass displacement of Acadians from their native homeland, was a crisis moment in Acadian history. This forced migration, known as the Great Upheaval or "la Grande Dérangement", took place in the 18th century, distributing Acadians across British colonies, including Canada, Maine and Louisiana. Despite the instability, the Acadian population displayed resilience, leaving an imprint in areas such as Quebec, which remained part of French territory in Canada. Acadian cultural contributions were preserved in French community areas throughout Canadian British-owned regions such as New Brunswick, Prince Edward Island and Nova Scotia. Acadian villages, shaped by fishing and agriculture, displayed their adaptability. Cultural connections with indigenous tribes enhanced the character of Acadian settlements, resulting in a cross of traditions and practices.

Meghan Catherine Forsyth (2011) and Hilary J. Doda (2019) theses dive into the Acadian legacy, offering academic perspectives on its existence as a cultural force. These assessments highlight the economic potential inherent in Acadian tradition, demonstrating how it acts as a catalyst for economic development in the areas that bear its legacy. The upcoming assessment of Acadian museums will explore the importance of heritage in creating Metropolitan France's identity, economy and worldwide image, as well as the French-speaking regions of Canada.

## **2.2. Global amplification of Acadian branded agency & economic empowerment**

Building on the historical origins analysed earlier, organisations such as the “Société Nationale Acadienne” (SNA) play a role in influencing global perceptions of Acadian heritage. As stated on the Canadian Government's and the Acadian Organization's website, the institution boosts the branding of Acadian history globally. The strategic presentation of this branded agency reaches its top at events such as the “Congrès Mondiale Acadien” (CMA), which takes place every five years. This event provides a platform for celebration and acts as a strategic venue for showcasing the cultural richness and economic possibilities of Acadian history to a global audience. This international festival showcases the survival of Acadian cultural practices and brings together all Acadian communities worldwide. The "Société Nationale Acadienne" continues to play a role in creating venues for Acadian communities to display their legacy, which is rooted in folklore, music festivals, cinema and literature. Aside from its cultural significance, the "Société Nationale Acadienne" acts as a business agency, aiding Acadian heritage's global branding efforts, as indicated by the institution's website.

There is a relationship between Acadian heritage and the creative sectors, such as museums. They are rooted in Acadian traditions and provide an important contribution to branding initiatives, as live testaments to the essence of Acadian cultural agency, underlining its importance in the contemporary world.

Canadian and French governments recognise Acadian heritage as a cultural and economic treasure. Initiatives such as the “Commission du Tourisme Acadien du Canada Atlantique” (CTACA) can be found on their websites, getting financial support from the Regional Economic Growth through Innovation (REGI) programme. CTACA, founded in 2001, is a tourism effort and a catalyst for the economic revitalization of local towns with Acadian ancestry. CTACA is a political agency whose goal is to develop and sell experience goods that contribute to the tourist brand "Experience Acadie". Institutions such as CTACA

use an approach that emphasises the objective of revitalising economically related areas while also serving as a political agency. This strategy is consistent with the connection of heritage, commerce and politics in the context of Acadian cultural tourism. Forsyth (2011) and Doda (2019) provide academic insights into this web, focusing on how Acadian history serves as a medium for economic growth both locally and worldwide. This narrative is unfolded through an evaluation of museums that represent this Acadian heritage.

The concept of Acadian legacy is a branded agency that strategically navigates cultural identity within the shifting museum scene. Forsyth (2011) and Doda (2019) present academic perspectives on regarding this position. When Acadian heritage is kept in museums, it becomes a living cultural brand that actively engages visitors on both tangible and intangible dimensions. The tangible artefacts and intangible aspects shown in museum spaces become curated manifestations of the Acadian narrative, helping to create a cultural brand. Forsyth's thesis analyses how museums, through their exhibitions and narratives, actively participate in the branding of Acadian history, influencing public perception of this cultural agency.

The branded agency of Acadian heritage as manifested in museums extends beyond cultural representation to have significant economic outcomes. Building on Forsyth and Doda's considerations, the experiences in these museums are transformed into commercial products, actively contributing to the economic vitality of Acadian heritage-linked towns. The economic and cultural components are correlated, resulting in a sustainable and impactful representation within the museum landscape. According to scholars such as Moore (2013) and Radder (2015), museums, as cultural institutions, use soft power. These academic voices emphasise museums' critical role in developing global ideas of heritage, which influences how communities are positioned on the socioeconomic stage. The narrative contained inside Acadian heritage museums becomes a dynamic force that projects the community's identity globally. These institutions serve as vehicles for commodifying Acadian history, transforming both tangible and intangible characteristics into marketable entities.

Tangible artefacts, ranging from historical objects to artworks, are transformed into museum exhibitions that serve as vehicles for conveying Acadian history. Simultaneously, intangible components such as language, traditions and symbols are actively promoted and preserved through experiences in these museum settings. Forsyth and Doda's theses lay the groundwork for understanding how these symbols emerge into cultural commodities, helping to preserve Acadian identity while also contributing to economic endeavours. Language, as a

key intangible resource, is central to the commodification process in museums. Beyond exhibition, language preservation and promotion are components of the branded agency. Forsyth's findings highlight how museums actively promote Acadian history by highlighting and conserving linguistic features. Symbols such as the Acadian flag and cultural artefacts like the national anthem and festivities, when displayed in museums, transform into commodified motifs and become branding components. According to Doda's analysis, these symbols represent cultural identity as significant tools in the branding of Acadian history. Museums serve as strategic platforms for meaningfully displaying these symbols, confirming the Acadian community's identity as a marketing agency.

In the context of cultural contributions, these symbols act as markers, guiding visitors to Acadian community historical sites and creative industries. According to the authors' theses, the Acadian flag, which features a yellow star with the French tricolour, represents the cultural and religious backgrounds of Acadian people. The Acadian national song and festivities on August 15th reinforce the community's identity by commemorating important events/exhibitions sponsored by the "Société Nationale Acadienne".

Acadian heritage expresses itself as a branding agency within museums, where symbols, language and curated experiences connect to contribute to cultural representation and economic benefits. Forsyth and Doda's theses lay the scholarly framework for understanding the aspects of Acadian heritage. These dynamic elements, inherent in museums, resonate in the socioeconomic landscapes of the communities they represent. The forthcoming examination of museums associated with Acadian heritage will showcase on their social, economic and cultural implications, unravelling the threads that tie legacy to the urban area in which these museums are anchored.

### **3. Museums as guardians of Acadian heritage**

Acadian legacy in France raises a narrative preserved throughout museums, serving as a connection to the history of their diaspora. This bond also applies to Canadian museums, which jointly serve as dynamic guardians of cultural preservation and representation. Acadian heritage is commodified in these museums through a combination of cultural homage and economic vitality. Curated experiences transform into commercial products, drawing both local and international visitors and boosting the economic viability of Acadian historical communities. Acadian museums in France, Quebec, New Brunswick, Prince Edward Island and Nova Scotia display a convergence of Francophone identity with Acadian cultural

persistence. This cultural affinity, as defined by the digital Encyclopaedia Britannica, becomes a driving force in community representation through museums. These cultural repositories preserve local history and play an important role in driving economic growth. Visitors, both local and foreign, gain insights into historical narratives that have shaped communities over centuries, contributing to an impact on jobs in heritage cultural sectors, particularly museums.

Radu's (2014) study focuses into museums in Canada's heritage landscape. These institutions, ranging from national historic sites to community museums, are critical in addressing the cultural, social, historical and political aspects of the past. Radu's research reveals the interaction between museums and representations of past living environments, contributing to the preservation and development of different types of home representations, such as pictures. Radu's analysis also examines the evolution of museums in the context of the Experience Economy. Tensions develop when these institutions work to balance conservation concerns with visitor experiences. Multisensory exhibits, interactive displays and participatory programmes are explored to understand how museums adapt to the concepts of a new museology and an experience economy, with emphasizing on active learning and immersive experiences. The analysis extends to the role of museums built around legacies, questioning their exclusivity and simplifying of complex narratives.

This outline prepares the basis for the analysis of Acadian heritage museums, beginning with the French context and progressing to Quebec, a French territory within Canada. The purpose is to uncover the social, economic and cultural influences that these museums have on the urban fabrics in which they exist.

### **3.1. “La Maison de l’Acadie”: a beacon of Acadian history in the French Metropole**

The “Maison de l’Acadie”, founded in 1984 in La Chaussée, France, commemorates the heritage of Canadian Acadians. Housed in the commune of Loudun, “Département” of Vienne, this museum finds its significance as a refuge for Acadians evicted by the British settlers. It is in the historic building at 1, rue des Acadiens, previously the residence of an Acadian family. Since its foundation, the “Maison de l’Acadie” is dedicated to recording the Acadian experience from its roots to present-day circumstances in the region. The museum shows the lives of families originated from Poitou and emphasises the significant links between Poitou, Québécois and Acadian Louisianans. (source: museum website).

Collaborations with Canadian organisations such as the “Village Historique Acadien de Caraquet” in New Brunswick, Canada, have allowed the museum's artefact collection to

expand. The 2020 refurbishment improved accessibility and added interactive models, a chronological Acadian flag and explanatory panels, enriching the visitor experience (source: museum website).

The “Maison de l'Acadie” has emerged as an incentive for urban renewal and local development (source: Vienne Tourism website). The museum has a positive influence on employment, tourism, culture and heritage by directly employing citizens and stimulating indirect job creation through collaborations with local businesses, such as hotels and restaurants. This maintains La Chaussée's status as a cultural destination, complementing other attractions such as natural parks, castles and churches. The region includes circuits from European cultural routes, as recognised by the Council of Europe and the ICOMOS<sup>2</sup>.

Tourism data from Loudun's tourism website show that the museum attracts both locals and visitors, complementing the local tourism offering. As a cultural landmark, the “Maison de l'Acadie” contributes to the Guggenheim effect<sup>3</sup>, raising La Chaussée's profile. The museum preserves and shows Acadians' rich legacy, which has influenced art, music, gastronomy and history in France and North America. Cultural events and activities, like concerts, workshops and conferences, help Acadians develop a sense of identity and promote conversation with other cultures.

The “Maison de l'Acadie” uses digital technologies, including an online shop and virtual tour, to take an innovative approach to management, communications and learning. The museum's impact extends beyond cultural representation by engaging audiences through social media and participatory approaches such as multilingual guided tours, as well as offering social services to disadvantaged groups and supporting local development projects. The museum works with schools, libraries, social centres and non-governmental organisations (NGOs) to improve the quality of life in the community through educational programmes, cultural mediation and social inclusion activities. (sources: Tourism of Vienne and museum website).

Despite its success, issues remain in the infrastructure context. While the “Maison de l'Acadie” has made contributions to urban rehabilitation and local development, problems must

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<sup>2</sup> ICOMOS is the International Council of Monuments and Sites, a non-governmental organisation dedicated to the conservation and protection of cultural heritage sites worldwide. It consults with UNESCO, among other international organisations, on cultural heritage issues, contributing to the execution of policies and standards for heritage conservation.

<sup>3</sup> The term "Guggenheim effect" refers to the Guggenheim Museum in Bilbao, Spain. The notion demonstrates how architecture and art may influence a city, in urban development, tourism and the local economy. The term shows the impact of the Guggenheim Museum in Bilbao and comparable ventures globally.

be addressed to ensure sustained positive impacts. Gentrification and infrastructural surroundings provide obstacles, as does competition with other cultural institutions. The museum is in a rural area with few transportation options. The museum also relies on philanthropists, which adds to financial uncertainty. City branding is a delicate issue, as the museum's contribution is dependent on tourists drawn by ethnographic interest in “l'Acadie”.

### **3.2. Québec's Acadian cultural Hub**

The Acadian legacy is similarly envisioned by Canadian museums. The province of Quebec has a specific ruling status within the Canadian federation, as it is rooted in Quebec's historical and cultural factors, notably its French colonial past and the commitment to preserving the French language, traditions and cultural identity. Canada's constitutional fabric recognises this province's characteristics within the nation's multicultural mosaic. While the rest of Canada follows a law legal system based on British traditions, Quebec follows a civil law system rooted in the Napoleonic Code, reflecting its historical ties to France. This legal distinction emphasises Quebec's commitment to preserving its linguistic and cultural history by promoting a legal framework that is consistent with its French traditions. This governance gives Quebec autonomy in developing its linguistic regulations, educational practices and cultural activities, which helps to preserve the province's character within the Canadian federation. (source: Canadian Government website).

The “Musée Acadien du Québec” in Bonaventure is a cultural and historical attraction that celebrates the Acadian heritage in Quebec. The museum, located on a site overlooking Chaleur Bay, provides exhibitions, activities, events and stores geared at encouraging the discovery and sharing of Acadian heritage. Bonaventure, founded in 1760 by Acadians escaping deportation, has found vitality through the museum's involvement in urban development. (source: Bonaventure Tourism website).

The “Musée Acadien du Québec” influences the quantity of jobs in Bonaventure. The museum's website states that it employs both permanent and seasonal employees and dedicated volunteers. These personnel are trained in museum management fields, including administration, education, conservation, communication and marketing. The museum promotes internships and professional development, which enhances the skills and capabilities of its employees. The museum's employees are a benefit to the local economy and culture because they bring skills, expertise and passion to their jobs. The museum's impact extends to bringing tourists to Bonaventure and the Gaspésie region. The museum participates in events

and festivals that attract visitors as part of the “Route des Arts et Saveurs de la Gaspésie”, a tourist circuit that highlights the region's artistic and gastronomic diversity, such as the “Festival Acadien de Bonaventure”, the “Festival en Chanson de Petite-Vallée”, and the “Festival Musique du Bout du Monde”. The museum's exhibitions and activities appeal to audiences, including families, elders, history and art enthusiasts. Positive reviews on platforms such as TripAdvisor, with a 4 out of 5-star rating, praise the museum's informative displays, personnel, and location. This collective appeal boosts Bonaventure's tourist offering, increasing its visibility and reputation.

According to the city of Bonaventure's website, the museum, aside from being a repository of history and ethnology, promotes public interaction and social inclusion through programmes including workshops, conferences, concerts, book launches and film screenings. Collaborations with local organisations and institutions, such as schools, libraries, associations and media outlets, reflect the museum's values, as does a dedication to encouraging diversity and openness. This, in turn, fosters a sense of belonging, identity and pride among Quebec's Acadians, encouraging others to explore and appreciate their culture.

The museum has a significant effect on Bonaventure's infrastructure and cultural landscape. The museum, housed in reconstructed early twentieth-century buildings, preserves architectural heritage while also contributing to present accessibility, security and environmental standards. According to the museum's website, the main structure was formerly a convent school established in 1914, while the second was a post office built in 1939. The museum promotes other Bonaventure cultural sites, including the “Pointe Bonaventure Lighthouse” and the Acadian Cemetery. Furthermore, the museum actively supports the local creative sector by displaying works by local artists, hosting performances by local musicians and writers, and selling products made by local artisans, all of which contribute to the enrichment of the Bonaventure community's cultural fabric and creativity.

The museum shows resilience by demonstrating its ability to adapt to changing situations. The museum remains relevant in the face of transforming technologies by incorporating interactive displays with digital devices, providing virtual tours and communicating through social media channels. For example, it has created interactive exhibitions that leverage digital devices like tablets, touch screens and QR codes to provide a dynamic visitor experience. The institution also offers a virtual tour, which allows for global exploration of its services. Furthermore, enhancements to the museum's communication

strategy via platforms such as Facebook, Instagram and YouTube have broadened its reach to audiences by sharing activities and news. To address the issues posed by the COVID-19 epidemic, the museum adopted health and safety measures, provided online services and resources and engaged in solidarity actions. These projects are described on the museum's website, reaffirming its dedication to innovation and adaptability.

As part of the “Bonjour Québec” brand, the museum aggressively promotes Bonaventure and Quebec as attractive destinations. The museum plays a role in shaping the region's narrative and authenticity by engaging in territorial marketing, producing promotional movies and emphasising Quebec's tourism potential, people, exports and cultures. The museum is featured in the Bonaventure Tourism Organisation's advertising video, "Bonaventure, une ville à découvrir", which highlights Bonaventure's attractions and activities. This participation contributes to the regional branding and identity of Quebec, which is built on four pillars: tourism, people, exports and culture. Through its exhibitions and events, the museum promotes the history, culture and identity of the people of Quebec, confirming its role in promoting the region's essence.

The “Musée Acadien du Québec” in Bonaventure emerges as a critical cultural and historical treasure, contributing to Bonaventure's urban rehabilitation and driving local development. Its impact on employment, tourism, social interactions, cultural values, infrastructure, Acadian history, innovation and branding makes it an asset to Bonaventure and the greater Quebec region.

### **3.3. Tracing Acadian heritage: memory & ethnography in British Canada Museums**

Museums in British Canada's provinces of New Brunswick, Nova Scotia and Prince Edward Island serve as living testimonies and cultural repositories to the Acadian communities, who lived there both before and after the Great Upheaval. These cultural institutions protect Acadian memory and legacy, maintaining the ethnographic experiences of a people whose narrative is connected to the fabric of Canadian history. Drawing connections to this essay's explored Acadian museums in Quebec and in France, we will explore how the British Canadian museums capture the spirit of experimentation and narrative, influenced by Michael Pickering's ethnographic analysis (2008).

#### **3.3.1. “Village Historique Acadien” in New Brunswick**

The “Village Historique Acadien” is a living portrayal of Acadian life from 1770 to 1949. This interactive museum recreates Acadian heritage through houses, farms, schools,

churches and workshops. The Acadian staff, dressed in historical costumes, engages tourists in traditional activities such as farming, cooking, weaving, blacksmithing, and more to provide an authentic experience. In addition to the immersive exhibits, the museum offers educational programmes, guided tours and interactive experiences to visitors. Furthermore, it organises cultural events such as festivals, concerts and seminars to highlight Acadian traditions and arts. Overall, the museum has two missions: to preserve and promote Acadian identity and legacy, while educating the public about their history and culture.

Established in 1977, the museum has become a cultural landmark, encompassing both original and replica buildings. The “Chateau Albert” hotel, which is a copy of an Acadian-owned establishment from 1907, is a prominent feature. This hotel offers period-accurate rooms with traditional furniture and decorations and present-day amenities like Wi-Fi and air conditioning. Furthermore, the hotel serves typical Acadian cuisine such as “poutine râpée”, “fricot” or “poyes”, and it has a bar featuring local beers, wines, live music and entertainment. In addition to the hotel, the museum has stores that sell souvenirs, crafts, literature and other Acadian-related products. These stores, housed in ancient structures such as the bakery, or forge, provide information about the Acadian economy and society while allowing visitors to support local artisans and manufacturers. This initiative's success has been recorded and recognised on both the province's official tourism website and the museum's dedicated site.

The museum's impact on local development is noted on the Province of New Brunswick's tourist website, which includes it as a vital component of its marketing campaign and emphasises an increase in visitor numbers. In addition to attracting Canadian tourists, the “Village Historique Acadien” has contributed to the region's global recognition by attracting international visitors. The economic benefits, both direct and indirect, are visible in the tourism industry and in cultural and social ramifications for the community. The “Village Historique Acadien” exemplifies the Guggenheim effect, in transforming New Brunswick's rural areas, addressing issues such as depopulation, unemployment and lack of business opportunities. Beyond its economic achievements, the museum has a role in preserving and conveying Acadian identity, values and traditions. Residents who actively participate in museum events enjoy a sense of pride and belonging, which promotes social cohesion and integration. This dual impact, economic and socio-cultural, is symbolic of the Guggenheim effect, as demonstrated by information available on both the tourism website and the museum's designated platform.

However, issues remain, in accessibility, sustainability and societal outcomes. The nearest airport, Bathurst, is around 50 kilometres away from the museum and limited public transport options make it difficult for visitors to access it. The museum, which currently relies primarily on private cars or tour buses for mobility, admits these constraints on its website. Additionally, the museum runs on a seasonal timeframe, from June to October and charges admission fees. The museum's documented challenges include balancing historical accuracy with increasing visitor expectations.

Furthermore, the museum's success may inadvertently contribute to gentrification. To overcome these difficulties, New Brunswick must take strategies that include upgrading transportation infrastructure, diversifying revenue streams, extending the operational season and fostering community engagement. Partnerships with cultural institutions, as well as the development of social and environmental regulations, have been reported as measures for minimising negative consequences and increasing good outcomes. The “Village Historique Acadien”, a cultural asset crucial to New Brunswick's urban redevelopment, requires ongoing strategic planning to ensure its long-term viability. Both the provincial tourism agency and the museum's official website highlight these steps.

### **3.3.2. “Musée des Acadiens des Pubnicos” in Nova Scotia**

The “Musée des Acadiens des Pubnicos” is a cultural institution in Nova Scotia that showcases the history of the Acadian people. The museum's website provides details about its collections, events, services and activities. It also gives useful links to resources about Acadian culture and heritage. Notably, Nova Scotia's tourism website promotes the museum as an attraction in the Yarmouth and Acadian Shores region, as part of the life of the Acadians from the seventeenth century to the present. The museum also houses a research centre with access to archive records and publications about Acadian history and genealogy.

The museum attracts visitors each year, from Canada and France, and is funded via donations and grants. The museum's mission is to preserve and share the Acadian heritage of Pubnico, one of the oldest Acadian settlements still inhabited by descendants. This museum is both a tourist attraction and a driver of local development. The Museum, founded in 1955 by a local priest with a passion for preserving Acadian heritage, is housed in a historic 1864 home that originally belonged to an Acadian family. The museum, which displays artefacts, furniture, clothing, tools, pictures and genealogy documents, presents a vivid picture of Acadian life from the 17th century to present days. (source: museum website)

The museum contributes to the community's urban revitalization efforts, which address issues such as economic stagnation. The museum's commitment to celebrating and promoting Acadian identity makes a substantial contribution to local development. It acts as a driver for job creation, both directly through the hiring of multilingual workers with Acadian heritage and indirectly by promoting an environment that promotes local enterprises such as restaurants, hotels, stores and artisans. The museum's arrival of tourists has a positive economic influence on the surrounding community. The museum increases Pubnico's tourism potential, making it a destination for anyone interested in Acadian history and culture, notably visitors from Canada and France. The museum attracts a wider audience by hosting events and activities, such as workshops, lectures and festivals, which contribute to the region's cultural vitality. The museum promotes social cohesiveness and civic involvement in the local community as it serves as a hub for connection and collaboration, encouraging pride in Acadian heritage and identity. The museum fosters community participation by including people in governance and operations, such as the board of directors, volunteers and a membership programme. The membership programme is open to everyone who supports its mission and offers privileges such as free admission, discounts, newsletters and invitations to events. (source: museum website)

The “Musée des Acadiens” is part of Pubnico's urban redevelopment, drawing parallels to the Guggenheim effect, which occurs when a cultural institution changes a city's image, economy and society. The Pubnico museum focuses on local resources and attempts to regenerate Pubnico, a former fishing community weighed down by depopulation and marginalisation. Unlike the Guggenheim, which focuses on developing a global brand and luring mass tourism, the Pubnicos museum prioritises the preservation and sharing of local heritage, fostering communal development. The museum avoids gentrification or displacing local residents, instead focusing on their well-being and active involvement. The museum acknowledges and displays the Acadian identity's complexity. This demonstrates the beneficial effects that a cultural institution can have on the urban environment and economy. Plaza and Haarich (2013) claim that the Guggenheim impact extends beyond attracting visitors and generating cash. It aims to improve the city's image and reputation, stimulate creativity and innovation, promote social inclusion and involvement and improve residents' quality of life. The “Musée des Acadiens des Pubnicos” has accomplished these goals by offering a cultural and creative activity atmosphere. The museum has integrated into the local cultural environment through exhibitions, workshops, festivals, concerts and educational programmes.

The museum blends with the existing infrastructure, as it is housed in a historic building that has been refurbished to meet sustainability standards. Its strategic location allows for access by car, bus, or bike and the low admission rates make it accessible to a wide range of people. (source: museum website)

While the “Musée des Acadiens des Pubnicos” exemplifies cultural institutions' capacity to drive urban development in rural areas, it faces challenges and limitations. The museum's attractiveness can be threatened by competition from other cultural attractions in Nova Scotia, such as the West Pubnico Golf & Country Club and the Pubnico Point Trail, as stated on TripAdvisor and on the province's Tourism Organisation website. To address this, the museum should take a strategic approach to city branding and territorial marketing, emphasising its characteristics and values. Collaborative initiatives with other cultural organisations and stakeholders can result in synergies and networks that benefit everyone involved. Furthermore, the “Grand-Pré National Historic Site” in Nova Scotia, a UNESCO-designated site with Acadian heritage due to Acadian villages that existed prior to the Great Upheaval, provides a chance for collaboration. While located on the other side of the island, the UNESCO coastline pathways dedicated to Acadian-related tourism might provide tourists with a complimentary experience, increasing public awareness of the Pubnico museum. The “Musée des Acadiens des Pubnicos” exemplifies how a cultural institution can use its tradition and social capital to catalyse urban development in rural areas. It demonstrates how culture can be a driver of urban development, promoting economic progress, social inclusion, civic involvement and identity building. To summarise, this museum an example of how a cultural institution may revitalise an urban region, resulting in excellent economic, social, cultural and environmental outcomes. However, the museum must address its challenges diligently, attempting to strike a balance between its function as a tourist attraction and a driver of local development, ensuring that it serves both visitors and inhabitants.

### **3.3.3. "Musée des Acadiens" in Prince Edward Island**

The Acadian Museum in Prince Edward Island is a community-based institution dedicated to preserving the rich history and culture of the island's Acadian people. Established in 1964 by local Acadians, the museum is housed in a former school building built in 1922, providing a historical setting for its displays. The museum exhibits artefacts, including musical instruments, domestic items, religious relics and artworks, all of which depict the island's Acadian culture. The Acadian Museum emphasises its role as a cultural hub by organising events such as lectures, workshops, concerts and exhibitions that emphasise the Acadians'

contributions to the island's society and economy. With an annual influx of visitors, the museum operates efficiently thanks to a volunteer network, reflecting its commitment to becoming a centre for Acadian cultural research, interpretation and dissemination on Prince Edward Island. Beyond its historical significance, the Acadian Museum represents the resilience of the Acadian people, who have lived on the island since the 18th century. The museum, which is featured on the province's tourism website and has its own specialised reservation platform, provides a view of Acadian culture, history and legacy through its exhibits, events and programmes. (source: museum website)

The Acadian Museum is relevant to the area's urban development, attracting tourists, interested in learning about the Acadian identity and heritage. Its impact on local development includes the creation of job possibilities for both employees and volunteers, as well as the indirect support of service providers. The museum stimulates the tourism industry, creating revenue for local companies like hotels, restaurants and shops. The museum has a positive impact on the community's social fabric by instilling a sense of pride, belonging and solidarity in Acadians who share their narratives, values and customs. Furthermore, the museum fosters social inclusion and intercultural discussion by enabling visitors to appreciate the diversity of French-Acadian culture while connecting with other civilizations, such as the British or Indigenous. (source: Province tourism website).

The museum has a Guggenheim effect, strengthening the area's image and reputation as a cultural and creative attraction. The Acadian Museum on Prince Edward Island maintains, promotes and enriches the cultural landscape, assuring its long-term impact on both tourists and locals. The success of this Acadian Museum can be due to an interaction of circumstances, including its physical location, heritage, cultural and creative features and impactful initiatives. Housed in a historic structure that reflects the architectural style and character of the Acadian community, the museum has an accessible setting to contemporary amenities. Its strategic location, connected to highways and public transportation systems, makes it easily accessible to visitors. The museum ensures inclusivity by charging a flexible admission fee and opening hours. The museum's practices to exhibit design and interpretation impacts the visitors' adherence to the museum, by using interactive and multimedia tools to engage. The museum's heritage, cultural and creative elements are demonstrated through its collection of artefacts, which provide insights into Acadian life on the island. The artefacts are chosen and informatively presented and they are supplemented by sources, such as oral histories,

photographs, documents and movies, which help visitors understand and appreciate Acadian culture. (source: museum website)

The museum's context and competencies are captured in its vision, purpose and values, which guide its operations and activities. The museum's dedication to values such as respect, integrity, collaboration and creativity, allowed it to receive museology awards, including the Canadian Museums Association Award of Outstanding Achievement in Exhibitions (2014) and the Prince Edward Island Museum Heritage Award (2016). The museum has formed collaborations with organisations that have similar goals and interests, such as the University of Prince Edward Island (UPEI), the "Société Saint-Thomas-d'Aquin" (SSTA), and the "Réseau des Musées Acadiens de l'Atlantique" (RMAA). Participation in national and international projects demonstrates the museum's competence and commitment to the field of Acadian studies. (source: museum website)

The Acadian Museum in Prince Edward Island is an example of how a community-based museum may help to revitalise an urban area. By showcasing the fabric of Acadian culture, the museum serves as a source of identity, cultural pride, economic development and community participation. As a result, it serves as a beacon for revitalising the urban landscape and contributing to the overall enrichment of the local community.

### **3.4. Acadian museums: architects of the future**

The museums comprised in this chapter demonstrate the impact Acadian communities have had in France, Quebec and British Columbia. According to authors such as Meghan Catherine Forsyth (2011), Stephanie Karen Radu (2014) and Mélanie LeBlanc (2016), these cultural institutions play an important role in preserving Acadian tradition while also contributing to social and economic growth, improving the quality of life and strengthening regional identities by drawing tourists, creating jobs, holding events and providing educational opportunities. Furthermore, the positive image, that these museums promote, portrays Acadians as resilient contributors to the French and Canadian background, overcoming historical hardships and enriching the nation with their culture and values.

This narrative is supported by the strategic discourse observed in the Canadian Media Public Policy Forum (2019). As outlined in this medium, there is a perspective on newcomers' roles in Acadian communities. While newcomers are recognised as potential economic contributors, they also bring issues that may have an influence on the Acadian tradition. The combination of traditional Acadian practices and the shifting dynamics brought by immigrants

forces a balance between cultural preservation and adaptation to contemporary realities. The present immigration policies, while fulfilling economic demands, raise concerns about their effectiveness in protecting linguistic and cultural legacy. As Acadian communities navigate these complications, newcomers with diversified origins and experiences not only question established conventions, but also can contribute to and improve Acadian culture's long-term legacy. This mix of tradition and innovation distinguishes Acadian communities as they negotiate the ever-changing landscape of economic and cultural development.

Given these complexities, the significance of Acadian museums becomes clearer. They are historical preservers and dynamic agents shaping the future. The museums, which exemplify the spirit of resilience and flexibility found in Acadian communities, provide a reaction to the difficulties posed by shifting demographics and economic landscapes. It becomes clear that these cultural institutions are critical in commemorating the historical past and in promoting an inclusive and sustainable future for Acadian communities across geographical contexts.

## **CONCLUSION**

This essay has highlighted the importance of Acadian ancestry in forging a resilient identity within the Francophonie's landscape. Crossing historical adversity, from forced deportations to contemporary preservation efforts, the narrative reveals a resilient thread of solidarity and commitment, as expressed by Yvon Fontaine in a speech delivered when he was elected president of the “Agence Universitaire de la Francophonie” in 2006 (Global Strategy for the Integration of Arts and Culture into Acadian Society in New Brunswick, 2010). The community development within the French language is a portrayal that represents the expansion of an inclusive Francophonie. This cultivation represents the effort to develop unity and collaboration among the identities encompassed inside “Acadie”, embodying shared ideals that connect the region to the larger Francophone community.

At the heart of Acadian society, arts and culture emerge as defining forces, mediums through which the community asserts its creativity and innovation. In this cultural setting, museums serve as key repositories and narrative centres, contributing significantly to heritage preservation and enhancing the Francophonie as a whole. The exploration of museums in France and Canada, which are related to the Acadian past, highlights their strategic importance as dynamic sites for the integration of arts and culture into society. Aside from being cultural agents, these institutions make contributions to community life by drawing tourists, creating

jobs, holding events and offering educational platforms. They are catalysts for economic and social development, improving the quality of life in their respective regions.

Within the Canadian context, the discourse on immigration exposes an interchange between their economic potential and the challenges to the preservation of Acadian culture. The complex equilibrium reflects the struggle experienced by communities attempting to balance economic expansion with linguistic and cultural integration.

Acadian-related museums, as active agents in community development, impact on municipal policy, cultural awareness and the overall well-being of the population. Their holistic approach serves as an example for other communities seeking sustainable and inclusive development, acknowledging the transformational power of cultural heritage and community-driven strategies.

The Acadian experience exemplifies the dynamic interaction of heritage, arts and community tactics, demonstrating how diversity, solidarity and inclusivity may thrive as vital features in a shared Francophone future. From the halls of museums to the urban landscape, the Acadian journey calls us to embrace diversity, maintain attachment and develop a Francophone future that survives among the challenges of an ever-changing urban environment.

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